

The **Build**
It **BIG**
WORKBOOK

Goals

Excellence

Freedom

Vision

Acknowledgment

Fun

Leadership

Balance

Inspiration

Beliefs

Retention

Joy

Direct Selling Women's Alliance

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Published by:

The Direct Selling Women's Alliance
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Acknowledgements

Creating this workbook has been a labor of love, fueled by our passion to help direct sellers from around the world experience more deeply the wisdom that the *Build It BIG* books offer.

Bringing that passion to focus on a workbook was the contribution of a very successful direct seller, **Carol Ranoa**, who has been a part of the profession for more than 20 years. Thank you Carol for the knowledge you share in exercises throughout this workbook, and for your dedication to direct sellers everywhere.

Thank you to Senior Editor **Susan Raab** for your ongoing support, vision and creative abilities—you have made such a difference for us! We also thank **Sally Smith** for your input and assistance in editing.

We are grateful to Dearborn Trade Publishing who inspired us to *Build It BIG* from the beginning. They have been a great supporter every step of the way.

In finishing this workbook, we have found an even deeper appreciation for the authors who contributed to *Build It BIG* and *More Build It BIG*, and so to these lessons and exercises. Thank you for sharing your insights and experience—wisdom so powerful it inspires us all to take a deeper, more personal journey as we develop our careers.

And to all the wonderful direct sellers from around the globe who are part of the DSWA family—thanks for letting us share in your dreams. You are our reason!

Mahalo nui loa,

Nicki, Jane and Grace

Nicki Keohohou

Jane Deuber

Grace Keohohou Lee

Dear Direct Seller,

Welcome to this *E-excerpt of The Build It BIG Workbook*. In these pages you will find four exercises that will serve as a companion guide for a very personal journey toward your dreams, desires and a better quality of life.

We hope these exercises will assist you in taking some steps that will help you develop the mindset, habits and strategies that can accelerate your progress toward your goals – and truly change your life. If you like what you see, we encourage you to make the investment in the complete workbook by ordering it through the DSWA store. [Click here to order the workbook featuring 25 life-enhancing exercises now!](#)

In the beginning, *Build It BIG* was simply a vision we crafted with top leaders who yearned for a tool that would provide their team with practical, proven ideas for growing their direct-selling business. From this vision, as well as our partnership with Dearborn Trade Publishing and the participation of our expert contributing authors, came the book *Build It BIG*, which first appeared in bookstores in January of 2005.

What happened next surprised even those who played a part in its creation. Within weeks, *Build It BIG* climbed to

#1 on Amazon Sales & Marketing

#1 on Amazon Business & Investing

#9 Overall Amazon Best Sellers List

#5 Overall Barnes & Noble Best Sellers List

Enthusiastic readers created *Build It BIG* study groups around the globe, and participants found inspiration to build their business with renewed integrity and purpose.

But our readers' zeal didn't stop there. As the wisdom and practicality of *Build It BIG* took hold, they expressed **a desire to experience the book "live."** So we designed a four-week teleseminar where participants can interactively foster the mindset, habits and strategies revealed in the pages of the book.

As the participants shared their journey, it became evident that they still needed a framework for an even deeper exploration – a journey inward to discover the dreams, desires, talents and brilliance that must be unleashed in order to truly *build it big*.

And so *The Build It BIG Workbook* came to be. A committee of trusted leaders and contributors came together to identify the 25 lessons best suited to **draw you into deep encounters with the wisdom of both *Build It BIG* and *More Build It BIG***, due for release in March 2006. We know that if you bring your best effort to this journey, this workbook will renew your spirit and sense of purpose, strengthen your commitment to your dreams, lift your self-esteem, hone your business-building skills and shine a light on the steps you need to take to arrive at your desired destination – wherever that might be.

While the path you take through the lessons is up to you, **you'll be best served by following them in the order presented.** In the initial lessons, you'll discover the details of your dreams – your ultimate vision for your life. This powerful motivator will fuel

your progress through subsequent lessons as you explore the person you need be and the skills you need to develop along your way to the top. In the final lessons, you'll apply your new skills to perhaps the biggest challenge of success: developing your career in balance with the other precious aspects of your life – your health, your family, and your prosperity.

The speed at which you progress through the lessons is unimportant. What matters most is that you **give each exercise your honest effort**, suspending any judgments about its worth or relevance to your business and your life. Just open your mind to the possibility that your results, your circumstances and your life can change for the better when you complete these exercises with the deepest wisdom of your heart.

For an even more rewarding experience, **invite a friend to share your journey**. Whether you travel these pages with one other direct seller or an entire team, the opportunity to talk about your findings and feelings will intensify your experience of each exercise and increase your retention. When you undertake this journey with a study partner or team, visit www.BuildItBig.com/workbook.asp for some helpful suggestions.

Now it's time to take your first step toward a more rewarding and fulfilling life. We have high hopes for you, and our confidence in you is unshakable. **Everything you need is within** and who you are right now is *exactly* who you need to be to make the most of the journey.

With blessings and aloha,

Nicki, Jane and Grace

Nicki Keohohou

Jane Deuber

Grace Keohohou Lee

The DSWA Executive Team

January, 2006

TABLE OF CONTENTS OF THE COMPLETE WORKBOOK

WIN YOUR INNER GAME

- 1: Vision Quest..... **Error! Bookmark not defined.**
 2: You've Gotta Have Goals..... **Error! Bookmark not defined.**
 3: Finding Your Why..... **Error! Bookmark not defined.**
 4: Success Habits..... **Error! Bookmark not defined.**

BUSINESS BUILDING BASICS

- 5: The Never-ending Prospect List..... **Error! Bookmark not defined.**
 6: Book Your Way Into Business **Error! Bookmark not defined.**
 7: Make It Fun For Higher Profits **Error! Bookmark not defined.**
 8: Tune Up with Your Hostess **Error! Bookmark not defined.**
 9: Seek Out Product Benefits **Error! Bookmark not defined.**
 10: Serve with a Smile **Error! Bookmark not defined.**

STRENGTHEN YOUR SPONSORING

- 11: Sponsor with Powerful Questions **Error! Bookmark not defined.**
 12: Strengthen Your Belief **Error! Bookmark not defined.**
 13: Tell a Powerful Story..... **Error! Bookmark not defined.**

LEAD YOUR TEAM

- 14: Legacy Leadership..... **Error! Bookmark not defined.**
 15: Plan Great Meetings **Error! Bookmark not defined.**
 16: Find Your Future Leaders..... **Error! Bookmark not defined.**
 17: Design the Coaching Alliance..... **Error! Bookmark not defined.**
 18: The Power of Acknowledgement..... **Error! Bookmark not defined.**
 19: Befriend Your Inner Critic **Error! Bookmark not defined.**

MANAGE YOUR FINANCES

- 20: Your Financial Freedom Plan **Error! Bookmark not defined.**
 21: Build Your Prosperity **Error! Bookmark not defined.**

LIVE YOUR IDEAL LIFE

- 22: Life Balance **Error! Bookmark not defined.**
 23: The Art of Time Mastery..... **Error! Bookmark not defined.**
 24: Support at Home **Error! Bookmark not defined.**
 25: Your Professional Image..... **Error! Bookmark not defined.**

Strengthen *Your* Sponsoring



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■ 11: Sponsor With Powerful Questions

“The greatest good you can do for another is not just share your riches, but to reveal to him his own.”

BENJAMIN DISRAELI

“True success in sponsoring comes when you see the process as an opportunity to connect and serve rather than an obligation to share and convince. When you learn Principle-Centered Sponsoring, any tendency to be overly tentative or intense naturally disappears.”

JANE DEUBER

REVIEW AND REFLECT

Take a few minutes now to read these insights.

Become a Recruiting Powerhouse

Joan Nilsen *Build It Big*, page 82

Master the Art of Sponsorship

Jim Britt..... *Build It Big*, page 112

Lose the Hype

Jeri Taylor *Build It Big*, page 94

Shift Your Sponsoring Perspective

Jane Deuber *More Build It Big*, page 90

Manifest the Team You Desire

Caterina Rando *More Build It Big*, page 93

WHY SHIFT TO ASKING QUESTIONS?

Imagine you are in a coffee shop, observing a direct-selling distributor presenting the business opportunity to a prospect in the booth next to you.

If you are like most people, you envision a professional, friendly individual with high energy and a big smile seated across from the prospect. She is clearly enthusiastic about what she is presenting – and doing most of the talking while the prospect listens.

Every day, distributors are giving opportunity presentations, talking 80 percent of the time and only listening 20 percent of the time. The outcomes of such presentations are rarely healthy, balanced new partnerships.

To improve your sponsoring results you must turn the tables, put the spotlight on the prospect, ask powerful questions and then button your lip! Through using questions, you shift from telling about your business opportunity to learning about how the opportunity might serve your new partner. In the process, you will tear down the walls of resistance, mistrust and skepticism that nearly every prospect holds.

Questioning your prospect demonstrates your respect and trust for her, and your knowledge that she is the expert in her own life. If she says “No,” you’ll be at ease, knowing the reasons why the opportunity isn’t right for her at this time. If she says, “Yes,” the personal information you discovered gives you an excellent foundation for building a successful partnership.

Seeing your presentation as a chance to learn more about your potential partner will transform your attitude towards presentations. No longer will you worry whether your presentation is too intense or too timid because you know that your presentation isn’t the focus of the conversation – your prospect is.

Starting now, commit to changing your attitude towards your recruiting presentation. When you shift to caring about your prospect and learning the questions that will shine the spotlight on her, you will improve your success rate in recruiting new team members. Further, you’ll lay the foundation for their success as partners, because right from the beginning they will be clear about why they are committed to their business.

EXPLORATION AND INTEGRATION

These exercises explore your attitude towards presenting your business opportunity and offer you an alternative way to structure your presentation in order to draw out your prospect. Because recruiting new team members is the cornerstone of building your business, allow yourself the time and space to reflect upon the potential involved in using a new approach.

Uncover Your Beliefs

Indicate how you feel about each of these statements.

Questions invoke exploration, new discoveries and introspection in others	<input type="checkbox"/> T	<input type="checkbox"/> F
Questions keep the conversation moving forward	<input type="checkbox"/> T	<input type="checkbox"/> F
Questions take others to a deeper place of desires and dreams	<input type="checkbox"/> T	<input type="checkbox"/> F
Questions provide you with answers and insights about others	<input type="checkbox"/> T	<input type="checkbox"/> F
Questions show respect for the thoughts and opinions of others	<input type="checkbox"/> T	<input type="checkbox"/> F

Step Back in Time

Think back to the last time you presented the income opportunity to a prospect and record your memories.

Who were you with? _____

Where were you? _____

How long did it take? _____

What was the mood? _____

How much did you really learn about the person's life, family, dreams and desires?

Who spoke more – you or the prospect? _____

Did the person enroll in the business? _____

On a scale of 1 to 10, how would you rate the effectiveness of the encounter? _____

Commit to Action

Following are questions you can use to establish rapport, uncover the need and discover how your business opportunity can have an impact on the life of your prospect.

1. Study the questions on the Business Opportunity Interview form.
2. Use as many questions as you can in your next opportunity interview.
3. After the interview, check yourself by completing the worksheet.

■ Additional Resources

ABOUT THE DSWA

The **Direct Selling Women's Alliance** is a community of individuals who are engaged in the pursuit of their dreams through one of the fine network marketing or party plan income opportunities available today. Our membership is comprised of women (and men) who represent independent direct sellers from more than 12 countries and hundreds of direct selling companies.

The mission of the DSWA is to make an authentic difference in your direct-selling career and your life! We are teachers, cheerleaders, friends, coaches, confidants, and mentors who offer industry specific education by the top leaders, speakers, trainers and experts the profession has to offer. We respect your choice to grow your direct-selling business and will work to provide you with all that you need to become the person you are meant to be.

DSWA MEMBERSHIP BENEFITS



As a member of the Direct Selling Women's Alliance, you'll enjoy extensive benefits, both on line and in your local area. Why not become a part of our welcoming community of individuals who respect your choice to have a direct-selling business, understand your challenges and have the answers and guidance that will empower you to take your business to new heights.

Member benefits include...

- ✓ 400+ page content-rich website, designed to meet your needs
- ✓ 25% discount off copy & printing services at FedEx Kinko's
- ✓ Two weekly tele-classes with top industry trainers and over 100 archived classes
- ✓ Five Fabulous success-enhancing e-books by celebrity trainers
- ✓ Free admission to Millionaire Mind Intensive workshop by T. Harv Eker
- ✓ Group medical and dental insurance programs
- ✓ Financial fitness group consultation with a Home-Biz CPA
- ✓ 10% discount off DSWA produced products
- ✓ Regional Success Circle and Area Chapter meetings

Join direct sellers from around the world who are achieving their goals, living their values and having the time of their lives through a career in direct selling! Visit the DSWA web site to learn more: <http://www.dswa.org>.

DSWA PRODUCTS

Discover these powerful products by the DSWA!

- The [Build It Big Book Series](#). The experience of discovering the secrets of the most successful leaders and experts of our profession is here! Discover not just one, but two books that offer 101 insider secrets that inspire greater confidence, bring you fresh ideas and spur you into action. You can order the first book, ***Build It Big*** or add the sequel, ***More Build It Big***, to your personal collection. [Click here to discover special pricing on one or both!](#)
- The [Build It Big Workbook](#). A 158-page spiral-bound study guide that contains 25 business-building exercises bringing the wisdom of Build It Big to life! Designed to take you on a deeper journey through the pages of Build It Big, readers are aided in developing the mindset, habits and strategies that can take your business from wherever you are today to a new level of excellence in a few months. [Order your workbook now!](#)
- In [Managing Your Business Finances](#), Vicky Collins, CPA gives you a comprehensive, easy-to-understand approach to taking care of the “money side” of your business - once and for all!
- In [Principle-Centered Coaching™](#), Jennie England, PCC, CPCC, teaches the skills of Principle-Centered Coaching – a unique and effective approach to working with team members that results in improved performance and more rewarding relationships.
- In [Personal Power](#), Marion Gellatly, AICI, CIM guides you through the steps of designing a professional image that supports your success. From creating a fabulous business wardrobe to networking like a pro, this comprehensive program will accelerate your rise to the top!