

The Three P's Purpose, Passion and Plan

I put this together for our team after reading Ilene Meckley's book *Sharing and Caring*. I think it is vital information for anyone starting his or her own business.

Purpose

What is YOUR purpose for your business? What would you like to see it do for you and your family? Is there anything that you would like to have or do now or in the future? Where would you like to travel?

We are fortunate that we are in a business that we can mold to our needs and likes. We have the ability to adjust as our needs change. To quote an excerpt from her book...

“In what other career can you decide you want or need more money tomorrow and actually do something about it because the business is yours? Can you imagine walking into a boss' office and saying, “ I really would like to have some money to take my family on a vacation. Can I start making more money tomorrow, please?” In a business like ours.... you can do that. You can make more money tomorrow or today. Just schedule some more presentations or make a few more contacts and you are on your way to increasing your income...”

You joined Usborne for a purpose, maybe to earn an extra income, maybe to build a business of your own, or to be a positive role model for your children (They too will learn that they can be successful in reaching their dreams, provided they are willing to plan and work as hard as you are.) or maybe to just find something you enjoy doing. Let your purpose guide you in setting your goals and strategy for your business.

Passion

For me this one was easy, I am very passionate about the products we sell through Usborne. I love these books and I love the fact that children will benefit from every book I sell! I have no doubts that I represent a company with extremely high standards of quality and that it shows in our product. I am also very passionate about the opportunities Usborne can give to those who want to join our team. I love my job and I try to share the benefits of our products and our company whenever I can. That is after all, is the key to success.

To quote Ilene's book again...

“In a business where we are not only sharing a product but a business opportunity as well, it is extremely important that you make sure you are demonstrating the real benefits of your business that your potential representatives can enjoy too. That is where your passion for your business and not just your products comes in to play....”

Take some time to answer the questions below. Some of them may not be easy for you to answer and you may have to spend time thinking about them because they can make such a big difference in your sales results as well as in your recruiting results. The passion you personally bring to your business determines the energy and enthusiasm with which you approach your business each day. ...

Why did you choose the Usborne product and company as a vehicle to achieve your goals (purpose)?

What about your business excites you every day?

What do you hope to make better for others through your business?

How do you share your passion with family, friends and others? How do you communicate the fact that you love your work?

Why would people want to join your sales team – what benefits do they gain from working with you and your company?

Do people say to you, ‘You must really love your work.’? If they don’t, why not?”

Plan

Did you start your own business because you like the idea that you don’t have a boss to answer to? Well thing again, you do – it’s YOU!

So, what kind of boss are you? Understanding but not one to say you don’t have to work today without a very good reason? Are you going to have expectations? Could any successful business be run without expectations? No, of course not. As a boss, are you proud of the work you are doing? Do you require yourself to go to work? You can’t get paid if you don’t work.

“The key to being your own successful boss is a WORK PLAN and being flexible with that plan; just not too flexible so that you end up “flexing” yourself right out of business. Now we’re talking about real Work Plans – just like those found in GM, only slightly scaled down – but they are still Work Plans to be taken seriously and followed. There is a real difference between deciding *when* to work on your business and *whether* to work on your business at all. If you find yourself making choices as to whether or not to work at all, it sounds like you have a hobby. Remember that hobbies cause you to spend money. A business is designed to make you money.

Take a look at your daily plan to build your business. Remember that you are your own boss who can determine your own paycheck. If things are not going well, you know to whom to talk – the boss! If you find yourself talking to yourself *frequently* about the problems in your business, it's time for you to get serious and take a good hard look at what you are doing.

Seriously consider the following questions. How many people do you want to reach every day? Have you planned to make enough contacts to get you where you want to go in your business? Are you taking advantage of your daily routine to include prospecting – *sharing and caring* enough to take time to share information about your company's products and business opportunities with the people you contact?

Are you prepared with business cards and other important information to share with others? What do you share about your business when you meet someone new? Do you always include in the conversation 'One of the things I love to do is help others start their own home-based business too?'"

Take the time to make your business plan. Strive for "structured flexibility". Plan for 30 minutes a day - one day do office work, one day work on setting goals and evaluating past week, one day input your orders, one day make packs and one day use for team support or to visit/call local schools and daycares – you get the idea. Then try to allow 10 - 15 minutes for you daily contacts. They don't have to be done all at one time. Call one person while your daughter is eating breakfast another during Blue's Clues and a couple of more at naptime before your son gets off the bus. (Yes, that is my personal daily routine – can you tell.) ☺ That's 40 - 45 minutes a day – not even 5 hours a week you can devote to helping your business grow!

So what is your purpose, passion and plan? I have just scraped the surface of the importance of these three things in your business. Hopefully it was enough to get you motivated and thinking about what you want your next step to be. **If you're not sure where you are headed with you business please call me and together we can come up with a plan that fits your needs.** I also HIGHLY recommend you read Ilene's book *Sharing and Caring* (I think you can check it out at local libraries) or listen to her CD to find out more about the Three P's and other great tools. She goes on to discuss utilizing the Three P's while working alongside children – something most of us are familiar with. ☺ (Visit www.ilenemeckley.com to find out more about the products she has available.

Our business requires commitment. You can choose how much or how little of your time you want to commit – as long as you set a plan and stick to it!!

“Vision without action is a daydream.... Action without vision is a nightmare.” -Unknown