

"In the middle of difficulty lies opportunity" -- Albert Einstein

Every couple of days I receive an e-mail from someone building a network marketing business asking me how I "get" my downline members to be top achievers. My reply is seldom what the person asking wants to hear: you can't "get" anyone to do anything. My best answer to them is always to start with the best, most qualified people that they can find and then support their efforts the way they themselves would want to be supported. Let's talk about the first part: finding the best, most qualified people. I look at it as if I were seeking out business partners. If I were opening a McDonald's franchise, for example; what qualifications would I look for in a partner? Certainly the bare minimums would include a drivers license, checking account, telephone in their own name, credit card and internet access. Now don't get me wrong -- I don't turn prospects away! I simply tell them what they need to get in order to meet the qualifications. People say to me: "aren't you afraid that you'll miss a real go-getter?" Believe me, if the prospect is a real go-getter and you tell her that in order to start this business with you she needs a checking account, she will "go get" one! Go getters go get! Have I signed up prospects with less credentials? Yes, I have. But I do insist on at least the drivers license (or I want to hear the plan on how they are going to service customers without one -- and in some city markets they do have viable plans that are acceptable), checking account and telephone. To find qualified prospects, why not ask yourself this question: if I were looking for a job in my area today, where would I look? And then start finding ways to be in all the places that you have on your list. You might list things like the classified section of the newspaper, a local job fair, bulletin boards, the college job placement office, the telephone book. When you start out with qualified recruits, do they all work out? Absolutely not. But you've improved your odds tremendously. We'll discuss ideas on supporting your downline team for better performance in the next message.

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\_www.mydswa.org\_ (<http://www.mydswa.org>) (Direct Selling Women's Alliance web site) <--- well worth the membership investment. Lots of information, informative conference calls, training -- resources gallore.

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THANK YOU to all the Avon District and Division Managers that requested the free door prize and Winner In You catalogs for your President's Club Tributes. Over 50 packages were sent out. Hope your events were fabulous and that the door prizes were well received.

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Currently I'm re-reading a classic you might want to read, too: "The Richest Man In Babylon" by George S. Clason. Very important rules on handling money.

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New picture added to [\\_www.winnerinyou.com\\_ \(http://www.winnerinyou.com\)](http://www.winnerinyou.com) - on the home page, scroll down to see the Athena Award nominee icon. Click on the link to see the picture of the nominees and the winner. I was up for the award, but did not win -- but am very proud to be nominated in a field that included the director for the center of the arts in our capital city and a court judge!

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"It's easy to make a buck. It's a lot tougher to make a difference." -- Tom Brokaw

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Full color Birthday and Company Anniversary postcards are now available at [\\_www.winnerinyou.com\\_ \(http://www.winnerinyou.com\)](http://www.winnerinyou.com) -- click on PURCHASE PRODUCTS and then SALES AIDS to see them. Not company specific -- will work for any company. Great way to support your downline members and show them that you care. Inexpensive, too; at only \$4.99 for 25 cards and you'll even save on postage because post card stamps cost 23 cents as opposed to letter stamps which cost 37 cents. Show your downline members that you care! (P.S. to Avon Representatives and Managers: the Downline Manager program will run a report to get this information for you and also allows you to print labels for upcoming Birthdays and Anniversaries. It couldn't be easier to show your downline that you care about them! I send these in the mail IN ADDITION to the e-cards available through Downline Manager because many people are not getting and/or opening their e-cards.)

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Until next time -- have a great week and DARE TO LIVE YOUR DREAMS!

Lisa Wilber  
owner, [\\_www.winnerinyou.com\\_ \(http://www.winnerinyou.com\)](http://www.winnerinyou.com)  
1-800-258-1815