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WITH MY PART-TIME
PARTY PLAN EARNINGS

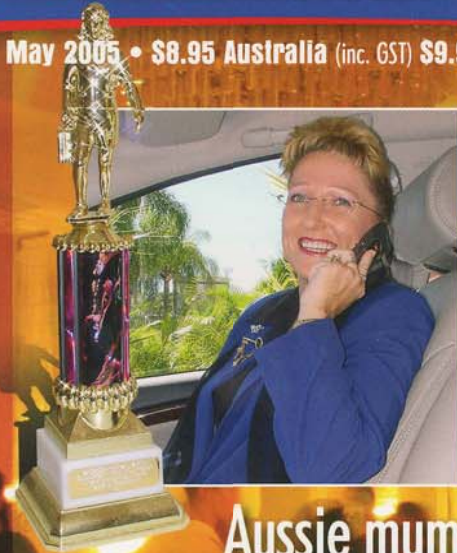


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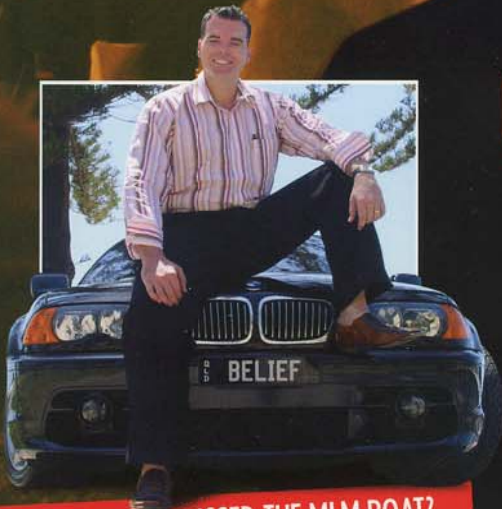
MLM

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03



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Laurie Fitzgerald set her laser focus on becoming a Regional Manager and never took her eye off the goal. Her team broke records with their amazing effort two years ago and today she has one of the most successful UnderCoverWear Party Plan businesses in Australia and New Zealand.



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“I really wanted to become a Regional Manager. This level used to take 10 to 15 years to achieve, although they’ve made it much more achievable in the last couple of years. I’d say that you could do it in 2 to 5 years now if you put major efforts in. When I made my run for it, I knew there had to be some major sacrifices along the way if I wanted it in a short period of time,” she said.

“I was already a Unit Manager with a group of about 15 consultants. In December 2001 I had a Christmas party where I shared my goals with my team. I told them I would love to become a Regional, but I needed 6 special people to help me get there. In return I would help them make all their dreams come true.”

Six consultants stepped up to the challenge and Laurie offered them unlimited assistance to achieve their goals. “There was no way that I could achieve this on my own. They were the

ones that had to make it happen. It had to be all about them, so I opened up my home to them to make the phone calls, keep them motivated and increase the team support. My phone bills were phenomenal! But it was worth it,” she said.

“From the January when we started thinking, ‘this is it, we’ve got to do this together’, we worked on and off until July with mixed results. Some weeks the girls came to the meetings and other weeks they didn’t. July came and I said, ‘We haven’t achieved our Goal yet. We’ve got to get into this really seriously. If you really want this it’s now or never’. And they said ‘ok let’s do it’”.

Their massive action resulted in 62 new recruits in 3 months. In the November Laurie went out as a Regional, and five consultants achieved management in that month. “We broke the Company record that month! Nobody had ever promoted out five Managers at one time. Still to this day,



no Regional has had 6 personal promote outs from their original team,” she said.

Laurie’s business received an extra boost in 2003. “We used to have State Managers, and due to the Queensland State Manager retiring the position became available. There were only 2 Regional Executive Managers in Queensland at the time and we both applied. At that point UnderCoverWear decided to implement a new Management structure and gave us each 5 of the 10 remaining Managers who weren’t in a region at that time,” she said. Within six months the new blood had doubled the sales in Queensland. Between them, the two promoted out 21 new Managers in the first year. By 2004 Queensland sales had increased to around \$9.5 million. Laurie’s Region did around \$4.5 million and they hope to claim the award for #1 Region at the International Managers Conference to be held at Alice Springs in July. Laurie now has the largest region in Australia &

New Zealand, with 287 Consultants, and 21 Managers.

“Patti Handford, our International Sales Manager, has been with the Company for over 21 years and was one of my coaches throughout this endeavour. Patti was recently appointed to the Board of Directors. She’s brilliant and has gone a long way in her 21 years of party plan. I couldn’t have asked for a better or more supportive coach.

“I just love my job. I can’t imagine I would do anything else for the rest of my working life,” Laurie said.

After 12 years in retail and office management, my career really started when I went to my first UnderCoverWear party. “I thought, ‘hmm, I might just have a go at this’. \$11 and six friends was all I needed to start my own business, and I didn’t need to make any deliveries either. What a business it became! We have something for everybody and all women love clothes and lingerie, so the product is highly consumable,” she said.



If you want to have it all, then you’ve got to do it all.



"The party plan market can never be saturated. UnderCoverWear has been operating for 23 years and the turnover is phenomenal. There are no territories in UnderCoverWear so there's absolutely no limitations on whatever advertising or promoting you want to do. It doesn't matter where you are, only one third of the other consultants will go out there and offer the opportunity," she explained. "We use the 'one third rule'. The average consultant will be with us for 6 to 12 months, so at any one time you've got one person starting, one staying and one going".

Of the six that Laurie promoted out to become Regional, four remain active business builders today. How did Laurie increase the retention rate to bend the 'one third' rule? "By making them Managers. If you offer them the opportunity of Management, then they will stay ten times longer. If you offer them a job as a consultant they will think, 'yep I can do this part-time as a hobby until I can get a so-called real job and go back to work'.

"The husbands often look at party plan like it's not a real job. A husband of one of my Consultants asked her to go back to full-time work. She said, 'I have a job' and he said, 'No I want you to get a real job'. However after she had done a comparison between fulltime work with all its associated costs, (child care fees, fares, etc) they found that they were better off working with UnderCoverWear bringing home an almost identical pay for 30 hours LESS work a week.

"Right now I earn three times as much as my husband does in his

Management job and he's really happy!" Laurie laughs. "He doesn't mind at all. He's not one of these guys that feels insecure because the wife earns more. We lose a heck of a lot of women because of the husbands. It was such a man's world for so many years, and now so many women are coming through as business women earning as much, if not more, than the men out there. I advise my girls 'if you want to have it all, then you've got to do it all'. That means if you want to be a full-time housewife, mum, and a lover and a cook and whatever, then you've got to make the time to do that as well as run a full-time business. It can be done, but you've just got to be really strict with your time. Persistence and consistency are the keys to success, but if you don't make time for your husband and your children, you've had it.

"I joined to earn a bit of pocket money until I went back to my job. I was earning \$400 a week in my office job, doing lots of overtime and working 6 days a week.

"Now, if I choose to do those hours I get paid for it. If I walk out of this house to do a party, I get paid for it. And I'm only out for 2 or 3 hours at a time".

Laurie's persistence is a wake-up call to people that use excuses for their failure. Her success is evidence that if you want something badly enough and maintain your laser focus, then you can achieve anything. "I'd fallen pregnant just as I joined and when I was breastfeeding I would just leave some expressed milk in the fridge, go out and do the next party and be home in time for the next feed. The business was really flexible for me," she said.

"I was the top consultant in Australia, doing 13 parties a week when I went out as a Manager. That gave me my first overseas trip to Club Med in Singapore. I'd never left my husband or children in my life. I cried from the time I woke up on that morning I was to fly out, but when I was on that plane with 120 other women, it was just amazing. It didn't take long to relax and enjoy myself. I remember standing on the balcony in Singapore, looking at the palm trees and the waves lapping at the shore. I felt like I was a million miles away. I thought, 'wow I'm in paradise'.

"My children were only 2, 4 and 6 so it was a really huge thing for me to leave them. But I'd only been home for one day and it was like I'd never left, so this took away the feelings of guilt for leaving them in the first place. They still love me," she laughs. "Especially once they received their gifts."

"If you don't give up you cannot fail. Being with UnderCoverWear gives you a license to print money. You've got to find what suits you, something you love. I personally couldn't do Tupperware. I hate cooking," she laughs. "I did Artistry, but with makeup you're working with one on one. With UnderCoverWear I can have 15 to 20 ladies in one room and I've got 15 to 20 sales at a time, not one. I find it really easy because I just love talking to people and that's all it is. Talking to people and offering them the opportunity that somebody offered me," Laurie said.

"I never imagined making this kind of income. Going from \$400 a week to earning up to ten thousand a month... it's just phenomenal." MLM



Laurie Fitzgerald is a Regional Manager for UnderCoverWear. Her husband, John, is proud of her achievements and doesn't mind the money, either. You can contact her by email at stargate10@optusnet.com.au or phone (07) 3885 2006.