

# results driven behavior



Belinda Ellsworth  
and STEP INTO SUCCESS

NEW YEAR  
NEW YOU  
FRESH START



# how to stay on track to achieving your goals

When it comes to business, I think we all have great intentions. We want the new house, the new car and the family vacation. We want to put our kids in private school, add 5 new recruits per month to our team and be number one in sales in our organization.

The intention is there. The want is there. But we're missing something important – and that's energy.

Think about your company's convention or conference. The entire time you're there, you're amped up and you're ready to tackle your business. Before the end of the weekend, you've already told yourself time and time over, you WILL make it to the top of your compensation plan or that YOU will be the one to walk across that stage next year.

That excitement, drive and energy stays with us for about 3 weeks. During that time, if we do not use that energy to be intentional about our goals, we will NEVER see results.

And without results, we can't feel successful, and without success, we lose momentum for our business, and end up back in the same spot that we did before convention.

So, the big question is, why is it that people say they want something, but yet, don't go after it?

Surely the reasons why you started your business count for something.

Maybe you were looking for something fun to do as a part-time job, earn extra income for your family or earn a free trip every year.

# how to stay on track to achieving your goals

When we say YES to direct sales, we are saying YES to much more than a job; we have a vision for our life and family that we are chasing.

But the thing is, if you don't do ANYTHING differently, if you have NO measurable plan of attack – you just won't see the results.

I know at least one of you, probably all of you, have heard the definition of insanity – doing the same thing over and over again, expecting different results.

And for the most part, or at least some of the time, our business and our life can feel, well ... insane.

And that feeling demotivates us; it brings us down and causes us not to believe in

ourselves.

And because we attack our business from that mindset, we don't see the results that we want. The way you think about yourself can either build your business or break it.

So how do you get on track? How do you keep that energy up?

I am going to share with you two very important tips. They may seem like common sense. And I'm sure you've all heard them before.

But sometimes, we just need a little reminder. Just a little kick in the butt to say hey, I can do this and I could have been doing this all along.

# 1

## Have a Map

Well the first thing you need to do is have a map; if you don't have a map, you won't be able to get anywhere you want to go.

Even the best of us who are really talented at what we do, can still get lost if we don't have a map.

So, first thing's first, decide where your destination is! A destination is no good without directions, and directions are no good if there is no destination! Simple, right?

Next, you need to break it down. How are you going to get there? What is the best path? What are the action steps you need to take?

Let's say for example you want to recruit 2 people per month. It's not enough to say that's a goal and let's hope it happens. NO! You have pinpoint certain behaviors that will help you achieve that goal.

So, let's break it down. In order to get 2 recruits per month you should....

- Reach out to potential host leads (for at least 15 minutes per day)
- Host 2 parties per week (total of 8 parties per month)





1

# Have a Map

- Hand out/e-mail at least 3 opportunity packets at each party (total of 24 packets given out in one month)
- Book 6 interviews out of that 24
- Recruit 2 (or more) of them

Recruiting 2 people cannot just be a goal on your list of things to do. You have to break it down into measurable, and achievable daily, weekly and monthly action steps.



# 2

## Keep Going!

The next thing you have to do is be consistently persistent. And also, persistently consistent.

Our vision of our business is shiny; it's the sparkle; the glitter – it's what puts a big smile on our face.

But it's the goals and daily tasks that get us what we want. And even though they aren't nearly as glamorous, we need to do the mundane tasks over and over and over again to become successful.

Many people get frustrated because they don't change their behavior. And because

they don't change their behavior, they never get results. Which means they never achieve success. And success is what gives us the ENERGY to keep going.

Every single day, you need to engage and stay consistent in the plan to get what you want.

For example:

- Create a program (like my system, the Power Hour) that will keep you on track every day.
- Set a schedule and work hours and stay true to that. Treat your business like a business!

# 2

## Keep Going!

- Get an accountability partner.
- Remind yourself of your belief system. Do you believe in this industry? Your products? Your company? Yourself?

But you need to stay steadfast; you need to keep doing it. And when you veer off (because you will, we're human), just get back on track.

When you're driving in your car and you go the wrong way, your GPS doesn't say, Hey Belinda! You're a loser. Go home. What does it say?

Re-routing.

If you get caught going the wrong direction, stop for a second, breathe, and just re-route.

So, stop making excuses. Stop letting your drive and energy slip away. Do something **RIGHT NOW!**

Don't just read this e-book, feel amped up, and then go wash the dishes.

Stop, and go **MAKE A PLAN!** Then do the dishes.

Then start working the baby steps to achieve your goals.

- *Belinda*

