

# NETWORKER

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**Gary Eby**

THIS CHANGES EVERYTHING

**Tom Hopkins**

NETWORK MARKETING

**\$110 BILLION**

DIRECT SELLING INDUSTRY OFFICIALLY LAUNCHED IN UAE

# Planning for Success

“If you fail to plan, you plan to fail”

By Laurie Fitzgerald

Become a Direct Selling Champion in record time by planning your success from the time you decide to start your business, whether it is in a direct sales company or network marketing.

If a middle class mother of 3 and loving wife with basic education can build a multi-million dollar business in less than two years, then so can you! Beginning with this article and over the next eleven months, I will lead you to your desired success in your business and life by sharing my journey with you. You will find proven success tips every month and easy to follow steps to ensure your very own success. Decide today and make your own Plan to Succeed.

## **WHY MAKE A PLAN?**

When you take a trip you decide what route you will take, what time you will leave, how long it will take you to reach your destination, how many stops you will make on the way. In doing this you have a plan, which will ensure your trip, runs smoothly. In the same way, you need to plan your trip in your business to be able to achieve your goals, whatever they are, big or small; whether it's to increase personal sales, sponsor regularly or attain management. Without a plan you will flounder, as you have no direction. An old adage often quoted in businesses is still relevant today, not only for your business but also for many areas of your life. Making a plan; being organized is fundamental to “getting things done” and “in a timely fashion”, so remember -

## **IF YOU FAIL TO PLAN – YOU PLAN TO FAIL**

## **DECIDE WHAT IT IS YOU WANT:**

To be able to even make a plan, you need to have a goal or vision of what it is you want. Think about why you joined your company and started your own business. What was your reason? Extra money for a family holiday, new fridge, car repayments?

## **BREAK IT DOWN:**

To avoid being overwhelmed by your goal, break it down into bite size, manageable pieces. How do you eat an elephant? One bite at a time! The following example will help you to breakdown your own goal. GOAL – Family Holiday at a cost of \$2,000. Using your company's commission level – how much in sales do you need to earn this amount? Average party sales \$500 @ 20% commission will earn you \$100 for each party.

At this level, you will need to hold 20 parties to earn the amount you need. GREAT! EASY! Hang on, how do you plan to get these 20 parties? By making phone calls! Fabulous, but how many do you need to make? If it takes 1 in 5 phone calls to book one party then 100 phone calls statistically will yield your 20 party bookings. Taking 3 minutes per call would mean it would take five hours of actual conversation time which could be broken down to one hour a day for five days to build your next month's schedule. If the cost of an average phone call is, for example, 25 cents therefore this means you would need to spend just \$25 to earn a potential \$2,000+ in commission. This is example of how to break down a goal to achieve your desired success.

**TIME FACTOR:**

Do you want to achieve your goal in 3 months, 6 months, 1 year? The time period should be factored into your breakdown also. Using the example given previously, if you wish to take your family on this holiday at the end of 4 months means you need to have these parties within three months. This equates to only 6/7 parties each month or 1-2 per week. **YOUR RESULT = GOAL ACHIEVED!** Now on your "To Do List" you can write – "Book Family Holiday". Imagine the fabulous sense of achievement you will feel and how proud your family will be of you.

**NEXT:** Set your next goal and make your plan to succeed. Remember, "A journey of a thousand miles must begin with a single step" – Lao Tzu (604BC – 531 BC).

**SHARE IT:** Write down your goal and your plan. Pin it to your office wall, bedroom mirror, anywhere that you will see it each day. Tell your greatest supporter about it and

enlist their help to keep you on track – maybe a phone call or email each week.

**REWARD YOURSELF:**

As you set your goals and make a plan, don't forget to reward yourself along the way, especially for any long-term goals. As you achieve each step, take some time and a few dollars for your reward. It could be as simple as going to a movie, lunch with a friend, a massage/facial – whatever it is that gives you pleasure and relaxation. This will help you to keep the motivation to continue therefore making any goal, no matter how big, so much easier to reach. Here's to Your Success!

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