

SEEING THE OTHER SIDE

I'm so thankful that Lydia Mae came into my life. Being chosen to be her Mommy has been such an honor. Since Lydia Mae arrived in June of 2005, I have seen a whole side of life that I barely knew existed. I joke and call the two worlds "no kid land" and "kid land". We all seem to live in one land or the other. As a long time resident of "no kid land", I can tell you that it is hard to understand what "kid land" is like. I was one of "those" people who didn't understand why a Mom couldn't quiet her child on a flight. Now I know! When your child is young, you virtually have no control over sounds they might make, including crying and yelling. They don't have a high and low volume switch either, a fact that was totally lost on me as a resident of "no kid land".

From a business point of view, there are also "lands" that people live in and have knowledge of that are hard for people in the other "lands" to understand. Two of those "lands" are "direct sales land" and "being an employee land". Have you ever noticed that people that are not in direct sales rarely understand that you could work full time in this profession? Heck, they rarely believe it is a profession! Most of you know that I'm an Avon Representative and many times I'm asked "What do you do for work?" and I say "I'm an Avon Representative" and they will say "Oh, so you're a house wife?" <gasp> It's time that we took the initiative and helped people in "being an employee land" understand what it's like in "direct sales land"! In my opinion, one of the best ways that we can start this process is by setting a good example. WE need to call it our profession. We need to act and dress like professionals. I know, I know -- I'm no saint! I've got a lot of work to do on this front, too.

After watching many, many episodes of "What Not to Wear" on TLC and having a nightmare that I was nominated for the show, I've begun replacing my flannel shirts and carpenter pants with fitted jackets and tailored pants. I've taken more interest in my hair style and now have a regular scheduled appointment to keep my hair cut and colored. I'm learning every day and trying to implement changes in my life that will reflect the fact that I'm a professional entrepreneur. I know it will help my business and it's the right example to set for our profession.

Another way we can help the people in "being an employee land" to understand about direct sales is to tell them about our company and our industry. Invite people to product showcases and opportunity meetings. Volunteer to be a showcase speaker at your local ABWA (www.abwahq.org) meeting or your local Chamber of Commerce meeting. Be sure to tell people about the rich heritage of your company and other companies in direct sales. Avon, for example, has been in business since 1886 and women could earn money selling Avon before they had the right to vote! Avon is a 9 BILLION dollar corporation today, traded on the New York Stock Exchange and does business in 143 countries including China. Avon is one of the founding members of the Direct Selling Association. Research the background of your company and our direct sales business. Share what you learned with people you meet, especially those that live in "being an employee land". You'll not only help them understand "direct sales land" better, but you might even be able to provide them service they didn't even know existed or supplement their income in a way they hadn't considered on the other side.

It's time to cast your vote for Sue on CMT! Yes, our very own Avon Lady, Sue Fabisch, singer, songwriter and all around fabulous gal has her Wal-Mart Woman Video featured on CMT right now and needs your vote to move on to the next round. Sue wrote the song "The Avon Lady Song" which many of you have and love. (check out Sue's web site at www.themom.net) Go here to vote for Sue's Video -- on the page, you'll find Sue's entry on the right hand side:

http://www.cmt.com/interact/music_city_madness/vote/

Seminars with Lisa Wilber on the schedule:

- * Monday, February 19th, ORLANDO, FLORIDA - see www.winnerinyou.com for ticket ordering details or ask your local Avon District Sales Manager if you live in the Orlando area.
- * Monday, March 19th, LOUISVILLE, KENTUCKY - details posted on www.winnerinyou.com very soon!
- * Saturday, March 24, DENVER, COLORADO - details posted on www.winnerinyou.com very soon!
- * Thursday, April 12, ALBUQUERQUE, NEW MEXICO - tickets available soon at www.winnerinyou.com!
- * Date to be determined, June, TENNESSEE - details & tickets available soon at www.winnerinyou.com!
- * Saturday, August 4, SYRACUSE, NEW YORK - tickets available soon at www.winnerinyou.com!
- * Date to be determined, September, NORTH CAROLINA - details & tickets available soon at www.winnerinyou.com!

Where will I see you?

<http://www.mygirlfriendshouse.com/> <----- cool business building stuff.

Special offer! You will find me (Lisa Wilber) featured on the cover of Cruiser Quarterly magazine this month with my Avon wrapped PT Cruiser! 4 Page story with pictures inside. This magazine has a circulation of 45,000 PT Cruiser enthusiasts nationwide. Makes a great recruiting tool to add to the ones you use now. Good for all companies, but especially useful for Avon Representatives and Managers. If you can't find one in your local book store, I did buy a supply of them to sell on www.winnerinyou.com but we want to give one to you free as a special first -- so here it is: between February 14th and March 1st if you order \$100 or more from www.winnerinyou.com and write in the comments section: FREE CRUISER MAGAZINE you will get a copy FREE with your order. That is in addition to the free gift you already receive from us for placing an order. (we have a free gift with every order all the time)

Make sure to put AUTOGRAPH IT if you want me to sign it for you or for a member of your success team. You can get together with other representatives to meet the \$100 order size, but the order must be placed as one order with one shipping address for the special. I can't wait for you to see it! A picture of the cover is now on www.winnerinyou.com

www.winnerinyou.com <----- all orders over \$100 get FREE SHIPPING

www.dswa.org <----- fabulous organization for direct sales professionals!

www.bobburg.com <----- place to sign up for a wicked cool free weekly e-zine to help your business and your life!

Be sure to check out the cutest picture of Lydia Mae www.winnerinyou.com click on PHOTO PAGES and then on LYDIA MAE -- Captain picture is adorable!

Still looking for donations for the 2 Day, 39 Mile Avon Walk for Breast Cancer fundraiser. I need to raise \$1,800 to be able to walk, currently At \$695.00. All donations are deeply appreciated, no donation too small. To donate:
http://walk.avonfoundation.org/site/TR?pg=personal&fr_id=1280&px=1007497

Have a great week and stay warm and fired up! Lots of shoveling to be Done today -- 2 feet of snow and still falling! Dare to Live Your Dreams!

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