



Lisa Wilber and The Winner In You

Present



Ideas You Can Use

Dear Lisa,

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: "Promise Me" by Nancy G. Brinker (founder of Susan G. Komen for the Cure)

Night Stand: "Embrace the Struggle" by Zig Ziglar & Julie Ziglar Norman

Downstairs Bathroom: "SUCCESS magazine, August 2010 issue" www.success.com

Listening to in the car: "Mentored by the Masters: Elizabeth McCormick" Volume 3 Issue 7 www.dswa.org

Favorite Music Video this week: "Come Back Song" performed by Darius Rucker

Last TV Show watched a full episode of: (not counting Yo Gabba Gabba!) Hoarders (makes me feel better about my own housework!)

→ DON'T LET A FAILURE DISTRACT YOU

By Lisa M. Wilber

"It is not what you say or hope, wish or intend, but only what you DO that counts. Your choices tell you unerringly who you really are." -- Brian Tracy

Don't you know people, maybe even you, that are waiting until something is different/better/easier until they take action? Is it that they are afraid of failing? Or is it simply an excuse to keep things the way they are? If you want your life and your business to be different going forward, than you have to do different things now for that to happen. A good friend business owner of



This picture, taken in 2006; shows Grammy (a.k.a. Virginia Whitten) Bob Burg (a.k.a. Uncle Bob), Lydia Mae and Lisa Wilber. We've been a long time friend and fan of Bob Burg and were happy to spend time with him when he was in the area. (read: fried clams dinner out!) Bob is doing one of his "Endless Referrals" seminars October 29th right in Danvers, Massachusetts. See more information below in Bits N Pieces.

Bits 'n Pieces

ONLY NEW ENGLAND SEMINAR BY LISA WILBER IN 2010

Date: October 27, 2010

Time: 1:00 p.m. - 3:30 p.m.

Location: Country Inn and Suites, 250 S. River Rd., Bedford, NH

Seminar: "Marketing 101 for Direct Sellers: attracting customers and recruits"

Speaker: Lisa M. Wilber, currently # 6 in the country in Avon's network

marketing program "Leadership" with annual group sales over \$8 million dollars

Tickets: \$25 each, no refunds.

Sold on a first come, first served basis; no reserved seats.
 To order: www.winnerinyou.com or call 1-800-258-1815

Description: This seminar is open to all in direct sales, network marketing and party plan and features ideas and strategies for attracting customers and recruits to your business. Lisa has been in Avon's Leadership program since 1993 and has been at the top of the pay plan (known as Senior Executive Unit Leader) since 1994, with cumulative earnings approaching \$4 million dollars. Lisa will discuss her strategy she calls "relentless self promotion" and how she uses it to create a constant stream of potential customers and recruits for her business. She will show real life examples from her Avon business as well as discuss the results she has seen from using the ideas. She'll also share where to find the materials to work the ideas. Please be aware that although she shows examples from her particular direct sales company (Avon), she does not talk about Avon's compensation plan, products or programs. She does show her results (sales and earnings) only as a way to verify her credentials. All of her ideas are useable in any business, and work particularly well in direct sales. Lisa M. Wilber has been conducting seminars since 1996 and earned her professional status with the National Speakers Association in 1998. She has not only given seminars nationwide in the United States, but also in Canada, England and Ireland. In 2008 and 2009, she was named on the list of "The 50 Most Influential People in Direct Sales" by www.directsellinglive.com. You will find Lisa's story featured in the books "Wave 4", "Getting Things Done" and "Dream Achievers" among others. In 2007 she appeared on the cover of "Cruiser Quarterly" magazine with her Avon advertising wrapped PT Cruiser. Avon Representatives that are in Lisa Wilber's first, second or third generation still need to purchase a ticket, but will receive the following books when they attend the seminar:

- 1 - "Getting Things Done" featuring Lisa Wilber (retail value \$19.95)
 - 1 - "On Being a Dog with a Bone" by Peggy McColl (retail value \$14.95)
 - 1 - "The Success Formula" by Bob Burg (retail value \$3.75)
 - 1 - "Dream Achievers" by Anthony & Eric Masi (retail value \$19.95)
 - 1 - "Winning Without Intimidation" by Bob Burg (retail value \$14.95)
- So a downline member invests \$25 for the ticket, but when they attend the seminar will receive \$73.55 worth of reading material to help with their business.

 "Many things can be done in a day if you don't always make that day tomorrow" -- unknown

SIT WITH ME AT BOB BURG'S ENDLESS REFERRALS SEMINAR IN DANVERS, MASSACHUSETTS!

Best selling author and speaker Bob Burg is conducting his "Endless Referrals" seminar on October 29th, I'm going and I want to sit with you! Here are the details:

Date: October 29, 2010
 Time: 7:30 a.m. - 8:00 a.m. Registration & Networking; 8:00 am -12 p.m. Endless Referrals Seminar; 12:00 p.m. - 1:00 p.m. Networking
 Location: Crowne Plaza Boston North Shore, 50 Ferncroft Rd., Danvers, MA 01923
 Tickets: \$57 in advance, \$97 at the door (order in advance and use Discount Code WINNER and get \$10 off, only pay \$47!)

To obtain more information about Bob, the seminar and to order tickets, visit: www.burg.com/events/boston
 E-mail me when you've registered so I can save you a seat at my

mine told me something long ago that has helped me try new things without the fear of failing. He said that in his experience, out of every three things he tries, one will turn out better than he expected, one will turn out worse than he expected and one will turn out just about what he expected. Now doesn't that make trying new things easier to handle? So now when I am doing something new or different and it doesn't work out, I just chalk it up to being the "one" that was "worse than I expected" and move on to something else, knowing that the odds are one other project will be better than expected and one will be about what I expected. It also means that you need to have a lot of things "in the hopper" working on them. If you think about the things in your life, I'll bet you can think of examples for this rule. It's even been true in my three main businesses: my Avon business turned out better than I expected (and then some), my Curves franchise turned out worse than I expected (hasn't turned a profit yet) and my Winner In You speaking business has turned out about what I expected. Three of the projects we under took this month at Curves for Breast Cancer Awareness Month had the same results: the kick off Walk turned out better than expected (we raised over \$650!), the presentation about breast health turned out worse than expected (we only had 6 attendees) and the presentation on nutrition turned out about what we expected (we had 14 attendees). Knowing about this *rule* can free you up to try new things and lots of them. Keep looking for ways to give better service to your customers. How can you provide more value? What projects could you become involved with that would get your name and your company name known in your area? Keep your schedule full and keep moving toward your goals and don't let a bad outcome here and there distract you from taking action. If you try enough things, some of them are bound to fail, some are bound to succeed. Start today and be a do-er!

➔ In the Spotlight

"Support, Support, Support" and "Over the Edge" authored by Lisa Wilber



Two of Lisa's best selling books "Support, Support, Support: the three most important things about multi-level marketing" and "Over the Edge: 14 Marketing Ideas Guaranteed to Raise a Few Eyebrows and Your Income!" are in the spotlight this issue. The "Support" book highlights actions you can take to make sure those new team members that you worked so hard to find and sign up end up staying with you. Chapters include topics such as "Keep in Touch with Newsletters", "Welcome Them to Your Team" and "Keep Education a Priority". The book includes real examples of newsletters, certificates and postcards that Lisa used and

table! LWilber@aol.com
See you there!

Love Les Brown? He's one of the featured speakers at Bob Burg's BIG EVENT in January 2011! www.thebigevent2011.com

October is Breast Cancer Awareness Month. You can supportive this worthy crusade and my efforts to raise money for the cause by going to www.lisawalks.net

NOW PLAYING

I interviewed Bob Burg recently about his book "The Go-Giver" and the principles contained in the book. Very interesting information! I have posted the interview on my web site: www.winnerinyou.com click on PURCHASE PRODUCTS, then BOOK STORE, then BOB BURG BUNDLE and the interview will automatically start playing. No purchase necessary to listen to the interview, but if you feel the information is valuable for your life and business, Bob's books are available for ordering right on that page. "The Go-Giver" is one of my favorite books -- not just for my business, but as a way of life. Check out the recorded interview and see what you think.

WATCH LISA BEING INTERVIEWED ON TV!

For the show "New Hampshire Politics with John Burt". To view the interview, go to: www.pegondemand.tv and click on NH POLITICS WITH JOHN BURT and you'll find my interview there. I'm currently running as a Libertarian candidate for New Hampshire State Representative in Hillsborough District 7.

Want to use SendOutCards service but don't want to start a new business with SendOutCards? Now you can shop as a customer without the commitment of being a Distributor! Go to www.socretail.com/49381 to learn more.



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.networkmarketingtimes.com/freemlcourse
www.joyfullyjobless.com

continues to use in her multi-million dollar Avon business. "Over the Edge" includes chapters such as "Adopt-a-Highway", "Promotional Accessories" and "Run For Office". You won't want to miss having these two books in your downline lending library! They also make the perfect gift or incentive for your team leaders. Each book comes with a special bookmark with Lisa's story on it and she has personally autographed each one for this special. EZINE SPECIAL: Purchase one copy of "Support, Support, Support" and one copy of "Over the Edge" at the regular price of \$24.95 each (plus shipping) and you will receive the follow items FREE:

- 1 - book "Winning Without Intimidation" by Bob Burg (retail value \$14.95)
- 1 - book "Dream Achievers" by Anthony & Erik Masi (retail value \$19.95)
- 1 - book "On Being a Dog with a Bone" by Peggy McColl (retail value \$14.95)

That's nearly \$50 worth of FREE books with your \$49.90 purchase of Lisa's two books! This great deal is only for readers of this ezine and you must put the words "EZINE SPECIAL" in the comments section of your order when you order online at www.winnerinyou.com. Ezine special good until November 10, 2010. You will automatically receive your three free books when you purchase Lisa's two Spotlight books and write EZINE SPECIAL in the comments section. Prices do not include shipping, you will only be charged shipping on the purchased items not the free items. www.winnerinyou.com click on PURCHASE PRODUCTS, then BOOK STORE to order.



5 year old Lydia Mae Wilber shows off her Taekwondo moves to Master Suzanne Couhie at the "Little Tigers" class, September 2010

Sincerely,

Lisa Wilber
The Winner In You
733 South Stark Hwy.
Weare, NH 03281
1-800-258-1815
www.winnerinyou.com

Find me on Facebook:

www.dreamuniversity.com
www.dsraonline.org
www.thebigevent2011.com
www.mlmia.com

www.facebook.com/lisa.wilber

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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The Winner In You | 733 South Stark Hwy. | Weare | NH | 03281