

NOT SEEING THE OBVIOUS

After my last IDEAS YOU CAN USE about DSWA (www.dswa.org) inspiration Connie Kittson, I got a flood of responses from women that I know and have known for years that said to me You've known me for years, I could have told you that you weren't wrecking Lydia Mae's life! Being a successful, driven women hasn't hurt my children at all -- in fact, it has added so much to their lives! I must take this opportunity to apologize to all the working Mom's that I have known all these years who have successfully juggled both facets of their lives and raised wonderful successful children. It's funny how I didn't see the marvelous examples right under my nose all the time! Today as I'm sitting here at the airport waiting for my flight home from South Carolina, I started thinking about how many other things that we all see every day and take for granted. At the start of this new year, let's take a few minutes and look around us at the opportunities to grow our business we might be overlooking on a day to day basis. When was the last time you offered your child's bus driver a product brochure for your company? Or asked her if she had thought about earning some extra income with your company? I know what you are thinking -- I've already asked her before. But how long ago was that? People's lives and circumstances change often, it's time to ask again. If you feel uncomfortable asking again, make up some excuse why you thought she might now be interested such as the introduction of a new product you thought she might like or a sample you thought you might want to try. Maybe you noticed that they cut down on her hours at the bus company so you thought she might want to make up those hours with your direct sales company and become a representative. Invite her to an opportunity meeting or a sales meeting in your area. Now think of all the people that you see on a daily basis that you haven't talked to about your business in a long time - I'll bet there are dozens of them! I know I can think of many examples in my life -- let me list a few thought starters here for you: the cashier at the donut shop, the drive through window server, the grocery store bagger, the bank cashier that cashed your check, the attendant at the dry cleaners, the toll taker, the crossing guard near the school, the librarian, the teacher of your child's dance class, the soccer coach, the other Moms at the playground, the lady standing behind you at the check out, the person getting their hair done in the next chair at the hairdresser, the person sitting beside you on the plane (or train or bus), the check in person at the hotel, the waitress at the restaurant, the person that sliced your meat order at the deli counter, the lady that took your cake order at the bake shop, the Girl Scout troop leader, the other Moms waiting for their kids at the bus stop, your babysitter, the book store clerk -- how many more can you write down? Challenge yourself to recontact these people and see if you can be of some service today. Perhaps they would be interested in having a party or show for you to get out of the winter blues. Perhaps they charged so much at Christmas that they are looking for a way to pay off their credit cards and need to hear about your opportunity. Perhaps they are still not interested -- but how will you know unless you reconnect? When I feel awkward about giving my brochure or information to someone, I just simply say I brought this for you! and leave it at that. I said those very words this morning to the clerk here at the airport when I bought a stuffed monkey for Lydia Mae as I handed her an Empowering Women's magazine with my business card tucked inside. She said

<with meaning> THANK YOU! This looks very interesting, I'll definitely read it! It was as easy as that. Will she call me for service or to sign up for my company? Maybe, maybe not. But I gave her my information and used one of our company's most impressive tools and I know if I repeat this each day, day after day, many of these people will call to purchase products and sign up for my company. I feel like a modern day Johnny Appleseed! Won't you join me and take another look at the obvious opportunities we don't see every day.

"The most important thing that a leader can do is be vulnerable first . . . They have to tell people who they are, acknowledge their strengths and weaknesses, and when they make mistakes they have to be the first to call it out."

--- Patrick Lencioni

It's time to show our support for our own SUE FABISCH who is on the verge of a real breakthrough in her career! Her hilarious video "Wal-Mart Woman" will be seen on CMT starting this week! Here are the details:

"Wal Mart Woman" was chosen as next week's Music City Madness "Clip of the Week". A portion of this video will be included in the following CMT programs:
CMT INSIDER - Sat. 1/13 @ 2:00pm, Sun. 1/14 @ 11:30am, Mon. 1/15 @ 11:00am
(all times EST)

CMT TOP 20 - Thur. 1/18 @ 4:00pm, Fri. 1/19 @ 12:00pm, Sat. 1/20 @ 11am
(all times EST)

Beginning Tues. 1/16 it will also be running on our broadband channel CMT LOADED in both the Featured and Music tabs. Go to cmt.com/loaded.

Be sure to vote when requested -- let's show Sue some love!

I still need your help with my fundraising efforts for the Avon Breast Cancer 2 - Day Walk. Raised so far: \$380.00 (THANK YOU to all that have donated), but unless I am able to raise \$1,800.00 total by May 19th, I won't be allowed to participate. To donate, go to my Avon Walk page:

http://walk.avonfoundation.org/site/TR?pg=personal&fr_id=1280&px=1007497

All donations are REALLY appreciated!

"It is not only what we do, but also what we do not do for which we are accountable." -- Moliere

Check this out!! The DSWA's new Leadership Certificate Course!

<http://www.mydswa.org/eblast/elite.htm>

THANK YOU to courageous Avon Senior Executive Unit Leader Pam Heller for hosting a fabulous event in Columbia, South Carolina on January 6th -- great job! For those of you who attended, pictures of the event will be posted on the web site very

soon: www.winnerinyou.com. It was great to meet so many new faces and to reconnect with many of you, too!

Do you live off I-95 and want to see me do a seminar in your area? I have a seminar booked for Orlando, Florida on Monday, February 19th and am looking for another seminar location for the following week north of Orlando along I-95. Because of the short turn around time, I would want to know that you have the support of your local managers to help spread the word. E-mail me if you would like me to consider your area for a seminar in February.

www.honormrsalbee.com \$7,300.00 raised on our way to \$50,000.00 goal.

Please help spread the word!

Don't miss the Christmas pictures of Lydia Mae www.winnerinyou.com click on PHOTO PAGES and then on LYDIA MAE. Upcoming seminars being discussed: Denver, CO; Las Vegas, NV; Louisville, KY; Albuquerque, NM and Nashville, TN. Where will I see you? Check out all the latest: www.winnerinyou.com.

Have a fabulous week and hope to connect with you soon!

Lisa Wilber <---- Lydia Mae's Mommy

The Winner In You e-zine mailing list complies with the US Federal CAN-SPAM Act of 2003. Your email address appears in our database because either you, or someone you know, requested you receive messages from our IDEAS YOU CAN USE e-mails.

If you wish to be removed from our mailing list please respond with one of the following options:

1) Click on this link and send us a blank email message
<mailto:removeme-mailist@winnerinyou.com>

2) Manually send us a blank email message to:
removeme-mailist@winnerinyou.com

3) Visit our web site at <http://www.winnerinyou.com>, enter your email address in the blue box which appears on our home page, click on the option "remove me", and submit your request.

Removal of your email address from this mailing list occurs by an automated process and should be complete within five minutes of receipt of your request.

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

