



## 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.*

#### IN THIS ISSUE:



[Recruiter's Corner](#)



[Words that Work](#)



[Ask Sue](#)



[This Month](#)

#### PERSPECTIVES

December 2009



Have you ever allowed a good idea to stay on your to-do-list for entirely too long? I understand. The great idea of creating a monthly newsletter has appeared on my rolling-to-do-list for so long that in many ways, it has become a fixture. I've noticed that the longer I wait to take action on an idea, the harder it becomes to take the first step.

What helped me move this newsletter from something "I was going to get to" to something I actually am doing is that I reminded myself of what's important about connecting. When I connect with individuals like you, it brings significance to the work I do each day.

I am a huge fan of taking my red pen, and placing a decisive check mark next to each item as I work my way through my to-do-list. At times, I've been known to add a task to my list after it's complete, so I can have the satisfaction of checking it off! (Did you think you were the only one who does that?) To hit the finish line on completing this first issue of Intentional Success, I converted it from a **task** awaiting my red pen to an important **priority** with significance and meaning.

What have you been thinking about doing, but for whatever reason, you keep telling yourself you will get around to it? What makes that important to you? What will you say to yourself when you actually take action? Why wait until New Year's Day to make that breakthrough decision to take the first step?

This month, as you enjoy your holidays, reflect on 2009... the lives you touched, the challenges you worked through, and the success you experienced. What would you like to make happen next year? Dust off those ideas you've been thinking about ... and take action. It's a great feeling.

My best to you,



*Sue*



## RECRUITER'S CORNER



December is a time when you run into old friends who ask "so, what do YOU do?" It is a great time to talk about your business and invite others to learn more. It's not uncommon, especially in these challenging economic times, to explore new strategies for the New Year. NOW can be a great time for you to help someone put the pieces in place for a strong January start.

What can you do if you invite someone to learn more - and they respond by saying "I'm so busy right now with the holidays, let's connect after the first of the year?" Of course, you can add them to your January call list. Or, you can get the recruiting process underway now, maintaining focus on a January start date. Some of what you could say:

1. **Respect their timing.** Say something like "I hear you - this can be a busy time! Good for you for thinking this through enough to know what timing would work."
2. **Outline the benefits of a short conversation now.** You can go on to say something like this: "I understand - you're feeling like you don't have time to do much more than think about it right now. I'm wondering if you might like to visit for just a few short minutes so that as you're thinking about the business in the next few weeks - you have a few things to think about ..."
3. **Engage them in small ways between now and January.** Invite your prospect to be a guest at your December team meeting to meet the other representatives in your area. Include them on your newsletter list - with a personal note or email attached - calling their attention to all of the wonderful November successes in your team. Depending on where they are in their decision-making-process, it may make sense to treat them as if they are already part of your team.

As the recruiter, you want to support their idea timing, and help them keep their idea of getting involved with your business alive and exciting. Why not equip them with everything they need to start sharing their excitement as they connect with friends and family over the holidays? You've piqued their interest. When it comes to recruiting, "wait" is a four-letter-word. Connect now and keep your prospect connected, even during the busy holiday season. You'll be glad you did!

**Build a stronger strategy with a proven five-step approach to recruiting success.**

Learn more about the [Remarkable Recruiter Workbook and CD.](#)

## WORDS THAT WORK



Talk about **feel** more than **deal**.

Over the next few weeks, as you finalize your January party calendar, you may be thinking about the amazing "deals" provided by your company to inspire January hostesses and customers. It is tempting to open your conversations with a focus on the "deals." Yet, let's think about what it is that is most likely to influence a potential hostess to open her home to have a January show with you: more than the **deal**, it's the **feel** that comes with getting together with friends.

Sure, hostesses love to hear about what's "free." Special offers are tools which help you convert interest into a decision. Let's think about how we create that interest in the first place. Consider these words:

- January can be a quiet month for everyone, with a little bit of a letdown after the flurry of the holidays. How would it feel to fill your house with the sound of your friends and family laughing and having a good time?

- In January, after we've put away all of our colorful holiday decorations, most of us are craving energy and color! Can you imagine how much fun it would be to fill your home with the colorful personalities of your best friends - all sharing a fun time together? (If your products bring color into their world, adapt this message to speak to the ways your products put color into an otherwise drab January.)
- A lot of people make the New Year's resolution to get together with friends more often. How would it feel to lead the way - by bringing everyone together for a fun time?

This month, as you make word choices, lead with **feel** ... and follow with the **deal**.



## ASK SUE

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



**Q: What's the most important message to focus on when training a new team member?**

**A:** It's hard to identify just one important message. When a new team member comes on board, there are a number of important conversations:

- **Products:** what customers love about them, what makes them matter
- **Party:** compelling words and phrases to invite hostesses to experience our in-home show
- **People:** who do you know?
- **Purpose:** what's important to you, and how does this business help you get more of it?

Crucial conversations about each of these topics will make a difference! Yet - if I had to choose the conversation which is most likely to contribute to sustainable success, it's this one:

- **Pace:** What will it take to feel successful?

Each person enters the business with a vision of how they'd like the business to fit into their lives. Whether their idea is to have a "side business" to stay involved with products they love - or to have a "serious business" to provide a predictable level of earnings, what most people have in common is this: they come to the business wanting to feel successful. It's the recruiter's job to help them know what it will take to feel success. You can say something like this:

*I believe that a pace of at least one party a week is what it takes to feel like you're really in business! Working at this pace, you build confidence, you'll be likely to earn recognition, and you'll see profits which can make a measurable difference in your life.*

That crucial conversation about pace early on in a new team member's career will cast an expectation of success right from the start.

**Become more intentional in all that you do as a direct selling leader!**

Learn more about [Intentional Leadership Workbook and CD.](#)

## THIS MONTH



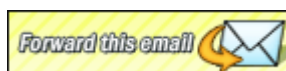
November was a time to stop and take stock of life's blessings. With gratitude for so much, this year I am especially grateful for my son's safe return from Iraq. I am also appreciative of the many who generously shared words of support, cards, and prayers during his deployment. Thank you!



Captain Clint Rusch returns safely from Iraq warmly greeted by wide smiles and joyful tears.

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