

# Empower You Now Publishing LLC

proudly presents



## **Lisa Kitter's Leadership Report**

*Empower You Now Publishing, LLC*

[www.eynp.com](http://www.eynp.com)

Toll-Free: 888-212-0759



# Empower You Now Publishing LLC

## Table Of Contents

What is a Leader? ..... 3  
Your Relationship with Money ..... 6  
Develop a Team Training Call..... 7  
What Does It Really Take to Be Successful? ..... 8  
Lead the Way ..... 9  
Conference Call Etiquette .....10

## What is a Leader?

Defined (Webster's): "...the ability to obtain or gather followers."

**Leadership is Influence:** Great leaders are able to influence others. We can all think of leaders who influenced their followers on a positive scale and in a negative way as well.

Network Marketing is all about leadership. Building a successful sales organization requires leadership abilities. These are skills you should continuously work to improve upon.

As a leader, it's important that you are willing to be sensitive to the newest member of your team. Realize it can be a very intimidating place to be, "The new guy/gal!" Remember when you were there and how it felt?

Authentic leaders listen and learn. They realize and appreciate that everyone is unique and different. Leaders are able to set their own egos aside for the good of the "Team." Good leadership motivates people to achieve their highest level of accomplishment without fear of ridicule or rejection.

True leaders don't always require the center stage and are very comfortable leading from the sidelines or back stage.

Here are 10 do's of quality leadership:

1. Listen without passing judgment.
2. Be willing to answer questions.
3. Use praise frequently and sincerely.
4. Use only constructive criticism and never criticize someone in front of others.
5. Be firm and be fair.
6. Plan activities, trainings and group events that everyone new or seasoned will benefit from as well as enjoy.
7. Show your concern for others.
8. Under-promise and over-deliver.
9. Focus on teaching and leading by example.
10. Encourage everyone to express their ideas, even if you disagree with them.

Remember that leadership is about creating success in others. If something goes wrong, "I did it." If something goes right, "We did it!"

Name 3 people you feel are tremendous leaders:

---

---

---

# Empower You Now Publishing LLC

What qualities do you admire most about these 3 people?

---

---

---

---

What have you learned about leadership that you never realized or recognized before network marketing?

---

---

---

---

In our industry of network marketing, becoming a better and stronger leader means more income now and in the future.

Come up with acronyms to share with the group for leadership.

L-  
E-  
A-  
D-  
E-  
R-  
S-  
H-  
I-  
P-

Finish this sentence: I know I am a leader because I:

---

---

**Assignment #1.** In your journal write the leadership qualities you recognize in yourself. In other words, you already possess them.

**Assignment #2.** Write the leadership qualities you are committed to developing in yourself. Areas you will improve in.

**Assignment #3.** How many people will you commit to developing in the next year? Remember this is developing, not managing!

Please plan to share your leadership assignments on our training!

# Empower You Now Publishing LLC

**Real Leaders come in all shapes and sizes and from all walks of life. But they all have a few things in common:**

- **They are never so big that they can't bend down to help someone else.**
- **They are never so wise that they don't remember who taught them.**
- **They are never so gifted that they won't share their skills with others.**
- **They are never so fearless that they don't play by the rules and live by the law.**
- **They are never such big winners that they forget what it feels like to lose.**

**-Jimmy Stewart, Actor**

What are you doing in your business right now to attract quality people to you and your enterprise/products?

---

---

---

**Assignment:** Find someone in your company or program that you perceive to be a tremendous leader. Send them an email, fax or make a personal phone call to that person. Interview them briefly on the topic of leadership and team development. I will ask for volunteers on next weeks call to share this experience with the rest of our participants.

Was their method of team development the same as or different than your concept of team development?

How do they keep their team focused and productive? Recognition? Awards? Etc.

How did they develop their style of team development? (Leadership) Through a mentor, coach, books, tapes, seminars?

## Your Relationship with Money

Personal growth, abundance, health, and fulfilling relationships are all a part of being a complete success in network marketing/direct sales. As you progress towards success in our industry it's crucial that you begin to look, and I mean really look at your relationship with money.

The first thing to look at is money in general, your money. How much are you generating from your home-based enterprise? A little? A lot? None? Has your relationship with money been good or acceptable up until this point, but now that you've got your own business the cash flow has come to a screeching halt? Now, why in the world does that happen? I have a couple of thoughts that I will share with you....

#1. When you work for someone else and receive a salary or wage you have a certain comfort level that is easily maintained through moderate effort. A guaranteed income.

#2. When you are involved in a home-based enterprise you suddenly have no ceiling as to the amount of money you can earn! No ceiling and no income guarantee either.

#3. When you work for someone else you are confident in your own abilities to "keep the job." After all, you sold someone on yourself when you were hired!

#4. When the success of your entrepreneurial endeavor rest solely and squarely on your shoulders you must suddenly, "sell yourself" on your capabilities. Who knows your limitations and abilities more so than you? It's a scary thing to realize there is "no kidding" yourself and no point in "kidding" anybody else because they really don't care! You're truly responsible for the whole enchilada going south or going to the top!

Gang! It's mental - every bit of it is mental!

**Assignment:** Right now I would like you to "pretend as though" you're successful, fearless and in total control of your financial situations. "Pretend as though" your home-based opportunity is providing you with more than enough money to meet every one of your financial obligations. How do you "feel" knowing that you are considered a success in the entrepreneur world? How do you feel without money concerns? How do you conduct your business now? Anything different? If yes, what? If no, why? Has your perception of yourself changed with your new income success? If yes, why and how?

What would happen if you always "pretended as though" you were a home-based income producing guru? How would people treat you differently? How would they know? Would you tell them exactly how much money you've earned or would you project it? In other words, would they know by your behavior or by something you said? What does "it's all MENTAL" mean to you?

## Develop a Team Training Call

Developing a Team Training Call will serve to expand your business in several different ways:

1. People love to belong especially to a group, team, family etc
2. Gives you the opportunity to be more efficient with your time (group training)
3. Leaders are developed through Team Calls (The cream rises to the top!)
4. There are followers and there are leaders, learn to recognize the difference
5. You orchestrate the team but allow your up & coming leaders to contribute (Intro's, Announcements, testimonies, 10 minutes of training)
6. People will do more for recognition than for money! (Do Not Forget)
7. Results are the key! You set the pace for the team!

A basic team call outline will look like this:

1. Introductions
2. Host sets up the call
3. Announcements
4. Showcase Producers (2-3 people share brief testimony)
5. Training
6. Q&A
7. Team call wrap up

Set up a website or e-zine for your team. This is the place to put 3-way calling list, inspirational messages (not warm & fuzzy, production oriented), team sales goals, featured team members, training information, upcoming company event information, system usage guidelines, etc.

## What Does It Really Take to Be Successful?

### ***"What does it really take to be successful as a network marketer?"***

This is the question I get asked all of the time. I usually have women ask me this question, since I'm a woman and women like to hear first hand from other women. So...here goes my answer...ladies, this one's for you!

What did it take for me to be successful in this industry? It took me getting angry. Yes, angry. It started with me getting angry with the people who told me, "no." Then it progressed to me getting angry with the people who told me I was crazy and would never earn six figures per year. (Since the most I had ever earned in a full calendar year was \$35,000). After that I became angry with myself and with my excuses for why I wasn't where I wanted to be.

Anger was good emotional fuel for me to build my foundation. Anger forced me to "get real" and stop playing around with my opportunity. Once I got angry, I got results. Where did this anger come from and why do I say that it was a very good emotion for me?

The anger came from my childhood circumstances. We never had enough of anything during my growing up years. Not enough money, food, warmth, etc. I grew up in Alaska with no running water or electricity. If you weren't tough, you didn't make it in my family. When I turned eighteen, I became a young, single mother. Times were challenging and many people said I wouldn't have a life because of my situation. I got angry then and I became a productive and dependable young adult, in spite of what other people said I could or couldn't do.

When I was first introduced to network marketing back in 1985 I became very excited. I saw so many possibilities ahead for me in this industry. I sold a lot of cosmetics back then and never achieved any outstanding monetary success. However, I knew it was available because I saw other women achieving strong financial results. I started thinking to myself, "Why not me? Why shouldn't I be able to achieve my dreams like these other people are able to do?"

## Lead the Way

When it's up to you to make a difference in someone else's life, don't hesitate and don't run away. Instead, lead the way!

Sharing your products, services and income opportunity with others offers you the opening to assist people with changing their lives for the better. You are not simply attempting to "sell products." Oh no, my friends, you are doing so much more!

The next time you approach a potential customer or prosperity partner, think about the impact you intend to have on their life. How powerful it is to think about the influence and life changing effect you can and will have on hundreds, if not thousands of lives. You will have a tremendous impact simply because you took the initiative to share yourself with another human being.

Several years ago, in my early days of network marketing, I had one goal in mind and that goal was to "make money!" I was desperately broke, mentally, physically, emotionally and spiritually. The last thing on my mind was making a difference or impacting anyone's life but my own. It wasn't until I was really down and out financially that I began to think of myself as a leader. What an odd time to begin to think like a leader, huh? In fact, it was the PERFECT time for me to begin displaying my leadership skills and qualities.

At that juncture of time and circumstances, I realized that I really was in a position to assist many people with changing their lives for the better. Heck, I knew everything for my new distributors **not to do** in order to create financial success. I could certainly share with them that cold calling out of the white pages in the phone book was a sure fire way to **not** sign up very many people. I also knew that wholesaling all of your products and services to friends and family members would **not** entice them into the business! It had become blatantly obvious to me that my poverty mindset and "I'm broke" mentality wasn't attracting quality, forward thinking individuals to my enterprise, either.

Yes, ladies and gentleman, once I hit rock bottom, I became the leader I was always meant to be! How? By recognizing that up until that moment in time when I hit the bottom of the barrel, I had been seeking the answers externally and not internally. I kept expecting to sign up that one special distributor who would be my superstar. Once I hit the bottom on every level of my being, I decided to become the superstar distributor I had been looking for!

## Conference Call Etiquette

In this day and age of modern technology and telecommunication breakthroughs, I realize many of you are utilizing teleconference systems for product and business presentations. You are more than likely using the same teleconference systems for training and product education purposes, as well, so with that in mind, I am dedicating this portion of our training to teleconference etiquette.

I will address topics such as:

- Why live and recorded presentation calls work
- 3-way dialing your guest to a presentation call
- Introducing yourself and your guest
- How to give a powerful and effective testimonial for both product and business success

### **Why Live and Recorded Presentation Calls Work**

When you are in a live meeting setting it is crucial that all distributors, associates and company leaders are groomed professionally and behave accordingly.

Remember, you only get one chance to make a good first impression. The same holds true for teleconference presentation calls. It has been my experience that people think that because they're on the phone line, casual conversation and behavior is acceptable. Nothing could be further from the truth.

For a teleconference presentation to be effective, it must be considered a team effort. The host and co-host will do their part to deliver product and business information. Nevertheless, it is your responsibility to do your part, as well. The same goes for all other distributors/associates.

Teleconference presentation calls, recorded or live, are very powerful when conducted properly. They work because of the enthusiasm and energy generated on a conference line. A national or international call lends a tremendous amount of credibility to your company and services. Prospects like knowing that there are other people from their own home state or country listening to the same information they are hearing.

A recorded call works best if it was recorded live. There is no substitute for a live call. It's especially effective if the call was interactive at the beginning introduction stage and for a handful of well-done, brief testimonials. It's very important that the conference call host is using a written script and not ad-libbing the presentation. Even a well-seasoned veteran can lose their train of thought or pause searching for the right word to use. When this happens, the call comes across as unprofessional

and inefficient. A script will assist the host to stay on track and maintain the 20-25 minute recommended time limit for a presentation call. Unscripted calls have a tendency to go on and on and involve too much chitchat.

### **3-waying Your Guest to a Presentation Call**

I would highly recommend 3-way dialing your guest to the presentation call yourself. The foremost reason for that is so when they come off of the call you are there and ready to answer questions immediately, as well as ask for the yes or no decision to buy or enroll. The presentation calls are high energy and emotion.

Remember this: emotions make people act and logic makes people think.

If you wait to follow up with your prospects after they've dialed themselves into a call, they have had time to "cool off" and logic will set in. Logic meaning they will begin to analyze things rather than make an emotional decision.

Another reason to 3-way dial your prospect onto the call with you is to subconsciously show them that you are supportive and dependable. People enroll with people they perceive to be a leader. Take the leadership role and 3-way your prospect on. Plus, it's like the old meeting motto, "When you pick them up, they show up." The same holds true for the phone system. When you 3-way them on yourself, they "show up."

Live presentation calls are a group effort. If you send your uneducated guest or prospect to a conference call all by themselves, they may or may not know how to behave on a conference line. How many of you have ever been on a live call when you hear people saying, "Hello? Hello..." over and over again, or asking, "Can you hear me?" Most of the time, that is a prospect that was given a phone number and a time to show up. It's not the prospect's fault for disrupting the call. It's the fault of the distributor who sent them.

Now, I'll walk you through the step by step process involved in taking a prospect, or as I prefer to call them, guest to a live presentation call.

First, you call your guest and make sure they're ready for the call. Suggest that they are in a quiet spot and have a pen and paper ready to take a few notes.

If you hear pots and pans rattling or babies crying on your prospect's phone line, explain to them that this is a live call and that the background noise will be disruptive to the call and to their ability to listen. Suggest that they move into a quiet location. I have refused to take people to conference calls if they didn't intend to give the call their undivided attention. Why waste your time if they're not serious?

Okay, so you have your prospect on the line with you. Now you 3-way dial them over to the conference line. It's a good idea to ask your prospect if they can hear you or at least confirm that they are 3-wayed with you prior to getting onto the conference line. There is nothing more unprofessional than hearing a bunch of distributors

asking for their guest on a live call! You look like an amateur and the person taking introductions has to field the interruptions. Ask prior to getting onto the call.

If you should arrive to the call before the conference co-host or introduction person arrives, step up to the plate and take introductions until the designated person comes onto the line. If someone doesn't step in and take introductions, everybody will start asking, "Hello? Hello? Is there anybody there? Am I at the right place?" Again, this is very unprofessional and doesn't usually do a thing to impress your guest.

### **Introducing Yourself and Your Guest**

When you first dial onto the conference line, introduce yourself by first and last name, as well as the state or country you are calling in from. Then, immediately introduce your guest by their first and last name, as well as the state or country they are from.

Once you have introduced yourself and your guest, mute your line, if that is possible. Most conference systems require you to hit \*5 or \*6 in order to mute yourself out. Even though you hear many of your buddies and business associates introducing themselves and their guest, please refrain from engaging them in a conversation on a live call. It's especially rude to yell out, "Hi Bob" or "Hi Jane" on a professional business presentation. This happens a lot and it really spoils the introduction portion of the call. The co-host has to yell over all 100 of you calling out to each other in order to welcome others onto the line. Perception is reality and your lack of professionalism ruins the good first impression you and everybody else on that line are attempting to portray.

### **Powerful and Effective Testimonies**

Testimonies can make or break a teleconference presentation. Too few testimonies aren't good and neither are too many. A live call that lasts 20-25 minutes should have 5-7 brief and powerful testimonies about both the product and income opportunity.

Remember what I said earlier about a teleconference presentation being a team effort? Your part is to support the team by giving a testimony. You should write your testimony out until you are comfortable with giving it. The people who "wing" their testimonies tend to go on and on and usually say way too much because they're excited, nervous or just flat out love to be in the limelight. Bottom line, your testimony can have a major, positive impact for everyone on the line if it is well thought out and delivered properly.

I'll give you examples of two different testimonies now so that you can see what I mean. I'll give you a product testimony and an income testimony.

**Product testimony:** Hi, my name is Lisa Kitter and I live in Northern California. I've been involved with the xyz company for 8 months now and life has never been

# Empower You Now Publishing LLC

better! I began taking the weight loss slim & trim product when I first got started and I've already lost 25 pounds. My husband can't believe how great I look and I have so much more energy now than I had before. I'm a mom with 3 young boys and now I can finally do all of the fun things I've always wanted to do but couldn't because of my weight! Thank you xyz company!

Notice my testimony was no longer than 45 seconds to one minute in length? I basically told a story that many on the line could probably relate to. Do you think that testimony would sell the weight loss product in this example? Of course it would! That's a very good product testimony.

**Income testimony:** Hi, my name is Lisa Kitter and I live in Northern California. I'm excited to be able to share with everyone what being involved with the xyz company has done for my family and me. In just 8 short months I have replaced my full time income as a travel agent. I now work from the comfort of my own home and set my own hours. It's great! My 3 small boys love the fact that I'm at home with them and we're all enjoying our new mini van. Sharing these great products with others is fun and easy. The training and support has been wonderful! Thank you.

This second testimony is a great income testimony without my stating exact numbers or dollar amounts. It's best not to quote income on a live or recorded call. It's just not good business practice and may even be construed as enticement in certain states.

It's best to talk about your lifestyle change or what the money has allowed you to do. Again, stories sell, so tell a true personal story. Big number quotes are not as effective anyway. Most people have a difficult time believing or even comprehending that you made 6 figures in one month through network marketing or direct sales. Those numbers tend to blow people out of the water or can even be offensive if not presented properly. To avoid problems, it's best to not quote your income.

Notice how I also spoke briefly of the training and support I had received since becoming involved with the xyz company. People listening to this presentation call for the first time are generally a little concerned about the type of support they will receive. This testimony will assist the guest on the call to appreciate that there will be training and support for them.

When you are listening to a presentation call, pay attention to the other testimonies given. For instance, if you are ready to give your testimony and it is an income testimony, but you have been listening closely and someone else just gave an income testimony, realize that another income testimony is not necessary. Instead, give a product and team support testimony in order to balance out the call.

Another thing you can do to contribute is to pay attention to how many testimonies have been given by men and women. For instance, if everyone who has given a testimony was female and you are male, then hop out there and tell your story. By paying attention to the call, you are in a better position to offer assistance and team support to every associate on that line. Even if you weren't planning to give a

# Empower You Now Publishing LLC

testimony, go ahead and give one. Same goes for you women on the calls. If you hear that the call is beginning to sound like the all boy's club, then step up to the plate & give your testimony. We want all of the guests on the call to benefit and that will not happen if one or the other gender gets left out.

Many times new associates are hesitant to give a testimony because they don't have a money story to tell. Don't worry about that, folks. New people give some of the best testimonials. You don't have to tell a great income testimony. As a matter of fact, just say what it was that attracted you to the company and what you can see as far as potential for you and your family. As a side note, I'd like to suggest that you write out 2 testimonials, so that way, if you're on a call and hear all product testimonies, you will be prepared to give an income, training or lifestyle testimony.

One last comment about testimonials: When you are out on a call and give a testimony, it elevates your credibility immediately with your guest/prospect you have on the call with you. Everybody has the desire to work with a leader and you certainly are perceived to be a leader when you're participating on the conference lines.

When it comes down to leadership and your business, remember that you are the leader from the sheer fact that you are the business owner. Many traditional businesses never show a profit of any kind in their first 2-5 years. Does this lack of profit mean that the business owner isn't capable or isn't a leader in their business? Of course not! It simply means that they haven't been in business long enough to turn a profit. My point is that for anyone to perceive you as a leader, you must see yourself as one first. Leadership in business doesn't necessarily have anything to do with profit margins. "I am the leader people are seeking to join in business for maximum financial and personal results."

Leadership is a developed skill and one that requires time, patience and consistency to bring to fruition. For more in depth training on Leadership and a variety of other business building topics, please contact Lisa directly at 888-212-0759.