

ILENE MECKLEY

sharing my secrets of success - with heart

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Working From The Heart

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Valentines Day Special



time Valentine's Day is the traditional to give from the heart, and with



Feb. 14 nearly here, we're offering a 14% savings on the first 1,400 Internet orders.

Everything is 14% off, including our books and Cd's, and the popular Giraffe Pin. Click on the hearts to see everything that is available.

Offer ends Feb. 25, 2010

May you enjoy the success you deserve!

Forward
To A Friend

Never Give Up on Your Dream

This is the story about a bookkeeper who wanted more out of life. Employed in the accounting department of a Chicago paint manufacturer, he spent his days reconciling figures in various ledgers and keeping track of the petty cash and doling out small sums of money to the salespeople for various expenses such as fuel for their company cars or an

Forward
To A Friend

Direct Selling is Recession Proof

There is a lot of talk about the bad state of the economy these days. This makes it a particularly good time for each of us to share opportunities with others because when the overall economy is suffering, direct sales businesses historically thrive. Although people are not spending money on big-ticket items, they do have discretionary funds, which they are more likely to spend on the services, and products you offer. Instead of fearing rejection, keep in mind that offering an opportunity to someone is not about overcoming your own fear. Offering an opportunity to someone is about inclusion. It is really about guaranteeing that no one feels left out or rejected when you refuse to share.

If someone chooses not to accept whatever you offer, thank them for their honesty and frankness in sharing their thoughts and opinions with you. That way, neither you nor they will feel like the rejected party. You will have done your part by offering an opportunity; someone will feel valued because you were willing to share with them. That is truly a win-win situation.

I encourage you to make an extra effort this week to catch the sharing spirit. I promise it will be well worth your efforts. Not only will your business grow, your own self-esteem and ability to approach others will grow right alongside. Please remember this is a great time for direct sales. There are people who are looking for ways to earn income, people who would love to earn free products and people who want to get a good start on their holiday shopping. Please focus on all the positives and not let any negativity keep you from being excited to share your business. Today and every day you can meet new people who just might be someone you end up helping with one of the different services you offer in your business..

overnight in a motel.

It was a boring nine-to-five job with little opportunity for advancement. At times, to break up the monotony, the bookkeeper dialed up a friend who was in the advertising business. When his friend answered the phone, the bookkeeper would tell an absurd story. For example, one day he pretended to be Mr. Tompkins, the manager of a yeast factory, reporting a fire at the plant. "I'm sorry," he said. "I need to put you on hold for a moment and go up a floor. The yeast is rising."

On another occasion, the bookkeeper pretended to be an airline pilot who got to clowning around, fell out of the plane during take-off, and was now calling in to report the plane was in flight with fifty-seven people on board and no one at the controls.

You see, the bookkeeper really wanted to be a comic. Someone heard about the crazy telephone routines and urged the bookkeeper to record a few to send to radio stations. As it turned out an executive at Warner Brothers Records heard one of the phony phone calls and told the bookkeeper the next time he played before a live audience, to record the performance and Warner would consider issuing an album.

The trouble was, the comic had not yet performed before an audience and no club wanted to take a chance on an unknown. The idea of making an album may have ended there, but the bookkeeper was persistent. After five months of trying to get a booking, he landed the job as the opening act at a motor inn in Houston. For two weeks, he performed his telephone routines before small but enthusiastic audiences. The recording was made and true to his word, the Warner Brothers executive issued the album.

The Button-Down Mind of Bob Newhart was a sensation, selling more than a million copies and earning the previously unknown comic a Grammy for Album of the Year.

Bob Newhart went on to star in his own television sitcoms, to earn Emmy and Peabody awards, and be featured in films. Bob Newhart never gave up on his dream. Do you have a dream? Perhaps you're stuck in a nine-to-five job with little chance for advancement. If you believe in your abilities,

You Need to Circulate, Before You Can Percolate

Before we can close a sale or offer a business opportunity, we must have prospects, individuals who need our products, services, or could benefit by doing the kind of work we do. As Zig Ziglar tells us, "Prospecting is not an eight-to-five job." If done with grace and an attitude of helpfulness, prospecting for potential hostesses, customers, and recruits can happen wherever we happen to be – in the supermarket, at a child's soccer game, at an airport, out walking the dog, or anywhere people congregate.

One of the greatest sales people to come down the pike was Cavett Robert. This is what he said about finding prospects: You need to circulate, before you can percolate. A successful attorney, Cavett went on to pioneer pre-need funerals, and eventually helped organize the National Speakers Association, the organization that sets the standards for professional speakers and trainers.

Make it a point to circulate. In other words, how is your "net" working? At a social gathering, do you make it a point to socialize in a way that brings the conversation around to a talking about career choices? At the checkout lane, do you seek the shortest line or do you check out the people in the line that shows the most promise for potential prospects? It's all about an attitude of looking for opportunities wherever you go.

Is your antennae always up? Are your eyes and ears open and tuned in to what people are doing, and saying? Successful salespeople are constantly aware, watching, and listening.

You hear: I love shopping for bargains. This may be a prospective hostess, someone who values receiving free products.

You hear: Everything costs so much nowadays. You may have a potential recruit, an individual needing more income. Now you're percolating! By thinking about what you can offer to help others, you are well on your way to identifying the prospects that will take your business to the levels of success you desire.

Building Strong Teams 12 Ways

Remember those commercials for Wonder Bread? "Wonder Bread builds strong bodies 12 ways" went the slogan touting the benefits of one of America's oldest bread companies. This week we take a look at building strong teams 12 ways, one member at a time. Do this and your team may

persist in fulfilling your goals, your dream can come true. That's no joke!

If you enjoyed this week's Monday Motor-Vator®, pass it on to friends and colleagues. Let them know about Ilene Meckley, the Success Coach, and ilenemeckley.com, your first choice for motivation, inspiration, and information about achieving success in a home-based business.

Share Your Stories & Ideas

Share your business experiences with me and you will appear on our web site! Simply send me an email about it. Maybe it's something that happened at one of your home-show presentations; something you have achieved; or an idea to help with sponsoring, selling, or training others. Each week in March, we'll select three of these stories and publish them on our website for everyone to enjoy. Please email me at Ilene@ilenemeckley.com.



qualify as a wonderful organization!

Strong teams are comprised of members who possess high self-esteem, set goals, and help one another succeed. Here are 12 ways to build a strong, wonderful team comprised of people striving to be the best they can be.

1. Create opportunities to make each team member feel valued and wanted.
2. Recognize and reward good work.
3. Praise team members who contribute to the organization's success.
4. Urge team members to set goals and help them achieve their goals.
5. Develop a vision for your team and let everyone know about it.
6. Help team members to see the benefits of promoting to management.
7. Delegate responsibilities so team members can grow.
8. Involve members of the team in decision making.
9. Encourage team members to respect one another.
10. Foster a positive attitude throughout the team.
11. Keep open the lines of communication. Include everyone. Miss no one.
12. Love what you do and show it.

Strong teams need strong leaders. Here are seven principles that have helped thousands of successful individuals build strong leaders for their organizations:

1. Keep your promises. Thomas Paine wrote: "Character is much easier kept than recovered."
2. Be enthusiastic when others succeed. According to Tom Peters, "Leaders don't create followers, they create more leaders."
3. Recognize the potential in others. Help them achieve their potential. "Treat people as if they were what they should be, and you help them become what they are capable of becoming," wrote Johann Von Goethe
4. Catch people doing things right. "People ask for criticism, but they only want praise," said Somerset Maugham.
5. Praise the small achievements as well as the large ones. Said Jess Lair, "Praise is

- like sunlight to the human spirit; we cannot flower and grow without it.”
6. Go out of your way to help others. Lao-Tzu wrote, “To lead the people, walk behind them.”
 7. Always do more than expected. Said Tom Peters, “Under promise; over deliver.”

Make your team strong and **wonder-ful!**



Information About Ilene's Seminars

Would you like to learn how to successfully accomplish everything you want to both personally and professionally in a day? Hear Master Coach Ilene Meckley share the language that enabled her to earn top honors for 13 years with her Direct Sales company!

While raising five children under 10 years of age, Ilene built a successful home-based business alongside her family. She's dedicated to help others get to the top of their game and create a magnificent life!

From experienced leaders to the newest consultant, Ilene offers you and your team the techniques to help you reach your goals NOW!

If you want your team to learn to share their business with anyone, anywhere while being a proud direct sales professional, then host Ilene Meckley's new seminar, "Anything's Possible" in your area.

After an 18 wheeler crossed a highway and hit her, Ilene is committed more than ever to her mission of helping people believe in themselves. Ilene can definitely help you and your team to realize the inner passion to do what it takes to be a success.

Call 1-800-383-2039 for details or you can send us an email at info@ilenemeckley.com with some possible dates for your event. Dates are on a first come, first serve basis. Please contact us with your date because seminars are filling up fast.