

Perception is Reality

Do you believe that in the summer months when school is out and many families are on vacation that sales take a dive and no one is booking parties? Or do you believe that because people are outside more and are more easily contacted that summer is full of increased sales opportunities and people want to get out and go to parties for a special summer evening out? No matter which you believe, you are correct! Your perception of your circumstances become your reality. Why not make summer work for your business instead of be a drag on your business? Start with a legal pad and a pen and write across the top **SUMMER VICTORY IDEAS**. List all the ideas you can come up with to increase your sales, recruiting and bookings this summer. Here are a few from my list to get your mind working:

* Have a special **MOMMIES NIGHT OUT** party featuring products from your line that pamper and spoil Mommies! Perhaps have special refreshments such as wine and cheese to make the occasion even more of a grown up event. Moms are spending much more time with the kids now that school is out and will appreciate a special night just for them so they can do grown up things, talk to other grown ups and celebrate and pamper themselves. To boost attendance, consider hiring a few teenagers and offering child care at a near by neighbors home (not at the party location).

* Focus on your **SEASONAL** products from your line! For example, I'm an Avon Representative and we sell many products that are perfect for summer promotions including sunscreen, bug repellent and new summer makeup colors. I bring a basket of sunscreen and bug repellent with me in the car every where I go so that when people see the advertising on my car or the button I'm wearing promoting my company and ask me for products (that always happens!) I'll have some right with me on hand for an instant sale. I also carry the basket with me on errands because people are curious why I'm carrying a basket around and it gives me an opportunity to show them what I have on hand for sale.

* Set aggressive **GOALS** for your summer business! Having goals year round is important, but it is especially important to stick with them during the summer when so many people around you in the business are telling you about how slow it is. Don't believe them! Double your efforts and reap the benefits! Have a goal for the number of new bulletin boards you will find to put up a poster on for your business per week. Have a goal for the number of brochures you will hand out to people you talk to during your errands per day. My rule is: if I have contact of any kind with a person, I must give them something about my business to walk away with. For example: if I go to the bank and talk to the person in front of me in line, they must get a brochure, business card or **DREAMS** magazine (Avon publication used for recruiting). I just say "I brought this for you!" Using my rule, I would also need to leave something with the teller that I speak to and also anyone that I happen to talk to

while I was there -- even if it was just to say "excuse me" because I bumped into them by mistake! Many times when I have felt awkward with my rule, I've told the person "I brought this for you! I have a rule that every one I meet has to get one of these. I don't want to break the rule!" The rule also applies if my contact with the person is on the telephone or by mail. Think of all the opportunities that presents! When some one calls me on the phone for any reason, I make sure to send them a brochure or recruiting flyer in the next day's mail. I also send a brochure or DREAMS or EMPOWERING WOMEN magazine

to the author of an article I just read! It was contact, even though one sided! How many opportunities can you think of now that you know the rule? The "Power of Three" is thinking to small! Better shoot for the "Power of Twenty" contacts per day! It's easy once you look at it using the rule. Here is the rule again: if you have contact of any kind with a person, they must get something about your business from you.

Summer ain't lookin' so bad now, is it? Set some records this summer!

BOOMER MAGAZINE -- cool new magazine launching this fall:

<http://www.mmatters.com/boomer/pages/index/index.html>

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(you guessed it, I'm going to be featured!)

Want your company to make more trial sizes of products on your line? Why wait for them to do it? Make your own trial sizes using the PORTION CUP KIT from www.winnerinyou.com (<http://www.winnerinyou.com>). Each kit contains 20 one ounce plastic cups, 20 lids and 20 labels for only \$2.00. Great for products such as hand cream, body lotion, bubble bath, sunscreen, shower gel, vitamins, dietary supplements, food and more. Customers buy what they've tried!

Have you registered to attend the DSWA event in Phoenix October 13 - 15 yet?

I have! Here is the link to get more

information: http://www.mydswa.org/event_detail.asp?EventID=412

http://www.mydswa.org/event_detail.asp?EventID=412 Be sure to stay an extra day

and attend my seminar (not part of this DSWA

event) on Monday, October 16th in Phoenix. Two educational events in one

trip! Register today for the DSWA event, check for more details on my

seminar at www.winnerinyou.com (<http://www.winnerinyou.com>) soon.

With \$2,050.00 in donations so far, the Honor Mrs. Albee Fundraiser is off to a great start -- but we have a long way to go to reach our goal of \$50,000.00 by the end of November. Please visit the web site:

[_www.honormrsalbee.com_](http://www.honormrsalbee.com)

(<http://www.honormrsalbee.com>) and check out the details. Be sure to click on the GALLERY for a special bonus FREE to you (no donation required) -- portraits of the 2000 - 2007 Mrs. Albee figurines as well as the portrait of the "Albee Figurines of the 20th Century". These are downloadable and make beautiful framed pictures for your collection. Make great gifts for your downline leaders, too. Be sure to pass this information on to your downline and Avon friends --

Don't miss the picture of Lydia Mae with her special Birthday Cake (all over her face!) at [_www.winnerinyou.com_](http://www.winnerinyou.com) (<http://www.winnerinyou.com>) click on PHOTO PAGES and then on LYDIA MAE. Have a fabulous holiday! I'm getting ready for the town's Patriotic Celebration coming up -- me and Mom are using our Avon cars in the parade! Hope you are taking every opportunity to grow your business this summer!

Lisa M. Wilber

Avon Senior Executive Unit Leader

Owner, The Winner In You

[_www.winnerinyou.com_](http://www.winnerinyou.com) (<http://www.winnerinyou.com>)

733 S Stark Hwy.

Weare, NH 03281

1-800-258-1815