



Educating, Empowering, and Mentoring the Women of Network Marketing

# 7 Fundamentals that Will Transform

## Your Direct Sales or MLM Business

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# 7 Fundamentals

(Small Habits . . . Consistently Applied)

*Will Transform Your Business into a Dream Machine*

## Introduction

What is a Fundamental? It's something BASIC . . . something we do every day . . . like brushing our teeth.

It's important. We do it automatically without thinking. And we hopefully have good dental hygiene. It's easy to do. It's also easy not to do.

*Jim Rohn, one of my mentors, says this about Success: "Success is nothing more than a few simple disciplines, practiced every day; while failure is simply a few errors in judgment, repeated every day. It is the accumulative weight of our disciplines and our judgments that leads us to either fortune or failure."*

For me, it's easier to brush my teeth!

Take a few minutes and think about what habits you have that are not serving you – and how they may be undermining your Success.

Now, let's talk about 7 Fundamentals that Can Transform Your Business!

1. **Start the Day Right . . . Invest in Yourself . . . Attitude is Everything!**  
Whatever your beliefs, start the day reading something positive. As you get to know me better, you will learn about my 'Hour of Power,' but for right now, let's start with reading, or meditating, or focusing on what you want to create in your world! **When you fill your Cup, you can fill others!**
2. **Look Like the Leader You Want to Be.** If you expect to build a million dollar business, don't run around in stained clothing and looking unkempt. Look like the absolutely gorgeous self that God intended you to be!



And your best feature is that Million Dollar Smile!

3. **Always be Connecting.** You need to be adding at least 3 names to your contact list each day—and that means you will have to leave your home to accomplish this fundamental. You will have to be involved. You will have to develop your 7 Essential Networks. (Do you know what those are?)

Be actively engaged in every way you can. Have a servant's heart with the goal of 'How can I be of service to you?' And, **when this is your true intent, it will come across – and people will want to know about you!**

4. **Always be Learning.** If you are going to Lead, you must Learn. By the way, have you heard the saying 'Leaders are Readers'? Part of my 'Hour of Power' is reading something positive for 15 minutes each day. I generally have 2 or 3 books going in addition to **Success Magazine**, which I love.

5. **Be an Encourager. People Remember How You Make Them Feel.** People may not always remember what you said, what you wore, or even what you did, but they will always remember how you made them feel. Try to make people feel special. The older I get, the more I realize how important this is, and I look back and I realize how many opportunities I missed.

**Don't miss these opportunities with your family or your Team or potential Tea.**

6. **The Fortune is in the Follow-Up!** Yes, we do have to follow-up with people. And, it's best to follow-up within 24 hours. People forget – set two reminders for yourself – I use a paper calendar and my smart hone – have it sync to Outlook (or your Google Calendar) – whatever method you are using – but follow up.

Be sensitive to the demographic you are connecting with. 18-30 year olds love Texting. 30-55 year olds do well with email. And 50 + are much better with phone calls.



7. **Celebrate Your WINS – We don't just Arrive.** I had a goal to earn \$10,000 a month because I had left a job as a Financial Analyst where I was earning more than that each month. I couldn't understand why I wasn't reaching this goal – it should have been so easy for me. The problem was, I had to walk before I could run.

You have to earn \$100 before you can earn \$500. You WILL have a learning curve. You did not get good at your JOB overnight and you will not get good at Direct Sales, your Party Plan Business, or your Network Marketing Career, in 2 months, 6 months, or even a year. It is a 2 to 5 year plan.

Congratulations, I am glad you are here!



I want you to prosper . . . read and re-read the **7 Fundamentals**

When you apply them to your LIFE, you will see changes! Take ACTION and I believe that within just a very short 2 to 5 years, you can be financially FREE and be living the LIFE of YOUR DREAMS!

Just a word of cautions, it was my experience (and even today I find that some people may be promising you almost IMMEDIATE results –it sounds really good -- almost too good to be true . . . and 'when it sounds too good to be true, it really is too good to be true!'

It really is called net'work' marketing for a reason, it does require work and your building a net'work' of people and helping them build too.

So let me ask you, are you one of the Super success stories OR one of the sad frustrations who feels like a failure – you can write the story either way!



One thing I discovered . . . and you may want to think about . . .

You do not have to be earning a six-figure income to be a success in Network Marketing or Direct Sales!

YES, you heard me correctly. We are successful when we meet our goals – whatever they are. And, **we are successful, when we help someone else meet their goals** – so what does that look like? It could mean having a \$500 party and enrolling one new person on our Team this month!

Or, on the other extreme, it could mean having your first \$10,000 month.

**So, why should you listen to me, Debbie Wysocki?**

Because, I have been where you have been. Initially I struggled to build my business. I struggled because I was inconsistent in my efforts. But, when I made the decision to treat my business like the Million Dollar Business I knew it was, it became not just a million dollar business but a multi-million dollar business – and I replaced a 6 figure income in about two years and became the TOP Female Recruiter and TOP Female Saleswoman for their Flagship Product.

I love the Direct Sales and MLM/Network Marketing Profession because there is no ceiling on our income.



Here are some interesting facts though:

- \* 87% of the people involved in our profession are Women –
- \* 97% of the people in our profession earn tiny checks (less than \$200 per month or no check at all) and
- \* the TOP earners in our profession are Men.
- \* Not only do Men earn the most money, they also teach most of the training!

So, here are a few questions to get you thinking about YOUR business and about some **tiny adjustments** you might want to make to yield **BIG Results** (more money) in your pocket and build yourself a **DYNASTY for a Business!**

Now you may have read other books by self-profession gurus or coaches – I am just hoping they have actually built a successful business in network marketing OR direct sales. Some people feel qualified to coach our profession just because they are a life coach – I believe you should have been successful in this profession before you coach someone else.

Just as you would not want to get advice from a marriage counselor who was divorced, in my opinion, you wouldn't want to get advice about how to build a strong and successful business from someone who has never built her own business – it requires a special kind of person.

**I am an authority on coaching women to attract quality prospects to their Team and teaching them how to put more money in their pocket from their Direct Sales or Network Marketing business while helping them create a message that is unique to their Personal Brand.**

## DEBBIE WYSOCKI BIO



Debbie Wysocki is the founder of *Women with Dreams MLM Academy*, where she Educates, Empowers, & Mentors Women in Direct Sales & Network Marketing to build more profitable and successful businesses with their existing companies.

Debbie is a top producer in the MLM industry having built teams in two different companies totaling over 25,000 members; has been her company's top recruiter and #1 seller of their flagship product. She is also the owner of the brand *Women with Dreams*.

She is a wife, mom to Trent (age 16) and Amanda (age 13). Debbie is a Girl Scout Leader with one of the top selling Cookie Troops in Broward County, a community and church volunteer, a real estate investor, best-selling author, trainer, speaker, business consultant, marketing & branding expert, and former Beverly Hills financial analyst.

Debbie is the author of **BE IRRESISTIBLE: 7 Key Recipes to Building a Quality Team Whether You've Been in Network Marketing 10 Years or 10 Minutes** [www.HowToBeIrresistibleNow.com](http://www.HowToBeIrresistibleNow.com)

She has also co-authored book three books: *The Ultimate Success Secret*, with Dan Kennedy and Andrew Cass, a *Juicy Joyful Life* an Amazon Best Seller, and *Wake Up and Live the Life You Love*, co-authored with Wayne Dyer and Anthony Robbins.

**Debbie is passionate about empowering others to become financially free and live a life they love – creating the success they deserve.**

**Her motto is 'How you do anything, is how you do everything!'**

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