

## INSANITY

I love this definition of insanity: when you continue to do the same thing over and over and expect different results.

I often receive e-mails from people who are working hard at their business but not getting the results that they had hoped for. Some times it is just a matter of volume -- they are doing the right things, but just not \*enough\* volume of the right things to tip the scales in their favor. It's the difference between putting up two posters on bulletin boards advertising your business & your opportunity OR putting up two posters on bulletin boards PER WEEK for a year. You could obviously see that you are going to get different results.

Some times when people write to me, they should consider changing their approach because of the results they are getting -- but truly believe what they are doing will work despite the evidence to the contrary. An example of this would be a person who "talks people into" signing up for their opportunity and won't take no for an answer, and is surprised that 80% don't place a first order and the majority don't stay for any amount of time.

Are you getting the results you want from your business? I know in my business I am constantly trying to find ways to improve my systems and my approach in order to improve my results. Some times it's almost bad to have really good results because it makes you hesitant to try new things in order to get \*even better\* results and to take your business to the next level. In my opinion, if you don't mess up once in a while you just aren't trying hard enough!

Last spring I went through a rough spot in my business and got paid at Executive Unit Leader for a couple months -- a dramatic decrease in pay. It was embarrassing and made me analyze what I was doing right and what I was doing wrong. I believe that I did not have enough active team members in my first generation and therefore not enough leaders from among that group, so I was missing my qualifications to maintain my Senior Executive status. I had seen the train wreck coming, but hadn't taken action quick enough to stop it.

In the months leading up to the pay decrease, I had been focusing the majority of my attention on helping my first generation leaders move their titles. I had stopped using the "stewardess rule" -- secure your own oxygen mask before attempting to assist others. Now I know that one of the best things that I can do for my team is to maintain my title and pay. When I am a Senior and getting the higher earnings, I have more money to invest in all of us. It is important to help others, especially your team members in your downline -- but it is also important to focus enough attention on your own needs so that you don't become a victim of your own neglect. So I have changed some of the things I've been doing and I'm happy to say that I've had my title restored since late May. It was a humbling experience -- embarrassing, too. But I am proud that I did not panic. I'm

proud that I took the time to figure out what happened and fix it. I'm proud that I didn't continue to do the same things I'd been doing and expect different results. It would have been easy to blame the economy, company policy, the products, the team members. But it was ME who was ultimately responsible to make sure that I got my title back. I've heard that people are willing to change everything in the world before they'll change themselves -- and I don't want that to be me. I believe the experience did change me.

Tell me, are you doing the same things over and over and expecting different results?

\*\*\*\*\*  
\*\*\*\*\*

A little holiday laugh from me to you: Grammy, Lisa, Lydia Mae & Boo Boo dance for you!

<http://www.elfyourself.com/?id=1255352658>

\*\*\*\*\*  
\*\*\*\*\*

The annual DSWA (Direct Selling Women's Alliance) \*Education Celebration\* is scheduled for April 18 - 20, 2008 in Las Vegas and you won't want to miss this event! The keynote speaker is JACK CANFIELD ("Chicken Soup for the Soul")!! Other featured speakers include: Marcia Wieder, Caterina Rando, Nicki Keohohou, Jane Dauber, Beth Jones Schall and yours truly, Lisa Wilber. This event is always worth your time and money investment to attend.

You'll get to meet and interact on a professional level with representatives from many different companies and share ideas on all functions of your business. You won't have to fear that other company representatives will be trying to recruit you, because the DSWA is a recruit-free zone -- you can freely interact and share without the fear that everyone is trying to take you away from the company you love. It's a fabulous feeling! Read more about the event and also sign up to be a member of THE organization for direct selling women:

[www.dswa.org](http://www.dswa.org).

\*\*\*\*\*  
\*\*\*\*\*

Winner In You special: the first 15 customers to place an order of \$50 or more between December 16 and December 25 will receive a FREE copy of Shelia Dailey's new CD with songs she wrote for Lisa that include "She Used to be a Secretary" and "Lydia Mae". You'll love these songs, written by Shelia -- an Avon Representative from Tennessee with a heart of gold and a beautiful bluegrass sound. Visit [www.winnerinyou.com](http://www.winnerinyou.com) and place an order over \$50 and write in the comment section: FREE CD to receive this special.

\*\*\*\*\*  
\*\*\*\*\*

I'm sitting at my computer, from our new home, watching the snow pile up outside my window. I'm hoping this message finds you warm, happy and your business booming! Until next time . . .Lisa Wilber

[www.winnerinyou.com](http://www.winnerinyou.com)

\*\*\*\*\*

See AOL's top rated recipes

(<http://food.aol.com/top-rated-recipes?NCID=aoltop00030000000004>)

\*\*\*\*\*  
\*\*\*\*\*  
\*\*\*\*\*

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](mailto: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](http://www.winnerinyou.com)  
The Winner In You  
733 S Stark Hwy.  
Weare, NH 03281  
1-800-258-1815

\*\*\*\*\*  
\*\*\*\*\*  
\*\*\*\*\*