

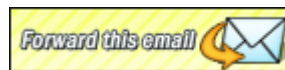


## Intentional Success

### News and Ideas from Sue Rusch

A free monthly newsletter about making the most of your experience as a direct seller, based on materials and programs offered by Sue Rusch.

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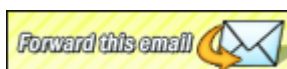
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### PERSPECTIVES

February/March 2010



From time to time, all of us find ourselves in situations where we are asked "so ... what do you do?" I typically tell people that I am a business consultant and speaker serving the direct selling industry, and go on to ask "are you familiar with direct sales?" I always find it interesting to listen as people share their perspectives about our industry.

A recent flight presented me with one of these conversations. The young man in the seat next to me shared that he works with companies trying to increase online traffic. He cited studies to substantiate his statement that "internet sales are the preferred way of doing business today." He shared his view that "the person-to-person way of doing business has gone out of style." At 30,000 feet, I found myself defending the art of personal selling. In our time together, we enjoyed a friendly debate about the value of **service**, **human contact**, and the limitations of websites when it comes to the art of making **emotional connections**.

I was reminded that websites are an essential ingredient in today's business success. A web presence establishes a company's identity; permits anonymous research about products and services; and provides constant access to information. Websites can even manage business **transactions** - that is, they can capture orders 24 hours a day.

I seized every opportunity to share my view that **selling** is more than the art of capturing orders. Do you agree? Think, for a moment, about one of your recent customers who is delighted with a purchase. Did this person come to you knowing what she was looking for? Or, instead, did you help her to discover the value of your products? Before meeting you, would this person have been likely to go online to search for the purchased item? Or, instead, did your personal service paint a picture of what the product could do for her? If you're in party-plan sales, did the social experience of a party make an emotional connection with

your customer, shining a light on needs she never knew she had?

As a direct seller, YOU are essential to the success of your business. You offer your own style of personalized service. You help people to discover worthwhile products which they may have otherwise not pursued. You give people a much-needed break from electronic communications - and you lead them to feel connected, for awhile, with other human beings.

It was 7:30 as the flight attendant announced our plane's decent. Out of the corner of my eye I glanced out my tiny airplane window. I saw the twinkle of porch lights in the community below. I imagined that at least one of the driveways I could see from a distance was starting to fill with friends and family arriving at a home party. I smiled as I thought to myself "even the most well-engineered website couldn't begin to create the experience which is about to unfold."

I turned, and thanked the young man next to me for a thought-provoking personal conversation. He suggested we stay in touch. Via e-mail.

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Turn your insights into actions!

As you talk with your customers, consider saying ...

- Sometimes it feels like service is starting to become a thing of the past! One small thing we do at our company to keep service alive is this: (\_\_\_\_\_). My customers tell me that they really appreciate this. I'd love to give you and your friends an opportunity to experience what we have to offer at our company ...
- I don't know about you, but sometimes I spend so much time on my cell phone and e-mail that I just need a break from it all. What would it be like to get your friends together to really connect - not Facebook to Facebook, -- but face to face?



Sue Rusch, CSP

- Speaker
- Strategic Consultant
- Business Coach

## RECRUITER'S CORNER



Most of us recognize this popular design (originally created by Martin Glaser) which screams "I LOVE NEW YORK!" The bumper-sticker image has become so familiar that we don't even read the words anymore - we see the heart and immediately connect with its message.

In your direct selling business, your smile serves the same role as this popular bumper sticker. Your smile is an immediately recognizable image which sends the message "I love what I do." A wide smile (with plenty of teeth showing!) serves as a bumper sticker on your face telling the world that the work you do is bringing you plenty of joy.

Your smile makes an emotional connection as you talk with others about your company and your business opportunity. [Become a More Remarkable Recruiter](#) outlines the five habits of Remarkable Recruiters. These habits aren't personal characteristics, or even personality traits - they are intentional actions which contribute to success. Habit #3 is this: Remarkable Recruiters are always smiling. Your smile is a reflection of your satisfaction with the business - and your happiness creates interest in your business opportunity. In recruiting, what you say matters less than how you say it.

If you've been thinking about creating a new flyer, save yourself the time, the paper, and the ink. Instead, step out with a wide smile that tells the world "I love what I do!"

## WORDS THAT WORK



### Plan

The word "plan" has been defined in this way: "to have a specified intention." What is your intention for your business? How do you manage your schedule to be sure you act on those intentions?

It is especially important to plan your schedule when you work part-time. Without a clear plan for how you will use your time, it's easy to allow idle minutes to turn into hours. It's easy to allow days to go by without a sense of accomplishment. Without a plan, it's easy to find yourself reacting to all that's happening around you, instead of moving along a clear path to act on your intentions.

One simple habit outlined on Track Three of [Organized for Home-Based Business Success](#) is this: Schedule a weekly planning meeting with yourself. Many successful home-based entrepreneurs find that Sunday evening is the perfect time to plan the upcoming week. You use this time to take stock of the week's scheduled activities, both business and personal. You set aside the week's business hours to accomplish your goals. Think of it this way - in a planning meeting, the manager in you takes time to manage the employee in you, making it possible to start the new week with a clear plan. This practice also allows you to communicate the plan to other members of your family.

Have you been planning your time moment-by-moment? Day-by-day? What could happen if, instead, you had a clear plan to act on your intentions?

Learn more about the [Organized for Home-Based-Business Success Audio CD](#).

## ASK SUE

[Click here to send a question to Sue Rusch.](#)



**Q:** I've gone to every single one of my company's national conferences. As I look at this year's event brochure, it doesn't look like there's anything new. I can get the information in other ways. Why should I keep investing in Conference?

**A:** Thanks for asking this question. Let's explore what National Conferences are all about:

- **TRAINING.** When you come to a certain point in the business, it's a reality that there really isn't a lot that is new. Yet professionals know that they are never done learning, and it's always good to revisit the basics of success. Ours is a business of doing a few things, and doing them well: booking, selling, recruiting, and host-coaching. I suggest you go to Conference on the lookout for new ways of thinking about the basics, and new ways of training the basics.
- **INSPIRATION.** Most National Conferences include presentations which inspire you to look at yourself and your business in fresh, new ways. You are likely to feel inspired as you listen to the stories of others who have done what you're aiming to do. You'll feel inspired as your company celebrates its achievers - including you!
- **COMPANY ANNOUNCEMENTS.** Most National Conferences include unveilings of new exciting programs, incentives, or events. It's a lot more exciting to hear about company

announcements with others than it is to read about them online.

- **PRODUCTS.** It's likely that there will be new products for your fall selling season. While there will always be other ways to get the information about new items, National Conference will provide the excitement you need to make the most of what's new! In the hallways and elevators, you'll be surrounded by the buzz of creative ideas to use and share these new items. You'll leave your National Conference ready to hit the ground running to create success.
- **PEOPLE.** When you're in business for yourself, it's easy to feel like you're on an island. National Conference gives you a way to meet and connect with others. If you're not new to the business anymore, Conference will give you a way to spend time with others who are new. Or, bring a new team member to join you. As you connect with others, you will be reminded of what's truly special about your company and your business.
- **FUN.** Over the years, I have been part of countless National Conferences with a variety of direct selling companies. I can say that there's one thing that all of them have in common: fun! Hallways are always filled with hugs, positive energy, laughter and smiles. Is there anyone who can't use a little more of this in their life?

No matter what stage of the business you are in, National Conference is an investment in yourself. I encourage you to not only register for your company's event - but to also enter the event with enthusiasm. Conference is an investment in the future of your business. Enjoy it!

What's your question for Sue?

[Send your question for Sue to be addressed in a future issue.](#)



Coaching ... did you know I am available to work with you one-on-one? I have opened a limited number of coaching appointments and would welcome the opportunity to help you achieve your 2010 goals. [Click here to learn more.](#)

## THIS MONTH



I am thrilled to be home again after being away for much of February. I spent most of the month managing my 90-year old father's hospitalization and transition into a nursing home. My father struggles with Alzheimer's, a progressive and fatal brain disease. While my father has lost his ability to manage day-to-day living activities, the medical professionals refer to him as "pleasantly confused." The good news is that his friendly spirit and sense of humor are alive and well.

In honor of the 5.3 million Americans who live with Alzheimer's, this month, I will donate 20% of online product profits to the Alzheimer's Association. Alzheimer's Association helps to fight Alzheimer's disease through vital research and essential support programs and services. [www.alz.org](http://www.alz.org)

To learn more about learning resources for direct-selling professionals:

- [Become a More Remarkable Recruiter](#)
- [Intentional Leadership](#)
- [Organized for Home-Based Business Success](#)

Quantity discounts are available for orders of 25 or more. Contact [info@SueRusch.com](mailto:info@SueRusch.com) to learn more.

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I've been delighted to see how many of you have been sharing this newsletter with your friends and colleagues. Thank you!



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