

## Tips For Building Your Business During The Holidays

Every year, right around the middle of October, the fever of the holidays starts to take hold of hundreds of millions of people all over the world. Many in the Direct Sales / Network Industry view this time of year as their slowest, usually because it represents a down-turn in production and productivity for them; but it doesn't have to! The power of the holiday season, or lack there of, has nothing to do with the holidays, but with the way an individual views this time of year. If in your heart you "know" that your business will slow to a crawl in November & December, 99 times out of 100 you will be correct! Why? Because the outcome was manifested by the individual. But if you have decide that you are going to maximize all the opportunities the holidays can create, well, November and December might just end up being the BEST months of your entire year!

So, what is it that can make this time of year the best or the worst? It's YOU! The main reason for a slow down during this time of year is usually attributed to one of two things: the individual has convinced themselves that no one will want what they have to offer during the holidays or they end up using the holidays as an excuse to check out on a mental vacation from their business. These are the two main reasons that things will slow down for someone. They do one, or sometimes both, and then, like clockwork, in November and December things slow down and they have proved themselves right once again. If this is you, it's time to decide if you would rather be right and broke or wrong and making money!

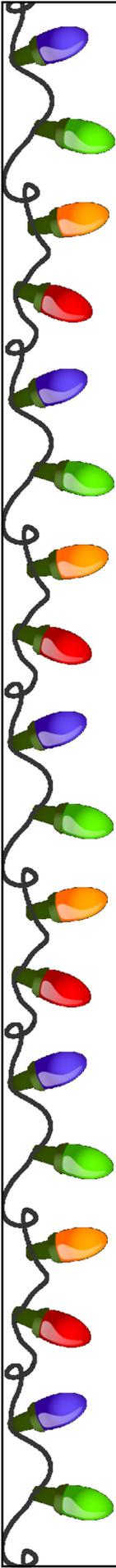
In this report we will discuss the Top 5 Tips to help build your business during the holidays. These are tips that come from industry professionals that make the holidays their best time of year, instead of their worst. So, if you are ready for a change this year, pay attention and try implementing some of these suggestions.

### **1. Hit Your Own "Reset" Button**

As the holidays get closer you have to put yourself in the right state of mind. Many people enter into a state of "consumerism" during the holidays, with laser focus on spending, instead of earning. This is kiss of death if you want to become productive during the holidays. The best way to break yourself out of this trance like state is to hit your own "reset" button. This means that, while you are still going to engage in and enjoy the holidays just like always, you are also going to have a mindset of business and opportunity. You are going to focus on, and be aware of, things that will make you money, instead of just costing you money. This may sound easy, but the holidays are powerful and even the best can get sucked into the "time to buy" mentality that becomes so prevalent during this time of year.

### **2. Maximize The "Time To Buy" Mentality**

In our first tip we warned against becoming a victim of the "time to buy" mentality, but in this tip we are going to encourage you to actually maximize this phenomenon. There have been many economic studies conducted that have discovered there are specific times of the year when people are more open minded about purchases and are willing to spend. During March, April & May retail sales typically jump 15% - 20% because people are getting their tax returns. During November and December these numbers go even higher! Many people have been saving for this time of year or they receive end of the year bonuses and they have planned to spend. Much more than any other time of the year. Since this business is in sales, it is important that you're aware of consumer trends



## Tips For Building Your Business During The Holidays – Page 2

trends like this one. Now that you know about it, you need to know how to maximize it, which will be covered in our next few tips.

### **3. Be Prepared For What Is To Come**

For most people the holidays bring with them numerous opportunities to get together with other people. And a lot of these get-togethers ONLY happen during the holidays, so you have to maximize their limited availability. You have to remember that every chance to connect with people, is a chance to build your business. It is VERY important to know that “building your business” does not necessarily mean making a sale right on the spot. It means being able to set a foundation with a prospect, cultivate an opportunity to share water with someone, empower someone with new information about the connection between health and hydration, etc. In order to turn a get-together into an opportunity you need to be prepared. There is a short list of items I always have available when I attend holiday functions, even if they are just waiting in the car, should I need them. Here is what I recommend having available:

- ✓ **Business Cards** – A basic necessity in any real business!
- ✓ **Brochures / Magazines** – Have a few out in the car. DO NOT have them on you. Pulling out a brochure while you are talking to someone at a social gathering makes it look like this is the only thing you were trying to accomplish and the only reason you were speaking to them. If the conversation progresses to the point that a brochure or magazine would be appropriate, simply excuse yourself and go grab one or two. DO NOT grab a “packet” of info, again it looks too planned. Having a couple of brochures out in the car is reasonable. Don’t make it look like you are trying to work the person you are talking to. The information you give them should feel like sharing, NOT selling! And remember, while it may seem “old school” to give out printed materials, this is the absolute safest way to provide information to a new prospect. You could just give them a website link or a link to videos on YouTube, but every time you do, you run the risk of having them stumble across negative information posted by our “competition”, which will then force you to defend or explain why that information is incorrect or misleading.
- ✓ **Promotional Apparel / Clothing** – Take advantage of business branded & holiday themed apparel / clothing. There are great designs available on the [www.going6a.com](http://www.going6a.com) website Merch (merchandise) online store. These are great conversation starters and literally makes you a walking holiday billboard for your business.
- ✓ **Water Samples** – You may want to have a few extra bags of water in the trunk when you go to a gathering. If a conversation leads to someone saying, “this is really interesting, I would really like to try your water...”, this is when you pull out your “trump card”. Once again, you DO NOT want to seem like you planned to use this gathering to sell your product, so make sure you handle this correctly. You could say something like, “you know, I actually have a few gallons of water that I planned to drop off on my way home. If you really want to try it, I have enough that I could give you a few gallons to try.”

The last thing you’ll need is a positive attitude. Even though you are building your business, HAVE FUN! Remember that our product may help people and you are part of that. Let it be something that is positive for you and let it show in your attitude. People like to be around people that are happy, so make sure you are being a product of our product by being healthy, hydrated and, most importantly, HAPPY!

### **4. Family Gatherings**

Most people get together with family more than anyone else during the holidays, so be ready to use these opportunities. Family and close friends are an entirely different type of approach, so it is vital that you pay attention to this section. The thing about family and friends is that they KNOW you. And I don't mean that they know who you are, I mean they know everything about you. So, unless you have been very successful, you probably have to make up for things in your past. Remember, they know about your limited successes, if any, and your numerous failures. They know the stupid things you've got caught doing and can imagine the even dumber things you've done that you got away with. In short, they judge you based on your entire life, which is one reason family can be one of the hardest groups to work with in your business. But, if you know a few insider secrets, you can have a much better chance at having a positive outcome with your family and close friends. The first thing is to NOT be yourself! I don't mean to try to be someone else, I mean don't be the person they have come to expect. If you are always late, make an effort to be on time, or even early. If you sometimes drink more than you should at gatherings, make sure to limit yourself. If you typically show up to family get-togethers dressed "casually" or "comfortably", make an effort to dress a little nicer. Success has a look, so be sure that you are looking the part. Comfort also has a look and it is usually sloppy. Find your own look of successful comfort and you will be amazed by the difference it will make in the way family and close friends treat you. Your attitude is also something that projects your success. It is important to NOT project arrogance, but confidence and the self-assuredness that comes with financial security. Even if you are new at this and are still working towards your success, play the part. There is an old saying, "Fake it till you make it", which is more about attitude than anything else. A successful attitude and demeanor will help lead you to success faster and more efficiently than just about anything else! If you really want family to treat you different, then don't show up as the person they were expecting.

### **5. Parties & Social Gatherings**

Try to take advantage of EVERY opportunity to get together with others during the holidays. It's true that schedules can get crazy during the holidays, but remember that you are attending to not only socialize, but to build your business, so be willing to invest the extra time to attend these holiday gatherings. There are two VERY important rules for social holiday gatherings which should be followed no matter the venue. Number one, DO NOT drink too much! There is nothing worse than trying to build a serious business when you are intoxicated. Limit yourself to one or two drinks! Number two, DO NOT be annoying with water info. Many distributors get stuck in "water mode" and all they talk about is water. Remember that the people you are talking to are not as excited or interested in water as you are, so talk some water, but talk about the rest of the world, as well. Be careful not to be too water focused! Use a social holiday gathering / party to make contacts, drop seeds (like telling a compelling water related story or giving a business card, brochure or a magazine), listen for clues (like someone mentioning a health issue, their own or someone they know; money issues, things have been tight / tough; etc.) Make mental notes of each person you speak with and be sure to get their contact info, business card or phone & email and follow up! The holidays can be an incredible time to build and grow your business, just use some of these tips and see the difference that this holiday season can have for you and your business!