

Lisa Wilber and [The Winner In You](#) brings you "IDEAS YOU CAN USE"



Ideas You Can Use

published by Lisa M. Wilber  
May 08, 2008



Welcome to the new and improved IDEAS YOU CAN USE from Lisa Wilber and The Winner In You! We've converted to using Constant Contact in the hopes of providing a better experience for you, our subscribers. We hope you enjoy the new look and feel. Now on to the message from Lisa . . . .

### **ANYTHING WORTH DOING IS WORTH STUDYING**

***"Success is simply a matter of luck. Ask any failure" --- Earl Wilson***

**I always cringe** when someone tells me how lucky I am. Deep in my heart I know that the harder I worked, the \*luckier\* I got. And it wasn't just hard work, either; I constantly have to keep learning and growing as a person to be able to increase my knowledge so that I can attract more customers, recruits and profits. I have to continually learn more about handling money and investing because if I don't, it won't matter how much I'm able to earn I could end up embarrassed and broke like when I started.

So it seems to me that learning is one of the biggest pieces of the success puzzle. And it's not a one shot thing, either. You can't just write "Learn something" on your "To Do" list and check it off as being done. The longer I am in business for myself, the more I realize that learning is a non-stop necessity of the business. At this point you may be asking yourself "Learn about WHAT?" The list of possible topics that will help your business is extensive, but why not start with some basics: marketing, advertising (yes, they are different), management, networking, sales, motivation, public speaking, accounting and relationships. Find which areas of your business need the most attention and start studying those aspects.

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Don't have time to read? Who does? Keep a stack of books next to the potty (yes, I call it the potty -- I have a 2 year old) and also on your night stand. Even if you read a couple pages a day, you'd make progress. One good idea can revolutionize your business -- and your income! Many great books also come on CD so you can listen while you drive, like a "University on Wheels". Bring books with you so that you can read a few pages while you are waiting for that recruit to show up for the appointment or waiting to be seen at the dentist. Trust me, if you decide that reading is important to you, you will make time.

Besides reading books and listening to CDs about your business and life improvements, be sure to attend training and workshops inside and outside of your company. I just returned from a fabulous event put on by the Direct Selling Women's Alliance ([www.dswa.org](http://www.dswa.org)) and heard several speakers that were exceptional. I have a notebook full of ideas! The keynote speaker was JACK CANFIELD, half of the "Chicken Soup for the Soul" franchise. (I LOVE his book "Success Principles" -- check out his web site: [www.jackcanfield.com](http://www.jackcanfield.com)) Be sure to also look online for resources and subscribe to magazines about your company and your industry. The more you learn, the more you earn. **How much do you want to earn?**

### Bits n' Pieces

[Direct Selling Live](#) has just named their 2008 Power 50 List of "The 50 Most Influential People in Direct Sales". Included on the list are Andrea Jung, CEO of Avon Products, Inc. and Lisa Wilber, Avon Representative and Entrepreneur from New Hampshire. Direct Selling Live's web site lets direct sellers set up profiles and connect with others from the direct sales world. Much like a "My Space" for direct sellers. **Check it out!**

[Woman Power Radio](#) features home based businesses

### Direct Selling Woman's Alliance Conference

Lisa Wilber shown here with Jack Canfield, co-author of the "Chicken Soup for the Soul" series of



books. They met recently at the annual Direct Selling Women's Alliance conference where Lisa was named to the list of "The 50 Most Influential People in Direct Sales" by the web site [Direct Selling Live](#)

### Ezine Special Deal

**The Winner In You** recently had a booth at the DSWA Education Celebration in Las Vegas (visit [www.dswa.org](http://www.dswa.org) for more information about this fabulous organization).

Vegas (visit [www.dswa.org](http://www.dswa.org) for more information about this fabulous organization). We put together a special package deal for this event and although we sold tons of them, we have 12 left and don't want to "disassemble" them -- so I am offering them to ezine subscribers only and **ONLY if you call in to the office at 1-800-258-1815 and ask for the DSWA Package Deal.**

**Here is what you get:**

- 1- "Marketing Ideas for the Wild at Heart" by Lisa Wilber (book) AUTOGRAPHED
- 1 -"Support, Support, Support" by Lisa Wilber (book) AUTOGRAPHED
- 1 -"Over the Edge" by Lisa Wilber (book) AUTOGRAPHED
- 1 -"Getting Things Done" featuring Lisa Wilber (book) AUTOGRAPHED
- 1 -"Wave 4" by Richard Poe featuring Lisa Wilber's story (book) AUTOGRAPHED
- 1 -"Dream Achievers" by Anthony & Erik Masi featuring Lisa Wilber's story (book) AUTOGRAPHED
- 1 - "Cruiser Quarterly" magazine with Lisa Wilber on the cover with her Avon wrapped PT Cruiser AUTOGRAPHED

**Total value** if these items were purchased separately is over \$135.00. DSWA Package Deal Price \$99 (plus FREE shipping!) Once all 12 are spoken for, that's it -- so first come, first served.

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