

ILENE MECKLEY

sharing my secrets of success - with heart



3-8-10

Building Your Business with Heart

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Forward
To A Friend

Get the ANTs and I CAN'Ts Out of Your Business this Spring! (Automatic Negative Thoughts) and (I Certainly Am Not Trying)

Our goal is to stop the ANTs and I CAN'Ts from taking your money from you and your team.



We have developed an exciting new program. This program will help keep any type of ANT's and I CAN'TS from invading your business this summer. It is affordable and requires only two hours of your time. Leave the event free of your pesky ANTs and I CAN'Ts.

Invite up to 30 people to attend our Get Rid of Your ANTs and I CAN'Ts seminar for only \$250. Each

Challenging Boundaries to Achieve a Dream (Reprinted from Anything's Possible by Ilene Meckley with Jim Waldsmith)

When I was a consultant selling educational products, I sometimes set up a display at a fair or similar community event. At one of these events, a woman in a wheelchair approached my booth. She was looking at the educational toys, and I inquired about her children. As we talked and got to know one another, she mentioned she had been unable to work, due to her disability.

"Have you ever thought about doing something like what I'm doing?" I asked, adding, "In this kind of work, you can set your own hours, work at your own pace, and be your own boss."

She smiled meekly. "I really don't know if I could sell things or show people the toys."

I looked into her eyes. "Can you hold a poster?"

"Yes," she said with a more assured smile.

"Then let's place pictures of our products on a poster," I suggested. "If we do that, can you share our products with others?"

"Yes," she said. "I believe I can."

This woman joined my team, going on to become a successful direct seller. Her husband, using a van modified for a wheelchair, transported her to the homes of her hostesses. Using posters, she shared about our products. As her business grew, so did her self-confidence. A few years later, she spoke at our company's national convention. Her theme: Anything's possible if you believe you can do it.

She challenged the boundaries of her comfort zone, discovered strengths she did not realize she possessed, and made a better life for herself and her family.

additional person is only \$5. Don't forget to invite your customers. Please share this information with your team, real-estate agents, insurance agents, anyone who owns their own business, or anyone in any type of sales.

A \$50 deposit will reserve your block of tickets while you collect the money from your group for their tickets. Purchase your block of tickets by March 15 and Ilene will present each member in your group a special gift during the event.

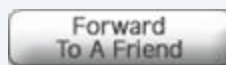


We will determine the location and date from your suggestions. Please suggest a good location and dates that are good for you in April or May when you reserve your block of tickets. Do you have a regular team meeting planned and a location that we can use for the event? We can offer you a discount!

We will refund your \$50 deposit if the date and location does not work for your group. Be one of the first 100 to call 702-673-0361 for information or reserve your block of tickets. Every member in your group

Taking steps to move beyond your comfort zone almost always pays big dividends. Ken Powell was a mid-level manager at General Mills, the company that makes Cheerios and Lucky Charms, when he was challenged to accept an overseas position that could very well lead to a career dead-end. Powell hesitated, thinking, "I'll be out of sight, out of mind, and I'll get lost." That's when a General Mills senior executive took the younger man aside and imparted this advice: "Look, it will stretch you in ways that aren't going to happen, if you play it safe."

The hesitant manager accepted the assignment, spending a total of twelve years in the United Kingdom and Switzerland. Today, Ken Powell, as the chief executive officer of General Mills, said of his overseas assignments, "The experience convinced me that the best thing you can do to develop people is move them in ways that take them out of their comfort zone." Then he added, "Taking assignments that look risky ends up helping you develop in ways you wouldn't if you stayed narrowly in one function." You need not be the CEO of a mega-company like General Mills to appreciate the wisdom of expanding your comfort zone. Whether it's meeting new, interesting people, picking up a book or magazine on a subject that's completely foreign to you, or listening to a motivational speaker, you will develop in ways you never dreamed possible.



Personal Learning Plans Keep Us Growing

Learning is a life-long process. We've all heard this and it's true. I assume you enjoy reading our Monday Motor-Vator® messages because you want to learn more about direct selling and caring about others while sharing your company's products or services as well as business opportunity. Reading the Monday Motor-Vator® is one example of making a commitment to on-going training. Creating a personal learning plan is another.

Each and every one of us has particular strengths. You may possess the skills to write an entertaining and informative team newsletter. Someone you know may know the ins and outs of planning a motivational meeting. Another is a whiz at training new people in the basics of the business. It stands to reason, since each person has different strengths, each person's training needs are just as varied. This is where personal learning plans can help.

A friend who is a successful businesswoman in Arizona recently shared with me her approach to creating monthly personal learning plans. As I listened, I jotted down these points:

A personal learning plan may be written on one sheet of

will receive a discount e-coupon as a special gift from



Dear Ilene,

My days are so busy!
How can I get in those full service calls that you recommend?
Busy-Busy

Dear Busy,
After you get the kids and/or 'significant other' off to their pursuits, make a plan for how you are going to spend your day. Here's what a typical day might include:

Start by getting dressed (if you are not ready).
Put a load of clothes in the washer, pick up in the kitchen, and make the beds.

Make your full service call.

Put the clothes in the dryer, plan tonight's dinner (and for the next several nights), and make a grocery list.

Make full service call number two.

paper. Commit to writing a personal development goal and a professional development goal for the month. "For some time, I've wanted to build a cactus garden," she told me. "So this month I made it a personal development goal to learn more about cacti and succulents, the best varieties for a beginner, and how to lay out a mini garden in my backyard."

As for a professional development goal, my friend said she wanted to know more about social media such as Facebook, Twitter, and Yelp.

Under each goal, my friend lists four benefits of mastering each skill. Next, she determines the ways she intends to learn the skill. To grow a cactus garden, she planned to check out a DVD on the subject from her local library and visit a garden shop. To accomplish her professional goal, she decided to purchase the book, *Social Media Marketing: An Hour a Day* by Dave Evans and Susan Bratton and to explore various social media websites.

At the end of the month, my friend records what happened. With the start of a new month, she begins with a new personal learning plan.

If you don't already have one, consider developing a personal learning plan, a way to focus your own self-development. Your learning plan helps you determine skills and strengths you hope to improve, the reasons these skills will help you in your life and business, methods to learn the skills, when you will devote time to accomplish them, and the benefits you intend to gain.

Would you like to be able to share your business in 30 seconds or less and feel comfortable doing it?

Click on [TOOLS](#) to see Ilene's training materials.

Take a quick trip to the supermarket, do your shopping, return home, and put groceries away.

Make full service call number three.

Have lunch (or meet a friend for lunch-an opportunity to meet new people with whom you can share about your business).

Make full service call number four.

Take a little time to read, relax, maybe get diner started if it will take a while to cook.

Make full service call number five.

Catch up on any paper work and get ready to greet kids as they arrive home from school.

Of course, this may seem over-simplified, but you get the idea, I hope. And when you take time to plan your day, it's easy to get in those five full service calls.

Ilene