

**ILENE MECKLEY**

*sharing my secrets of success - with heart*

2/28/2010



## Building Your Business With Heart Newsletter

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

1-800-383-2039

### Words From Ilene

*Last night Bob and I went to see a comedian. He talked about how his job is to make people laugh. He said that some people make it challenging for him to do his job. He said that he loves a challenge. I observed the audience last night. I noticed some people laugh at everything. Some people are reluctant to laugh at anything. Then there are those who are enjoying how the other people are laughing and just happy to see others laughing. Keep this in mind when you are sharing your business. Some are interested and some are not. I want to remind you that there are people out there just waiting for you to help them feel good. Don't stop trying because some people are not interested. There is someone else just waiting for you. Can you imagine a comedian saying, "OK, a couple of you did not laugh at my last joke, the show is over!"*

*A comedian knows some people will laugh and some will not. That fact does not affect his goal to do the best he possibly can to get everyone involved in laughter. It all has to do with his thoughts. We are planning our Spring tour centered around thoughts. Please email us if you would like to have a "Get Rid of the ANT's (automatic negative thoughts) and CANT's get - together in your area. We have programs for small and large groups. My goal is help everyone have the best Spring and Summer ever and keep the ANT's from taking your MONEY!*



*We appreciate all the referrals and letters we receive from you as well as the plaxo , facebook , twitter and linkedin requests. Please take a moment to share this newsletter with someone special like someone has done for you.*

*Here is a letter that I received this week. It is a great idea and we wanted to share it with you.*

**Ilene,**

*I'm wondering if it would be possible to get a discount on a purchase of 10 of the I Can! I Will! cds?? I purchased your complete package at the Advanced Leadership Retreat for our company last month, and I would like to give one of these cds to each of my consultants that attends our next training meeting. We are going to work through your 30 Day Success guide that you gave us at ALR and I think this cd really teaches what they need to do to complete that*

success guide.

Kim,

Thanks Kim for an idea we would love to share with everyone. We would love to offer all of you the same discount. Purchase 10 for \$12.00 each. This can be a great activity to help "Spring" every one's business into success. The 30 Day Success Guide will be included. Please call 702-673-0361 for more information or click on the Cd to place your order.

Please go to the bottom of the newsletter to take advantage of the special we offered her. Click on the Cd to take advantage of the special.

**Dear Ilene**

Dear Ilene,

I'm a newcomer in Direct Sales, and I have trouble letting people know I'm "selling something." Sales is not a profession I ever thought I'd choose for myself. Why is telling someone I'm in sales so difficult?

Samantha

**Dear Samantha,**

First of all, you should look at yourself as a public relations representative- a promoter for your company. Yes, you do sell, but I believe that selling is something you do only after someone has let you know they would like to make a decision about the products you are offering. Then it becomes your job to share information so that they can make an informed decision.


The problem is I believe that there are too many people in "the convincing game" in



### Is This Is Your First Newsletter?

Please let us know if this is your first newsletter. We want to thank everyone who has referred their associates and team members as well as family and friends. For those of you interested in getting to know more about Ilene and why someone referred you to us, please click on the giraffe



and find out why someone really believes in you. We would love to ask you to refer someone who is special in your life. Please click on the . Be sure you always ask for referrals too. Reach out and touch someones life today. If you are reading this now, please click reply and you will be entered into a contest for a free gift. We would love to know who is , "working from the heart". Be sure to include your name, phone number and address so that we have the winners information. We have books, Cd's and pins that will make

### ABC's of Recruiting Interviews

More times than not, those seeking a traditional job must prove their worth at formal job interviews. In direct selling, we don't have job interviews. We have recruiting interviews. At a recruiting interview, you share the worth of your company's business opportunity. The recruiting interview can be just about anywhere and at any time of day, but a Saturday morning over coffee often works best.

In most instances, it's a good idea to conduct the recruiting interview with both the prospective new member of your team and his or her spouse. Once husbands and wives study the business opportunity, they may very well become your number one supporter.

Here are the ABC's of "caring and sharing" recruiting interviews:

Assessment – Assess your prospect's needs and wants.

their approach to sales. Let's show people how sales is all about "sharing and caring; Share with everyone but sell to those who want to buy.


Ilene

times, but also helped write the national competition rule book.

I think Tracy could have quit, saying, "My parents pressured me." Would anyone have blamed her?

It would have been very sad, if either of these promising athletes had quit by making an excuse that their parents either did not offer much support or, at the other extreme, were overbearing. How about you and your business? Are there times you feel you want to quit because your efforts are under-appreciated by those closest to you? Or maybe your family has seemingly unrealistic expectations for your success?

Fortunately, Nancy and Tracy didn't let excuses fill their heads with doubts. Despite bouts with asthma, Nancy Hogshead was ranked number one in the world in the 200 meter butterfly, going on to win three gold medals at the 1984 Olympics. Tracy Caulkins set five world records in her amazing career. She won three gold medals, also at the 1984 games in Los Angeles.

great gifts for people special in your life. Remember to treat yourself too. Click  for items available.

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800-383-2039



Gain the courage to realize your dreams;

Achieve the impossible in your direct selling business.

### **Would You Like To Build A Successful Business?**

I meet so many nice people. I was telling this one woman about the giraffe being the logo for my company. We talked about how the giraffe has the biggest heart in the animal kingdom. She became so excited and wanted to share a book with some of her favorite quotes, all about the heart. As we end the first quarter of the year and start a new one, I wanted to include them this week. I always encourage you to be heart at work and no longer hard at work. The heart can be so important when making all kinds of decisions. When you do something from love and dedication it can only feel good.

"Sometimes life moves by too quickly, and the things we most want to say stay hidden deep within the heart."

"As we reflect upon our memories, we embrace the

Begin by demonstrating a genuine interest in his or her well-being and happiness. When we care about other people, it shows. Ask leading questions to determine the prospect's needs and desires. Does this person want extra income or a full-time career opportunity? If this person had an extra thousand dollars a month, how would the money be used? Are there credit card bills to pay? Is the prospect hoping to take a family vacation? Is this person in a dead-end job and looking to be his or her own boss?

Benefits – After determining the prospect's needs, share the many benefits of joining your company, such as additional income to pay the bills or cover the cost of a family vacation. Show one of your recent income statements to demonstrate the earnings potential your company offers. Explain the other benefits of being part of your company and your team such as training, monthly sales meetings, earning trips and prizes, a generous hostess program, and learning from the best in the business at national conventions.

Close – Closing does not necessarily imply hard selling. You can close by not being pushy or overbearing. Closing simply means asking questions to help your prospect make a decision. Ask questions such as:

Nancy Hogshead said this about excuses and motivation to succeed:

Swimming is very painful. When a coach says, "We're going to swim the butterflies for the next hour," we're talking pain. It's not uncommon for swimmers to groan and roll their eyes. As a team, we realized that if any one of us were to get to the Olympics, we had to put a stop to that griping. Cynicism keeps you from reaching goals. I don't think people realize how powerful water cooler talk is, or how powerful gossip can be.

Life is tough, and having a business is challenging. Don't make excuses. Make it work!

people and the events in our lives that matter most to our hearts. We value the beauty of private joys, as we celebrate the wonder of this sweet life."

"Some people are as bright as the heavens; they brave each day with courage, compassion and care, and the love in their heart makes our world a better place."

"Through the eyes of love, ones heart, nothing is impossible, for love is the touchable miracle, the joy of passion, and the whole of life's meaning."

This is the time to focus on meeting new customers. I want you to decide that this is the time for your business to prosper because you are so passionate about being helpful to others.

Are you ready to talk to 5 people today? It only takes 30 seconds or less.

Sharing is offering and caring is being happy with whatever they say.

Remember, it is perfectly ok for people to say no but it is not ok to hesitate to share because someone might say no. Ask yourself the following question, when a sharing opportunity presents itself, "If I knew this person wanted to join me as a consultant, be a hostess or host or purchase one of my products, would I be sharing right now?" I believe your answer would be yes. So now think, "I should

"Could you use an extra thousand dollars a month?"

"Do you like what you've seen and heard?"

"Do you think this is something you would like to do?"

"Would you be interested in coming to a sales meeting and getting acquainted with others who are doing this?"

"How can I help you get started?"

Give the ABC's of the recruiting interview a try. Start calling potential prospects and don't stop calling until you have scheduled five recruiting interviews, one each week for the next five weeks. Care about your prospects by taking time to assess their needs, share the benefits your company offers, and then close by asking questions to help them reach a decision.

**A Goodbye Party For Your ANTs (automatic negative thoughts)!**

be sharing with everyone in case they want to say, "yes".

Work from the heart and it will no longer feel like hard work.

We would love to



ask you to be one of our "Getting Rid of the ANTs" hostesses. Our goal is to stop the ANTs from taking your money from you and your team. We are looking for hostesses just like you. Please call us at 702-673-0361 or email us at [info@ilenemeckley.com](mailto:info@ilenemeckley.com). We have special programs for all sizes of groups. Spring and Summer can lead to more ANTs. We are offering something very special for the first 20 people who email us or call us for information about a Get Rid of the ANTs seminar.

## Special!

### I Can! I Will! The Language of Success

Pop this CD into your stereo and be prepared to learn a new language of positive thinking and "I can...I will" follow-through. In a stimulating question and answer format, Ilene Meckley, the Success Coach, teaches the language of a winner: Never say, "Try." Always say, "I can...I will." Women operating home-based businesses, especially mothers of young children, receive hands-on ideas for nurturing a happy family and a growing direct sales business. Make a plan, make 10 contacts a day, and make your business grow. Applying the "I can...I will" method, Ilene discusses the fear of meeting new people, the challenge of self-motivation, and the expectations of leading by example. Direct sellers open to learning Ilene's new language of success only need to listen and then put Ilene's methods into daily practice.

