

New or Renew

RECRUITING | SALES | LEADERSHIP



*Heartfelt*TM
network marketing

*You don't need anyone's permission to be a **success!***

Shauna Ekstrom

Action Guide



New or Renew

Three Categories of People

New

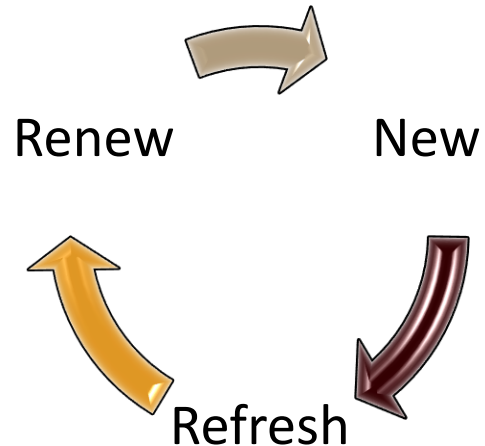
People who have just signed their agreement or started their business.

Refresh

People who have been in business for a long time. They have a life shift and want to refresh their business.

Renew

People who want to start a new year or quarter with a bang. They have a goal they want to achieve using their business to fund it.



Critical Commodities to Start, Refresh, or Renew Your Business

A Story

Be able to share your story or borrow someone else's story until you find your own. What five critical things do you need if you are new to a business, wanting to refresh or renew?

I was studying at a workshop with a writer recently who I adore and have read her since Junior High. She said it's hard to be funny. It's hard to be a humorist and some people just aren't funny. So if you're not funny you borrow funny. You tell other people's jokes or you show other people's cartoons or whatever that is, but I think the same thing. If you don't feel successful yet, borrow somebody else's story.

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Do you deal with “imposter syndrome”? You can't do something until you have arrived? Again, borrow someone else's story until you have your own. Be very clear on your why and what drives your passion.

A Journey

“Who do you know that you would like to share this with?” Think of it as sharing something with your best friend. How do you want to help them? Who is the best person you could team them up with?

New

Make a list!

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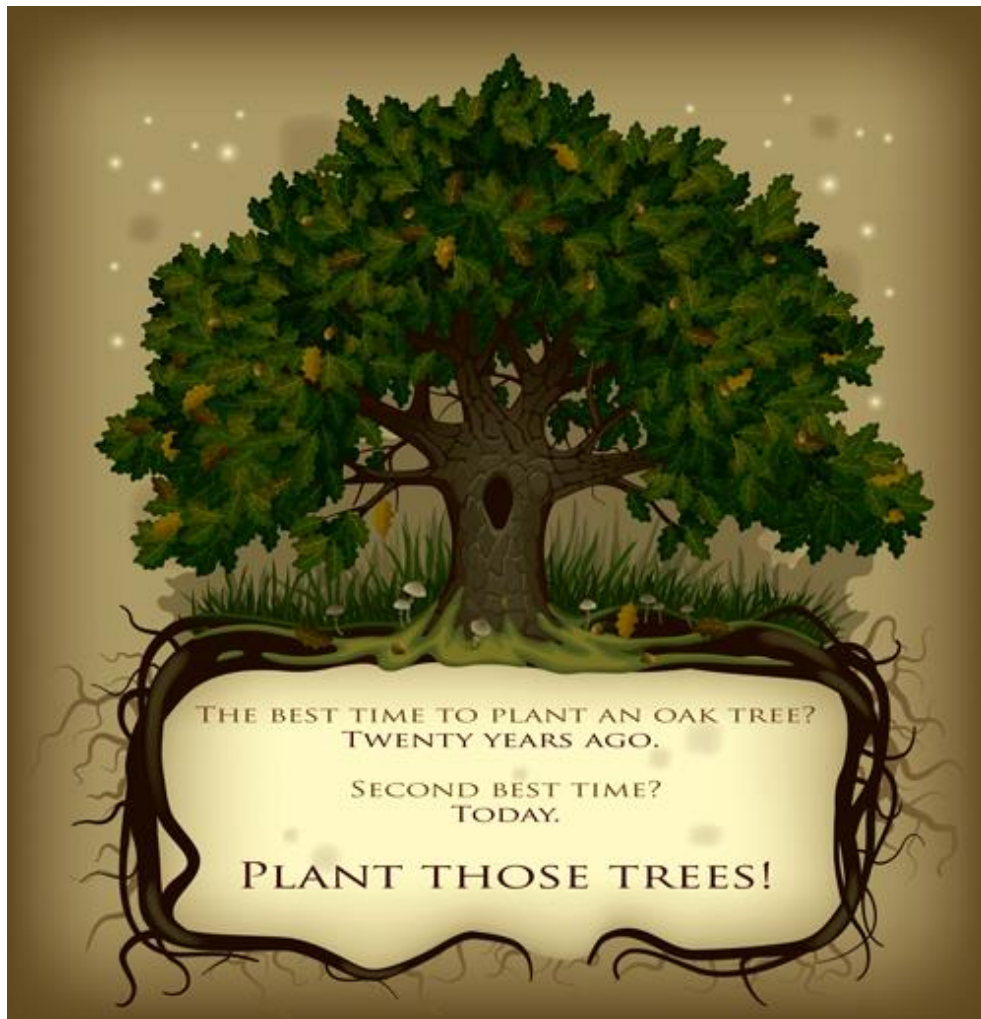
If you don't share, your business will not grow. Find the strengths of collaborators, partners, and team members.

Don't decide for people whether that are your "who". Let them decide. Don't be afraid! Be an evangelist for your product.

You are not asking them for a favor. You are inviting them on an awesome, lifelong journey.

Renewing

If you are renewing your business, don't go back to your original list. Your warm circle has changed. Start with a new list.



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An Event

Events can be small. A call with an up line that inspires you. It can be a webinar, a weekly call; anything that moves your business forward. Events are the lifeblood of your business. Events are the time to build synergy with other successful, energetic individuals.

Play Your Strengths

“ The effective executive makes strength productive. He knows that one cannot build on weakness. To achieve results, one has to use all the available strengths—the strengths of associates, the strengths of the superior, and one’s own strengths. These strengths are the true opportunities. To make strength productive is the unique purpose of organization. It cannot, of course, overcome the weaknesses with which each of us is abundantly endowed. But it can make them irrelevant. Its task is to use the strength of each man as a building block for joint performance.

The quote above is from Peter Drucker. **You CAN do this!** Make your strengths productive and your weaknesses irrelevant. Play your strengths.

Do events every time they come along. You want to be fed to the point that when you come back, people will want to know what has you so excited. They ask questions and you take it to the next level.

Events give you an opportunity to solidify concepts you have heard before, but they **FINALLY** sink in. You become willing to embrace them.

Events also give you an opportunity to meet new and diverse individuals. You will be exposed to different cultures, ages, experience levels. Having exposure to a cross section of individuals is vital to your business growth.

Make it a priority!

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Professional Growth

Believe in yourself and invest in yourself, but take it to the next level. Learn from professional, awesome people who encourage you and pull you up just by being with them.

Who are some people that you can “hang out” with to learn and grow professionally?

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Vitamin No

Gather as many no's as possible like they're vitamins, like they're dark chocolate bites...whatever they are that you love. Gather the no's.

Stop Getting in Your Own Way

You need to stop doing these things RIGHT NOW!

1. **Stop listening to the critics.** If you don't like what you hear...change the station. Stop the negative self-talk. No criticism of self, no second guessing decisions. Just STOP IT!
2. **Stop the procrastination.** *Today is not Tomorrow (TNT)*
3. **Stop saying "Yes" to everything.** Really look at your schedule and see if the "ask" is worth the sacrifice.
4. **Stop over-complicating things.** You are over-thinking things.

What are some areas where you need to STOP IT?

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