

Exercise FOCUS through the Holidays

I want to talk to you tonight about focus: What is focus? What are the adversaries of focus? This time of the year in particular we have many distractions that can keep us off-course from our goal. Many of those are good and wonderful distractions which makes it even harder to accomplish our goals. There is so much pressure these days combined with the holiday season; it becomes a full time job in and of itself if we let it. We want to enjoy and get the most out of the holidays, but we don't want to lose focus and see our goals slip through our fingers in the process. How can we accomplish both?

I'm going to give you my list of how to's that have helped keep me focused during stressful times, difficult times, or holiday times.

1. Organize:

Unhappiness is not knowing what we want and killing ourselves to get it.

- ** Treat this business as you would any job during the holiday season
- ** Have set times to do your business.
- ** Discipline your mind..."How can I" never "I can't"
- ** Don't Travel - when you are with your family...really be with your family.
- ** When you're doing Mary Kay...FOCUS!
- ** Simplify: The holidays – Your Mary Kay - Your home life
- ** Enjoy the quiet moments and small things and
- ** LEARN TO SAY NO! Refuse to buy GUILT!

2. Prioritize:

Don't equate activity with efficiency:

The art of being wise is the art of knowing what to overlook.

- ** Know your exact goal each month.
- ** Determine what is really most important to do in your business.
 - * Contacting every customer should be #1
- ** Do your six most important things and do the things you least want to first.
- ** Resist the temptation to embezzle

3. Utilize:

The person who knows how will always have a job – The person who knows why will always be the boss!

Success seems to be largely a matter of hanging on after others have let go.

- ** Truly help people with their Christmas shopping
- ** Utilize wish lists and husband's names on profile cards
- ** Combine Christmas parties with shopping boutiques and sell multi-tasking
- ** Realize people will be buying gifts on December 24th at midnight
- ** Turn every no into a booking for January
- ** Recruit people for extra money during the holidays, tax benefits, etc
- ** Utilize the teleconference marketing opportunity
- ** 12 days of Christmas for customers and the kids
- ** Utilize help, and trade product Christmas gifts for the help you need
- ** Get in the spirit of giving with your customers by giving them a gift