

Subject: Lisa Wilber Presents 'Ideas You Can Use' for September, 2010

From: Lisa Wilber <lwilber@aol.com>

Date: Fri, 10 Sep 2010 15:58:42 -0400 (EDT)

To: jckrueger@gwi.net



Lisa Wilber and The Winner In You

Present



Ideas You Can Use

Dear Jon,

Welcome to IDEAS YOU CAN USE from Lisa Wilber and The Winner In You! We hope you enjoy our Constant Contact format, where you have control over your subscription settings. Scroll to the bottom of this issue to update your e-mail address or to be removed from our mailing list. If you find this message valuable for your business, there is also a link at the bottom to forward this message. We hope you enjoy this issue!

➡ Snapshot from Lisa's Day

What she's reading right now:

(you can also see the most current books I'm reading and reviews of books that I've completed on my profile page on Facebook: www.facebook.com/lisa.wilber)

Upstairs Bathroom: "The BIG things: 163 Ways to Pursue Excellence" by Tom Peters

Night Stand: "Make a Name for Yourself: 8 Steps Every Woman Needs to Create a Personal Brand Strategy for Success" by Robin Fisher Roffer

Downstairs Bathroom: "The Writing Diet: Write Yourself Right-Size" by Julia Cameron

Listening to in the car: "Success Audio CD September 2010" (came with Success magazine www.success.com)

Favorite Music Video this week: "Trailerhood" performed by Toby Keith

Last TV Show watched a full episode of: (not counting SpongeBob SquarePants!) American Justice

➡ DON'T SETTLE, SEEK EXCELLENCE!

By Lisa M. Wilber

"When the going gets tough . . . get excellent" -- Tom Peters



In 2007 and 2008 I participated in Avon's 2-Day Walk for Breast Cancer raising \$2,202.00 in 2007 and \$3,626.00 in 2008. On May 14 & 15, 2011 I'll be at the Boston 2-Day Walk again raising money for this worthy cause. Not only is participating in these walks a meaningful way to help end Breast Cancer in our lifetime, but it can also be a great way for you to promote your business. You can send out press releases when you sign up for the walk, have fundraising events during the year and get your customers and downline team members involved with you. My fundraising goal for the 2011 walk is \$4,800 -- that's \$100 for each year that I'll be around when the walk starts. My web site is: www.lisawalks.net if you'd like to support my efforts with a donation, follow along and see how I'm progressing or even get some ideas on how to promote this event for your business. This picture was taken at the 2008 Avon Walk for Breast Cancer. My biggest hope for 2011: NO RAIN! <smile>

Bits 'n Pieces

Remember our friend Sue Fabisch, with her "Avon Lady Sings" CD and the original video "Mom of Constant Sorrow" and how funny that was? Sue is at it again with a MUSICAL! The World Premiere of "Motherhood, the Musical" will be September 24 - October 31, 2010 at the Miniaci Performing Arts Center, Davie, Florida. It's a 4-woman, 90 minute show all about Motherhood: The Good, The Bad . . . and the Laundry! The Miniaci Performing Arts Center is located on the campus of NOVA Southeastern University. If you live anywhere near this area or if you are planning a vacation to Florida during this time, you won't want to miss this show! For more information, go to www.motherhoodthemusical.com



Attention Avon Representatives! I have designed a flyer to support the Willie The White Tiger fundraiser and I'd be happy to share it with you. Here's how it works: the flyer has a cartoon depiction of Willie and a line for a donor to write their name. Copy this flyer, cut into fourths and "sell" or get donors for \$1.00 each. When you have sold 20, order one full size stuffed Willie and donate it to the charity of your choice (you'll want to pick your charity ahead). I like to donate them to our local police department to use when they go on domestic calls. Remember that Willie retails for \$19.99 each so when you get 20 donors at \$1.00 each, that makes this fundraiser a full commission fundraiser for you and a big win for your chosen charity. Customers might have a hard time coming up with \$19.99 to donate a whole Tiger, but most people don't mind chipping in a dollar for a good cause. If you'd like a .jpg version of the Willie The White Tiger fundraiser flyer, just e-mail me at LWilber@aol.com and put TIGER FLYER in the subject line and I'll reply with the flyer for you to use.

In the last issue of IDEAS YOU CAN USE, there were a couple links not working. One of those was for an industry leading online magazine that I know you'll love, so I wanted to include the corrected link this issue: www.thenetworkmarketingmagazine.com

5 frogs are sitting on a log. 3 decide to jump off. How many are left? 5 -- there is a difference between "deciding" and "DOING!"

Attitude is Everything: Two salesmen went to an island to sell shoes. One wrote back "Cancel first shipment - no one here wears shoes!" The second salesman wrote back "Double first shipment -- no one here has shoes!"

SendOutCards has now made it easier to be a customer without signing up to be a Distributor (I signed up to be a Distributor a

I'm not many pages in to Tom Peter's latest book and already I'm struck by the simple truth of his mantra: "EXCELLENCE. Always. If Not EXCELLENCE, What? If Not EXCELLENCE Now, When?" In a challenging economy, the businesses that are going to make it aren't the ones that cut their prices the most: anyone can do that. Many businesses are cutting their prices so low that they don't have enough margin to provide any kind of service, let alone excellent service. No, the businesses that are going to survive are going to be the ones that can provide the best service, the most value, the best customer experience. People are still buying: they are still traveling, they are still going out to eat. People are still shampooing their hair, they are still putting on makeup to go to work. Why should these people buy your product or service from YOU? It is important to realize that you need to set yourself apart from not just your competition, but also from all of the other representatives that are from your same company. You need to brand yourself as the "authority" from your company. The one person who knows the workings and history of the company. The person who knows the product line inside and out. You be the person who knows how the company is run, whether it is privately held or publically traded and the current stock price. Be the person who studies the history of the company and the products that the company used to sell as well as the current line. Are there books about your company's history? Is there an archive of old brochures you could review? Are there clubs or groups about the products your company sells? Be the person that knows the industry in which you conduct business. Is there a professional organization that represents your industry? Your knowledge and awareness is all part of providing excellent service to your customers and team members. Something else to consider: how many ways can you find to thank your customers for their business? Do you write THANK YOU on every order slip? Do you make a point to say THANK YOU to your customer when you take the order and when you deliver the products? It may seem like a small gesture, but you'd be surprised how many people miss the opportunity to thank their customers for their business. How about including a free gift with every order? It doesn't have to be big: a small product that costs less than \$1 or a trial size or sample. A token that shows you appreciate them. Excellent service also includes constantly communicating with your customers and team members. Do you create and send out newsletters for your customers and team members? They don't have to be fancy, a newsletter tells your customers that you want to serve them. For customers, include things such as product uses, customer's special occasions (birthdays, anniversaries), a calendar of your special events (open houses, special sales) and a section on your company's opportunity. For team members, be sure to include lots of recognition, pictures and listings of top performers and ideas on how to find and keep customers. Ask yourself this: "Would I be happy with the service if I was my customer?" and "Would I feel supported if I were my own upline?" Continually think of ways to improve your service to your customers and team members. Seek excellence and you will automatically increase your earnings.

In the Spotlight

"The Brochure Box and the Vehicle Adaptation Kit"

couple years ago because I use this service to support my Avon business and it's less expensive to purchase cards as a Distributor). Now you can just purchase cards one at a time without the committment of being a Distributor by going to: www.socretail.com/49381. If you are interested in being a Distributor, either to build a business or to get your cards and products for less, visit: www.sendoutcards.com/49381. A couple months back I switched from another service to using the SendOutCards gift cards and brownies for birthdays for my top achievers and I've been getting great feedback ever since. I have three "levels" that I use: small, medium and large gifts to recognize different levels of achievement. For example: a President's Club Member not in Leadership would get a \$5 Starbucks gift card, a Senior Executive Unit Leader would get the pack of 4 gourmet brownies. Since starting to use this service, I have gotten comments about the brownies the most -- and it's been saving me money, too! The old service I was using cost about \$15 for a box of chocolates, with SendOutCards I'm paying \$13 and my recipients get way more! The other thing I love about SOC is that I can upload my own pictures, the system uses my own handwriting as a font and I also have four of my own signatures to use as well -- so each card looks like I designed and printed it myself when I really just did a few clicks and let SOC print, stuff, stamp and mail it for me. With almost 2,000 in my downline, this service really comes in handy -- and keeps the personal touch, too! Check it out!



 Let's connect on Facebook! "Friend" me by going to www.facebook.com/lisa.wilber. You will find updates on family, business and Avon including pictures from trips and events. On my "Fan Site" you'll find seminar information including upcoming events, pictures from past seminars and Winner In You product information and announcements. The Fan Site URL is www.facebook.com/winnerinyou



Quick Links of Interest

- www.breakthroughinsider.com
- www.networkmarketingpro.com
- www.myavonsuccess.com
- www.dswa.org
- www.abwa.org

Front Page Material



The first Brochure Box that I spotted was on a Real Estate sign with the specs for the house inside. With the see through window and the words "FREE BROCHURES" on the front, I knew it would work great for my direct sales business in many locations. I first attached one to the side of my house so people seeing my lawn sign could take a brochure if I wasn't home. (I've also seen Representatives put them on the fence by the sidewalk at the front of their house, too!) Then I thought: with my car all lettered with my company name on it, how could I attach one of these to my car so people could take a brochure while I am parked at the mall or grocery store? I came up with a small plastic piece of pipe, coated wire and instructions and called it the "Vehicle Adaptation Kit". These two items have gotten me a ton of business over the years and it is one of my favorite gifts to give to a downline team member who is looking to promote their business. Although I have seen people use a suction cup with a hook to put brochures on their car while they are parked, graduating to the Brochure Box is something to shoot for because then you won't have to worry about wind or rain: the brochure box is made of molded high-impact nylon ABS plastic and clear acrylic front panel, sonic welded together -- it won't rust, dent, fade, peel and is guaranteed not to leak. And your brochures won't blow all over the place, either! So here is the EZINE SPECIAL just for readers of my ezine: purchase one Brochure Box for \$28.99 and one Vehicle Adaptation Kit for \$4.99 and you will get the following items for FREE:

- * one CARD CADDIE - your choice of color (\$14.95 value)
 color choices: Green, Yellow, Blue, Black, Red or Pink
- * one CARD CADDIE window hook (\$4.95 value)
- * one BROCHURE HOLDER (\$2.50 value)
- * one autographed copy of DREAM ACHIEVERS featuring and signed by Lisa Wilber (\$19.95 value)

So you spend \$33.98 on a Brochure Box/Vehicle Adaptation Kit and you'll get FREE products valued at \$42.35! You get more than you spend! How can you beat THAT?

To take advantage of this special ezine offer, go to www.winnerinyou.com and click on PURCHASE PRODUCTS and order a Brochure Box and a Vehicle Adaptation Kit under SALES AIDS. You will automatically receive all of your free items as long as you write the words: EZINE BONUS and the color of your FREE CARD CADDIE in the comments section. (example: EZINE BONUS - RED) Limit of one special per order. This special offer is only for my ezine readers and is only good until September 30, 2010; so order today! Prices do not include shipping, you will only be charged shipping on the purchased items not the free items.



5 year old Lydia Mae Wilber enjoys the rides at the Weare, New Hampshire Fourth of July Celebration. This picture also appeared in "The Goffstown News" on the front page in the July 22 issue -- her first front page!



Sincerely,

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Also look for my Lisa Wilber/Winner In You fan page on Facebook!
Go to www.winnerinyou.com and click on the link off the home page.

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