

NOVEMBER 15, 2009

# Working From The Heart Newsletter

**(Video Clip)**

**Ilene from the Radiance of the Sea**



Click on Ilene's picture above to watch the video

## **To shop or not to shop...**

To shop or not to shop... that is not the question this time of year because even non-shoppers are out there shopping!

People are thinking about shopping, shopping and more shopping. Some people are thinking I love to shop and others are not. Now is the time to let everyone know that you can be their own personal "gift specialist". Keep in mind that most businesses start to expand their hours until the holidays. Why not do the same thing? Don't forget some people have an additional stress too...how am I going to afford the holidays? You know

## **In This Issue**

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## To shop or not to shop...

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2009-2010 schedule

## Would you enjoy a training cruise?

The Comfort Zone

**Hire Yourself Is The Little Book With Big Ideas For Today's Entrepreneur.**

something that can help that challenge.  
Don't keep it a secret

Would you like to be able to schedule more parties in just a couple days from today?

I know you are thinking, "Ilene, who will want to have a party right away?" Let me paint a picture for you. If you wanted to go shopping and invite a friend to go with you, would you call a friend and say, "Hi, I am going shopping on Tuesday, November 26th. Would you like to go with me?" Or would you call a friend and say, "I am going to start some holiday shopping on Thursday night. Would you like to go with me"?

I have found that the best parties are the ones booked in close. The hostess was enthusiastic, invited the guests right away. She did not put off doing what needed to be done. Her guests did not have time to forget. People generally know more about what they are doing in a few days versus in 2 weeks.

Here are some words to help you paint a picture for potential hostesses. In fact, maybe you can book an evening party and a daytime office event this week as well. Start dialing and smiling. Call everyone and say, "Hi Jennifer, this is Ilene. I am calling you today because I really want you to know how much I appreciate you as one of my customers. I am really committed to helping people have a stress free holiday season this year. There are a couple things that I am offering all of my customers. One of the things Jennifer I love to do is help others start home-based

# HIRE YOURSELF!

Courage & Inspiration to Start Your Own Business



ILENE MECKLEY  
WITH JIM WALDSMITH

I am so excited to be sharing with you that I have a new book and CD. I know this book will help you build your business. At the same time, this book will help others see that they can create a business too. Purchase the book on CD (2 CD's) of, **Hire Yourself**, for only \$35 during our pre-release special. We are giving you the book as a special gift. After November 30th, the book will be \$16 and CD set will be \$35. Click [Hire Yourself](#) to order or call 1-800-383-2039. To learn about all of Ilene's Tools to help you with your business click [Tools](#).

**Hire Yourself: Courage and Inspiration**

businesses too. This time a year is a great time to more or less job test – see if this is something you would enjoy doing. Have you ever thought about doing something alongside your family and other activities to earn some extra income?" If they say; no I am not interested. Then say, the other goal I have in helping my customers this holiday season is to enjoy stress free holiday shopping. I have had some time this Thursday where I would love to stop by for just a little quick visit and show you some gift suggestions for special people in your life.

Would you like to get some unexpected shopping time this week an gifts checked off your list?" If they say yes, then say, "Can you think of some other people who might enjoy that idea too? I can be in and out of your home in an hour. I bet there are people who spend that amount of time just looking for a parking space and waiting I line at the stores to make a purchase. What do you think? Would you like to be one of my stop and shop hostesses?"

Don't prejudge. Just start dialing. Ask everyone. Believe that there is someone out there eager and ready to hear from you. Think of it as if you are playing hide and go seek. You are basically saying, "Ready or not here I come." You start looking everywhere, having a good time looking. Are you ready to do the same thing? I want to encourage you to be ready to look for all your customers to show your appreciation and commitment to being there for them this holiday season if they would like your help in holiday shopping.

Also, you can call some receptionists at

## to Start Your Own Business

- Make the choice to be the boss of your own company.
- Learn to work from the heart to grow a business that lasts.
- Discover the power of having a purpose, a passion, and a plan.
- Overcome fear by focusing on others.
- Master the art of persuasion by painting pictures with words.
- Become skilled in finding new customers and keeping them.
- Make the decision to be success-driven.
- Hire Yourself is written by someone who knows what she is talking about:

Self-employed for most of her working life, **Ilene Meckley** is a business coach with a compelling story of self-reliance and overcoming adversity. Known as the **Success Coach**, Ilene developed a stellar career as an independent salesperson, earning top honors, including Woman of the Year, President's Club, and Hall of Fame. Her self-published book, *Caring & Sharing*, has sold more than 34,000 copies. Her weekly radio show on AllTalkRadio reaches a worldwide audience and enjoys more than 1,000 downloads at a time.

Ilene knows first-hand what it takes to achieve success, but her personal story of

offices and share you would love to help their co-workers this holiday season. Let them know that you know at this time of year everyone is worrying about when they will get their holiday shopping completed. Offer to come in during lunch one day this week and bring some gift suggestions. Let them know that they would also be participating in a community service project because you will be donating gifts to a shelter, the Red Cross or a special organization based on the sales at all the doctors offices , law firms, real estate offices, etc.

Even after the holidays you can book these quick to be held events. The key is to start sharing with everyone, people you know and people you do not know. Become an "equal opportunity" sharer today. Again, keep in mind you have something to share that everyone might like to know more about. It is your job to share to find them. "Come out, come out wherever you are!"

**Direct selling is the "recession proof" industry that actually grows during troubled economic times.**

### **2009-2010 schedule**

Be there when others need you the most. At an Ilene Meckley Anything's Possible Seminar you will:

- Learn the secret to recruiting top performers...
- Receive "the words to use" when talking about a direct sales business opportunity...

overcoming the odds sets her apart. On May 23, 2005, Ilene was traveling home after conducting a business seminar when her car was hit, head on, by an 18-wheel semi tractor-trailer. The impact of this horrendous crash broke nearly every bone in her body. Fighting for her life, the prognosis was not good. If she survived the initial weeks in the hospital, she would likely never walk again. Through grit and determination, Ilene fought for her life, spending nearly six months in hospital beds, and then proved the doctors wrong by undergoing eight major surgeries and learning to walk again. Audiences have stood up and cheered for this courageous woman who intimately knows the peaks of success and the valleys of defeat.

## **"Making a Commitment" , are you ready?**

It is almost December 1. Are you going to keep your business open? Or are you about to commit self sabotage?

Keep in mind that what you do today and the next few weeks will result in what happens in January.

Decide, "I Can and I Will" do what I need to do to call all my customers with a holiday customer service call and keep my business doors open.

Are you ready to make a new commitment to your business? Take a moment to think about what your goals are. If you could increase your income right now, what would you be able to do? Would you take a vacation? Fix up your home? Get a new car? Quit your full-time job? The

- Gain the confidence to grow your sales team...
- Become success driven and not excuse obsessed...

Ilene Meckley knows first-hand what it takes to achieve success in direct sales. You may already be familiar with her CDs and books, including Working from the Heart and Highway of Success: Proceed with Passion, inspired by her near-death automobile accident and fight to recover. Now you can learn from one of the best in the business, an extraordinary recruiter and trainer, Ilene Meckley, the Success Coach.

After experiencing the Ilene Meckley Success Seminar direct sellers have this to say...

*"I can't believe how Ilene changed the way I look at my direct selling business. For once in my life I feel confident, comfortable, and energized to make this a fulltime career."*

*"Ilene made me stretch and grow to an all new level of success. I'm recruiting more people than ever before, thanks to everything I gained. This seminar is worth every penny and more"*

To learn more about the Ilene Meckley Success Seminar and to register for this life-changing event, visit [www.ilenemeckley.com](http://www.ilenemeckley.com).

**NOVEMBER**

amazing thing about home-based businesses is that these opportunities and more are available to you, and you can start making it happen right now! There is no reason why you can't have it all. Let Ilene teach you how increasing your level of comfort to share your business opportunity with others will lead to financial stability and future security - all by getting down to business. We all have that goal in mind. Ilene will show you how you can release your fears, remove obstacles and start reaching your goals immediately! Be sure to attend a seminar near you or let her know that you would like her to visit your city in 2010. Ilene's books and CD's will help you be prepared for the best year ever too.

Ilene has several goals with her seminars and training tools.....

1. Help you take the "I can't" out of your attitude
2. Help you talk to people while doing your holiday shopping without sounding pushy
3. Help you keep your business growing while you are decorating, cooking and preparing for the holiday season
4. Help you balance a growing business while spending quality time with your children during their break from school
5. Help you fill your schedules with "Stop and Shops"
6. Help you effectively talk to busy

NEW! November 16th, Sacramento, CA  
[\[VIEW DETAILS\]](#)  
Event for Consultants and Leaders

November 17th  
(Private Event)

NEW! November 19th, Las Vegas, NV  
[\[VIEW DETAILS\]](#)

## DECEMBER

**December 2nd, San Diego, CA**  
[\[VIEW DETAILS\]](#)

Four Points By Sheraton  
8110 Aero Drive  
San Diego, CA 92123  
Event for Consultants and Leaders

**December 3rd, Phoenix, AZ**  
[\[VIEW DETAILS\]](#)  
Event for Consultants and Leaders

**December 7th, Ontario, CA**  
[\[VIEW DETAILS\]](#)  
(Location to be decided this week)  
Event for Consultants and Leaders

**December 8th, Seattle, WA**  
[\[VIEW DETAILS\]](#)  
(Location to be decided this week)  
Event for Consultants and Leaders

**December 9th, Portland, OR**  
[\[VIEW DETAILS\]](#)  
(Location to be decided this week)  
Event for Consultants and Leaders

**December 10th, Reno, NV**  
[\[VIEW DETAILS\]](#)  
(Location to be decided this week)  
Event for Consultants and Leaders

people

7. Help you start your year off with 5 new recruits

If you enjoyed this newsletter, please pass it on to others in your e-mail loop.

### **What is your purpose, Passion, and Plan?**

It is important to realize that your Purpose, Passion, and Plan will mean absolutely nothing without total commitment. To me there is a real difference between what I call the "Wannabes" attitude and the "totally committed to do whatever it takes" attitude.

How do you determine the strength of your commitment? Are you willing to do those things that will make you a successful businessperson when you don't feel like doing them? What are you committed to doing to help your business?

Do you say, "I'll try to see if this will work," or do you say, "I am going to find a way to make it work."?

Do you say, "When it happens, it will happen," or do you say, "I will make it happen."?

Do you say, "I'll start tomorrow," or do you say, "I can't wait to get started right away."?

It is very important to be sure that you are honest with yourself about your business. I hear people say all the time, "I can't." When I hear that, an alarm goes off in my head, and I wonder how seriously they

## January 2010

**January 15th**  
**(Private Event)**

**January 16th**  
**(Private Event)**

**Call 1-800-383-2039 for information about any of the above locations. We would love to know if you would like your city included in a future tour.**

*Please join us in celebrating the new, **"Anything's Possible"**, seminar tour. We are celebrating and would like you to join us. Please check to see if your city is listed above. We also are now offering flexible seminar options. We want to help you and your team re-energize your business. Choose to attend a seminar or host a seminar for as few as **20** people or participate in our block ticket purchase plan for an event in your area. We do in house and custom seminars now too. Please call 1-800-383-2039 with any questions and/or suggestions.*

Ilene hopes to see you at one of the seminars above!

*We would love to ask for your help. Please email us a suggested location for a seminar in one of the cities above and we will offer a free ticket to you. This offer is for the first 5 suggestions for each of the cities above.*

Please call 1-800-383-2039 to register or click on [www.ilenemeckley.com](http://www.ilenemeckley.com) and click on your city to register.

*We are in the process of building our 2010 Seminar Schedule. If you would like to*

take their business. When you find yourself saying that, STOP - THINK! Remember that you can do it, and say to yourself, **"I will do it."** Just think, if you have children, would you accept an "I can't" from them? "I Can't" means, I certainly am not trying.

Do you really treat your business like a business? Do you avoid doing things you would have to do if you were employed in another occupation - you know the kinds of things nobody wants to do? Would you ignore them or go to your boss and say, "I don't like these things - they bore me, so I won't do them. Okay?" Obviously, you wouldn't think of doing that - you would do what you had to do to complete the job and perhaps, more importantly, be able to look in the mirror and say, **"I'm doing the best job I can."** And, that's exactly the attitude I want to see you have in your own business because I know with that attitude you can be a success.

Don't let fears keep you from doing the things you have to do in your business, either. For example, a new nurse would not tell the doctor for whom she is working, "Sorry, I don't feel comfortable giving people shots. I only know how to do oranges." A teacher would not tell the principal, "Sorry, I don't mind talking to the children, but I can't do a back-to-school night presentation to parents." **It is important that you overcome any fears that you encounter as you grow your business.** It isn't any different that any other job that you wish to be successful doing just because you do it from your home.

Again, thank you all so much for the wonderful messages you send me. I love to hear your progress. Have a wonderful

*have Ilene Meckley visit your area or would like to host a Private Event for your team, please email Ilene at [info@ilenemeckley.com](mailto:info@ilenemeckley.com) today!*

## **Would you enjoy a training cruise?**

I love cruising! It is such a great way to relax and meet so many nice people. We would like to invite you on a "Working from the Heart " cruise. We are in our planning stages. Please let us know if you would like to join us. We will have hands on sharing training as we enjoy the cruise as well as seminars on sea days. We would love your help in planning. Would you like a 3 day, 4 day, 5 day or 7 day cruise? Would you like to leave from the East coast or West coast? This is a great trip to invite your special support person to join you too. What month would you like to cruise? During the next couple months we will all be celebrating different family occasions. I wish you and your family lots of joy and happiness during your special celebrations. It is during special times of celebration we can continue to be on a mission to help others. This time of year we can really see how fortunate we are to have a business that we can grow right alongside all our family and other activities I want to encourage you to reach out and to share with everyone. Keeping the holiday spirit in mind, sharing is even more important than ever. Focus on the true spirit of sharing. Sharing is offering and caring is being happy with whatever they choose to say. Can you commit to sharing with 5 people a day for the rest of the year? Can you imagine how your business will look on January 1, 2010? Decide to share with everyone. Hold

week!

-Ilene

### **Words from a leader**

Here is a letter that a Sales Director sent to her team. Thanks Karen. I do consider myself a language coach and love to help people learn to paint pictures with words.  
Ilene

Dear Unit,

Many of you have heard me speak of Ilene Meckley at our Weekly Success Meeting and coaching you over the phone. I would recommend her book Sharing and Caring The Key to Talking Your Business Up, Up and...Away.

I firmly believe that this book is THE KEY and CATALYST to launching,jump-starting, and reenergizing your business.

We take our scripts too lightly. It is truly like learning a new language and I feel strongly that Ilene has found a soft, universal language for all of us to use on everyone everywhere no matter what! Booking, Coaching, Selling, Recruiting. The scripts are in the book.

For 13 years she recruited 50 people each year! To me, that makes her an expert to share what she knows with all of us. I plan to follow in her footsteps, take control of my life, my future, and my finances!

Remember, we ALL have an UNLIMITED

yourself accountable. Don't pre-judge and make decisions for others. How many times have you been asked, "Would you like dessert" at a restaurant? Has anyone ever said to you, " I think you had enough to eat so I am just going to give you your check."? I believe that even if we felt that we had had enough to eat, we would find it strange that they did not ask. Everyone loves to be asked about everything but no one likes to be harassed about a thing!

If you are in a comfort zone afraid to venture out, Remember that all winners were at one time filled with doubt. A step or two and words of praise can make your dreams come true.

Greet your future with a smile, success is there for you!

Love,  
Ilene

FINANCIAL career opportunity. Why wouldn't you give yourself and your family that kind of security?

Vacations, college tuitions, retirement, ETC.

Don't go to the ocean with a teaspoon... take the biggest bucket you can find!!!

Unshakable belief in you and our Unit,  
Karen

Sharing and Caring - The Key to Taking Your Business Up, Up, and Away!

- \$16.00 per book

If you need to see the words in writing, plus you would like to have some sample scripts of exactly how to prospect and "Just Ask," then make sure you get the book as well. It goes into depth about such concepts as "Phone Time Is Fun Time," one call an hour and others ways to balance your business and family



Click on the picture above to order