

DIRECT SELLING SUCCESS IS CREATED AND MAINTAINED WHEN YOU HAVE A COMPELLING VISION

As we reflect on your business, I ask you a very important question: Do you have a vision—a Technicolor® snapshot in your mind of what your ideal life looks like? If not, create one. Not a goal; goals come later. Visions are more powerful than goals because visions have an emotional component. When you see a picture, it evokes emotion—involving your heart, not just your head. This is far more powerful than just writing down an idea.

For example, if you were to say, "I want a bigger house," that is a good goal. However, that simple statement by itself is not significant—not strong enough to get you to figure out everything you need to do, to support you through sacrifice, to get you to take risks, to have you learn new skills to overcome your "friends" telling you to forget about it.

If, instead, you create a compelling vision in which you see yourself standing in front of your yellow house with a two-car garage on a sunny street lined with trees, with a rose garden in front and a lemon tree and hammock in the back, and with a chef's kitchen and master bedroom with a view of the ocean, you now have an idea that is not only in your head; it is in your heart, too. That is where the motivation happens; that is where your desire lives, and that is where you will connect with your internal power—the power that will pull you through all the challenges you have to address to create your compelling vision.

Do not let the busyness and immediate needs of your life prevent you from stopping to create what you want your life to look like at this time next year.

TO CREATE YOUR COMPELLING VISION

Follow these steps to create your compelling vision, and watch it work for you.

1. **Get clear about your compelling vision.** Write it down on paper; be specific, use visual language.
2. **Share it with someone else.** Ask them if they can see the snapshot. If they cannot, you are being too vague.
3. **Read your vision every day** and continue to clarify it when new ideas come in.
4. **Create a physical anchor**—a drawing, a real photograph, or a collage—that represents your vision. Put that physical representation of your vision where you will see it every day.
5. **Take your vision with you.** Put in your purse or day planner another physical representation of your vision that you will come across when you are out and about.
6. **Put your vision at your bedside.** Write your vision on a 3x5 card, read and reflect on this vision each night before you go to sleep and each day as you wake up.
7. **Create an action plan** to realize your vision, and take even some small action every day.
8. **Get the support you need.** You do not have to do it alone.

Once you have your vision, ask yourself: Are you more committed to your compelling vision, or are you more committed to your current situation? Our reality interferes with our vision because we see what is not ideal around us—and that is far more vivid than a vision of what we desire that still lies only in our head and heart. That is why it is important to follow these steps and spend time with your vision every day, gradually bringing it more and more into focus and finally into reality.

WHAT IS YOUR COMPELLING VISION?

Caterina Rando, MA, MCC, coaches women in direct selling to book, sell, recruit and lead their teams with ease. She is the creator of the popular tele-courses Direct Selling with Ease®, Recruiting with Ease®, and Leading a Team with Ease®. She is an international speaker, master certified coach, and author of the national best-seller "Learn to Power Think." She is a co-author of "Build It Big- 101 Secrets from Top Direct Selling Experts." Caterina is also the Success Center Director of The Direct Selling Women's Alliance and the featured entrepreneurship expert at Staples.com.

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