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## Do You Have A Complete Library?

Do you have the words to paint pictures? If you are not always sure what to say, I would like to invite you to invest in my CD bundle. You will be learning word choices to help everyone see what they could have, helping them become confident in wanting to have their own business. I will also help you see pictures of how you can have a business alongside your family and other activities. If you are ready to start painting then I would love to be the one to help you see how words can make a difference. Call our office by 1/31 and save 20% on any bundle. Click [bundle](#) for more product information. Discount will be deducted when order is being processed.

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## Working From The Heart

### Ilene's Success Survey: 5 Minutes...5 Questions...5 Ways to a Stronger Business

A number of direct sellers are telling me that in this challenging economy, it's tough to "get up and get going" to make their businesses work. Sure it's tough! But as they say, when the going gets tough, the tough get going. Don't let a sluggish economy slow you down! Instead of looking for excuses, look for opportunities.

To help you get started, take 5 minutes to answer these 5 questions. Think of this as a Success Survey. Then, please email your completed Success Survey to me at [ilene@ilenemeckley.com](mailto:ilene@ilenemeckley.com). I want to learn how you are building a stronger business 5 ways.

1. How much money do you want to earn this month?

\_\_\_\_\_.  
How much money you want or need to earn is one of your Purposes. We have many Purposes. Your Purpose could be to gain confidence in public speaking; or to make new friends; or to earn a company incentive such as a trip or a cruise. Determining your Purpose is the first step in achieving your Purpose.

2. Who could use a "Customer Care" call from you?

\_\_\_\_\_.  
Call someone who could benefit by hearing your voice. Ask if they need more products, if they'd like to book a party, or if they would like to talk. When we care about others, show genuine concern for another person's well-being, we are giving of ourselves. Who can you call?

3. Who do you know needs additional income?

\_\_\_\_\_.  
Perhaps you have heard about someone who recently lost a job, or who is struggling to pay the bills, or has a growing family. Many people you know could use a little more income. Let these individuals know about your business opportunity. Your call could be the call that changes a life for the better.

4. Which member of your team could use a positive word of encouragement? \_\_\_\_\_.  
Whether your team numbers a few or into the hundreds, there are team members who need your encouraging words. Take a moment to call a member of your team. Thank her for her efforts. Congratulate her on a recent accomplishment. Invite her to lunch. Reach out and inspire.

5. How can you make your business stronger?

\_\_\_\_\_.  
List at least one thing you can do today to make your business stronger. Perhaps there is a motivational article in a magazine you have set aside to read later. Is it time to pick it up and give it a

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Click to choose your  
selection.  
Adjustments will be  
made during  
processing.



read? Is there a motivational tape you have wanted to try? From time to time, we all need to recharge our motivational batteries. What can you do today to power up? I hope this Success Survey has helped you. Send it to everyone you know, and please send your completed copy to me. I look forward to hearing from you today!



### **F.E.A.R or F.A.R.E**

Congratulations on having completed another week of sharing success with heart. I hope that these past seven days were as great for you as they were for me, both professionally and personally. I wish that it were possible to convey through this newsletter the sense of excitement and enthusiasm exhibited by the consultants and leaders. Each of these individuals serves as a dramatic example of the difference that a dynamic leadership style makes in the lives of those who practice it, as well as those with whom they share.

I was struck continually during the week by the fact that so many successful leaders and consultants, whatever their product or expertise, have managed to take the four letters into "fear" (as in "fear of the unknown") and turn those same four letters into "fare" (as in "fare thee well"). These leaders and consultants have accomplished this feat by rearranging not only the letters A, E, F and R, but by restructuring their attitude and expectations as they travel along the highway of success.

You can learn to navigate more easily and efficiently past the mileposts that mark your progress toward your own personal goals by reading chapter one of my most recent book, "Highway of Success: Proceed with Passion." In chapter titled "Commit to Commencing," you will discover how to make the following transformations:

- F turns into Freedom as you overcome Fright;
- A turns into Anticipation as you overcome Anxiety;
- R turns into Relief as you overcome Regret
- E turns into Enthusiasm as you build Excitement.

Once these changes take hold in how you conduct business, or how you live your life, you will be amazed at the ease with which you navigate past any potholes, detours, or roadblocks that you encounter on your journey. I'm so certain this process works that I ask each and every one of you to e-mail to me [Ilene@ilenemeckley.com](mailto:Ilene@ilenemeckley.com), in one word if possible, the biggest FEAR confronting you at this moment. Next week I will ask you to share how you turned that fear into FARE.

I applaud you, and I challenge you to join me in refusing to allow excuses to give us a reason to hide from our fears in the future. In fact, our motto for the coming week is, "I wish to achieve, so I will never self deceive."

Excuses do a great deal of harm when we use them to protect ourselves from something we fear, whether it be making a cold call or sharing with someone in line at the grocery store. Excuses keep us from achieving our goals. Excuses prevent us from tackling a task when we are afraid that we might fall short of our own expectations. Excuses are a form of self-deception that acts like a poison and slowly weakens us.

Think about how you hate it when someone else tries to deceive you in any way, for whatever reason. Then ask yourself why you would ever allow self-deception to keep you from reaching the goals that are dearest to you. Self-deception is a form of self-sabotage, and we must all remain constantly on guard against becoming our own worst enemy.

I believe that using the word "try" is often a form of self-deception. Do you ever say, "I will try to contact," instead of simply, "I will contact"? If

so, aren't you using a little three-letter word as an excuse to fall back on if the contact isn't successful? Aren't you deceiving yourself, and giving yourself permission to fail, by saying, "Well, I tried, but..."? Saying "I can" and "I will," conveys a much stronger commitment to achieving our goals than saying, "I will try." We must always be 100 percent committed to what we can and will do; we are at best only halfway committed if we choose only to try.

I wish that I had room to pass along all of the many inspiring success stories that I heard this week from people who turned "fear" into "fare" by doing, rather than trying. Since that isn't possible, I will share with you Louise's and Lisa's words. My hat is off to them, and to each and every one of you who is facing your fear rather than running from it.

Louise writes that, "I turned [fear] into FARE by booking a 10 show week for the 1st week in February!!!!"

Lisa writes, "Using Ilene's Caring & Sharing Book, which includes a script on the areas you want to cover, I began the journey of getting comfortable "helping" people.... Inside of 45 minutes, I made 25 calls....I wanted to quit several times but I DIDN'T. I kept a giant sign in front of me that read Ilene's words...to keep me from chickening out. "It is perfectly okay for you to say NO to me, but it is NEVER OKAY for me NOT to ask you because I may be afraid of the outcome!"

I want to encourage you to visit my website and read about the "Sharing and Caring Log" and "Sharing and Caring, The Key to Taking Your Business Up, Up and ...AWAY". These books will help you to join Lisa and Gayle in taking the next steps for success in your business. Order any product bundle and have a free coaching call with me.

Click here [www.ilenemeckley.com/products.html](http://www.ilenemeckley.com/products.html) for product information.

Until then, Sharing success with heart,  
Ilene

As you continue your own journey along the Highway of Success, I urge you to travel safely and with passion. If you need a guide, and do not yet have copies of my latest book and cd, Highway of Success: Proceed with Passion, I urge you to take advantage of the special offer, good through January 31. Click [HERE](#) to purchase both of them for only \$25.