

Subject: Lisa Wilber Presents 'Ideas You Can Use' for August 16, 2009

From: Lisa Wilber <lwilber@aol.com>

Date: Sun, 16 Aug 2009 20:27:41 -0400 (EDT)

To: jckrueger@zwi.net

Lisa Wilber and The Winner In You



Present



I deas You Can Use



Lisa Wilber with Jenny Bywater, owner of "The Booster" (www.thebooster.com). This picture was taken while we were waiting to be seated at The Cheesecake Factory in Marina Del Rey, California. Jenny had a booth at the DSWA (Direct Selling Women's Alliance www.dwsa.org) annual conference in Los Angeles in April, 2009 and she and Lisa decided to get dinner together after the event was over.

Bits 'n Pieces

O Canada! I hope to see you at one of these upcoming events in Canada in September:

Thursday, September 10, 2009

1 p.m. - 5 p.m.

Pearson Convention Center

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: "Guerrilla Multilevel Marketing: 100 Low-Cost Tactics for Growing Your Network and Advancing to the Top of Your Pay Plan" by Jay Conrad Levinson, James Dillehay & Marcella Vonn Harting.

Night Stand: "Big Al's Turbo MLM" by Tom "Big Al" Schreiter (www.fortunenow.com)

Downstairs bathroom: magazine DIRECT SELLING NEWS (July/August 2009 issue) To subscribe:

<http://www.directsellingnews.com/index.php/subscribe>

Listening to in the car: "The Referral Mind Set: Turning Appointments into Referrals" by Bob Burg (www.burg.com)

Favorite Music Video this week: "Ramblin' Man" performed by Carter's Chord

Last TV Show watched a full episode of: (not counting Sponge Bob Square Pants - P.S. the "who lives in a pineapple under the sea" song is burned in my brain!) "The New Detectives" on TruTV

2638 Steele's Ave. East
Brampton, Ontario, Canada
Event name: "Avon Leadership - Shaping Your Future!"
featuring a presentation by Lisa Wilber"
Tickets are \$25.00. Contact
Linda.Peplinskie@Avon.com or
Carmine.Cipriano@Avon.com or
Gail.Bamlett@Avon.com to purchase tickets or for
further information.

Saturday, September 12, 2009

1 p.m. - 5 p.m.
Travelodge Ottawa Hotel & Conference Centre
1376 Carling Ave.
Ottawa, Ontario, Canada
Event name: "Capital Division Avon Extravaganza
featuring a presentation by Lisa Wilber"
Tickets are \$25.00. Contact Kristina.Swift@Avon.com
to purchase tickets or for further information.

Saturday, September 26, 2009

10:00 a.m. - 4:00 p.m.
Marriott Courtyard Montreal Airport
7000 Place Robert-Joncas
Montreal, Quebec, Canada
Event name: "Avon C'est le bon temps! Now Is The
Time! featuring a presentation by Lisa Wilber"
Tickets are \$20.00. Contact
Manon.Courchesne@Avon.com to purchase tickets or
for further information.

The last issue of IDEAS incorrectly listed my twitter
link. Here is the corrected link:
www.twitter.com/lisamwilber

Have you seen the new TakeOne Business Card Holders
from www.paperdirect.com? I just ordered some to
test them out. Very interesting concept -- only \$16.99
for 24 and all you have to do is add a pushpin to add
the holder to a bulletin board or unfold the back and
you have an instant table top stand. I can think of
many ways that this could be useful in my business,
can't you? Look up # BCC110 to see what they look
like. Cool.

I continue to find new ways to utilize my SendOutCards
account to build my Avon business. I took a picture of
me waving from the driver's seat of my Avon wrapped
PT cruiser and I added the words: THANK YOU! to it. I
have been using these cards to send to everyone after I
receive service from them. People such as the florist,
the hairdresser, the guy who detailed my car, the
dentist. I have been surprised with the number of

**→ Take Prospecting to the
"Unconscious Competence" Level**

By Lisa M. Wilber

**There are four accepted levels of
competency:**

- 1. Unconscious Incompetence** - The individual
neither understands nor knows how to do
something, nor recognizes the deficit, nor has a
desire to address it.
- 2. Conscious Incompetence** - Though the
individual does not understand or know how to do
something, he or she does recognize the deficit,
without yet addressing it.
- 3. Conscious Competence** - The individual
understands or knows how to do something.
However, demonstrating the skill or knowledge
requires a great deal of consciousness or
concentration.
- 4. Unconscious Competence** - The individual
has had so much practice with a skill that it
becomes "second nature" and can be performed
easily (often without concentrating too deeply).

Some examples of "unconscious competence" include:
brushing your teeth, walking, driving, dressing yourself.
You are so used to doing these tasks that you can do
them without really thinking about it. There is also a
theory that it takes about 30 days to create a new
habit. Now let's look at some prospecting skills that you
can do to create habits that when practiced over and
over (for more than 30 days) will bring your prospecting
skills to the "unconscious competence" level. You'll be
so used to doing these skills that you will be able to
continually do them day in and day out without really
thinking about it. It will feel like second nature to you.

* Whenever you have contact with someone as you go
about your day, you give them a brochure, business card
or other literature and say "I brought this for you!"
Include EVERYONE that you have contact with. If you
have seen this particular person before, say "Would you
mind giving this to one of your friends for me?"

* Don't leave the house without your prospecting supply
box -- make it as mandatory as your house keys. Your
box should include: company brochures, recruiting
literature, business cards, promotional DVDs, posters to

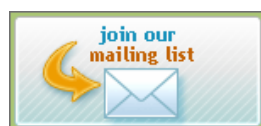
recipients who have gone on to display my card to them in the lobby or near the front desk of their business. I usually walk in for my next appointment to see it right there in the customer area. (read: my car has my toll free number and company name prominently seen in the picture -- the card is practically an AD!) Recently I designed a series of cards with sales tips in them and I send them to each new first generation recruit that joins my team. When they first join I send them their Welcome Pack and 2 days later, card number one. One week later I send card number two. One week later I send card number three. The cards are only designed once and then it's just a couple clicks to send it to anyone I want and features my own handwriting and signature. I include pictures of the ideas, too. I want my new team members to "feel the love" and feel constantly contacted. If you already have a SendOutCards account, I can transfer my Idea cards to you for your use -- just change my name and contact information to yours and they are good to go. Let me know your account number and I will transfer the cards to you. If you haven't experienced SendOutCards yet, go to www.sendoutcards.com/49381 and send a couple cards, including postage, with my compliments. If you would like me to send you Welcome and Idea card number one, e-mail me at LWilber@aol.com and write IDEA CARD in the subject line and include your complete name and postal mailing address and I will send it to you at no charge so you can see what I'm so excited about.



www.sendoutcards.com/49381



<http://www.mydswa.org/default.asp?Affiliate=17>



Quick Links

hang up on bulletin boards. Also include a paper and pen to jot down people's contact information so that you can follow up with them and add them to your e-mail mailing list.

* Always wear a name badge with your name and your company name on it if you leave the house. My friends used to make terrible fun of me for doing this. They aren't making fun of me now! The badge lets people know what you are doing whether or not you have contact with them. The badge is a conversation starter. The badge is very inexpensive advertising. You can often get name badges from the company you represent or have them custom made at an office supply store such as Staples.

Those are three examples of habits that you can develop each day that once ingrained, you can perform without even thinking about them. I have been giving a brochure and three business cards (I say "one for you and two for two of your friends") for so long now, that if I am in a situation where I have been into a store and forgotten to give out the brochure and cards and make it to my car, I feel compelled to return to the store to do the task. I can't help myself! It's like with brushing your teeth. I have brushed my teeth before bed time every day for so many years that if I some how fail to do it, I can't sleep until I get back up and do it! The first 30 days is the hardest, so stick it out. The rewards of consistent performance will be well worth the period of time when you're consciously trying to make these things a habit. Won't be long before it will be second nature and your business will really get a boost!

➔ In the Spotlight

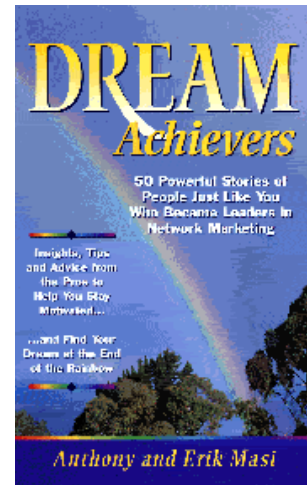
"Dream Achievers" by Anthony and Erik Masi.

This issue I'd like to shine the spotlight on the book "DREAM ACHIEVERS: 50 Powerful Stories of People Just Like You Who Became Leaders in Network Marketing". This book features insights, tips and advice from the Pros to Help You Stay Motivated and Find Your Dream at the End of the Rainbow. Featured stories include: Robert Butwin, Dale Calvert, Len Clements, Jan Ruhe and Lisa Wilber. This book sells on www.winnerinyou.com for \$19.95, but you can get FIVE AUTOGRAPHED copies FREE when you place an order of \$150 or more between now and Sept. 1st and put "5

of Interest

<http://www.appreciationmarketing.com/>
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<http://www.dreamcoach.com/gift/>

FREE" in the comments section of the order. As a matter of fact, we'll include ONE FREE BOOK entitled "On Being A Dog with a Bone" by Peggy McColl (a \$14.95 value) if you add the words FREE DOG BONE to the comments section of any size order! These make great downline gifts and incentives and are an excellent addition to your team lending library. So place your order by going to www.winnerinyou.com and click on PURCHASE PRODUCTS. No limit. (example: \$300 order gets 10 Dream Achiever books and On Being a Dog book when you write 5 FREE and FREE DOG BONE in the comments section)



Sincerely,

Lisa Wilber
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Find me on Facebook:

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.

Follow me on Twitter:

www.twitter.com/lisamwilber



"Lydia Mae Wilber on the beach, Cape Cod, Massachusetts.
July 4, 2009"

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