



## Getting Your Head in the Game: How to Attract all the Quality Partners You Need So You Can Increase Your Business

\*\*The content in this call was geared to women in direct sales businesses, but it is completely appropriate to all entrepreneurial women.

Kim: I want to welcome everybody. I am Kim DeYoung, the founder of Metromom which you can find at [www.Metromom.com](http://www.Metromom.com).

Today we will be specifically talking about the issue of mindset. The title I've given this talk is "How to Get your Head in the Game to attract the quality partners that you need so you can increase your business."

During today's call I will just touch the iceberg of what can be discussed with regard to mindset. Mindset is one of my favorite topics to discuss. I think we'll need future calls going on about that. I'd love to jump into the topic at hand and tell you a little bit about how I realized this was such an important topic.



Some of you on the call may know me. Some of you may not. I have gone through an incredible journey over the past few years as I evolved into creating Metromom. I have gone through some great ups and downs in my business and personal life to get to this place.

I've really been aware that the biggest shift that allowed me to put this community together as I've wanted to has been conquering issues of my own personal mindset. These were things that have been in my way. There were blocks that I've had of not believing I could do this.

I want to be able to support you as a community in getting over some of those hurdles. Those hurdles may have been preventing you from being all that you want in your business.

I began Metromom about 11 years ago in a little bit of a different light. I started it when I was pregnant with my first child. At that time I began it as Metromom Maternity. I was designing and producing a line of maternity clothing. I ultimately began coaching the same woman I was dressing. I called her "the driven mother."

At that time I had two children. They were born back to back. I was selling a line of clothing I had produced from my home. Women were coming in by the truckload to get their maternity clothing.

I loved speaking with this woman who was coming into my home. We talked about what she would do in the next phase of her life as she embarked on motherhood. She had been a professional. She loved being



a professional. What did it mean now that she was adding a family to that part of her life?

That became something very attractive to me. I was coaching that woman and dressing her. At that time, I knew that I really wanted to create a great resource of assorted products and services to support Metromoms.

I continued with Metromom Maternity for many years. I sold it on my 40<sup>th</sup> birthday. It was a gift to myself. I needed to move on.

I personally began direct sales for two reasons, probably the same reasons that many of you are into direct sales. I was looking for products that were attractive to me. In my case, the products that I learned about were wellness products, things that would keep our home safer for my children. That was very important.

I was also looking for a business that would allow me the flexibility to work from home in and around my kids' schedule. At the time I began that business I was up to three children. They are currently 6, 9 and 10 years old. That was a very important priority for me.

As I was working in my business, the company I was working with, and still work with a little bit at this time, was a company called Melaleuca. Some of you may be familiar with it.

I didn't do very well in the beginning. I was particularly needy financially. We were at a very tough time. That was going on inside my head.



I think when one is particularly needy and desperate all of that yuck comes out on the people you approach. I didn't have a lot of experience at approaching. I didn't have a lot of experience in this industry at all.

I knew how to speak with people in general. I found that because all of my junk was coming out, I was really unattractive to people. People ran from me. It was discouraging.

It wasn't until I began to get a handle on myself and address some of those issues that my business made a drastic turnaround. Within a month I watched my business triple.

I became clear about who I wanted to work with, how I would do my business and how I would not let my fear and financial desperation get in the way for me. I went through some exercises to shift that.

There is a lot of conversation going on about mindset. Realistically we're all somehow involved with a product or a service.

This is 100% my belief, but I'm sure many of you will share it. To truly be successful in a home-based direct sales business, it's not only about the activities that you're doing. It's very much about who you are being. That really is the key thing. I think that's actually the reason I'm so fascinated with direct sales. Our business is completely a reflection of our personal growth.



If you grow personally, let go of some of the issues that have held you back, take your personal development classes and do all the things that you can do to be the best woman/mother/person you can be, you will find a correlation with the people that you attract in your business.

The reality is to grow the business that you want, you need to attract great people. To do that, you really do need to be the best that you can be.

We have to look at our outside world as a mirror of what's going on for us internally. If your outside world—the money that you're making, the people that you're working with and the fun that you're having or not having in your business—is not what you want it to be, then the real thing to do is to examine what's going on for you internally and how you can make that shift.

Your mental attitude about all those things is really what is going to affect the result of who comes into your business.

I found a great quote from Thomas Jefferson and doctored it up for the purpose of our community. I took some liberty and changed the gender in this quote.

“Nothing can stop an entrepreneurial mom with the right mental attitude from achieving her goal. However, nothing on earth can help the woman with the wrong mental attitude.”



That really just touched me. If your head is not in the right place, really nothing is going to shift.

What I want to share and speak about today is how shifting your inner self will allow you to create, attract and manifest more profits, more money and more freedom, and really have the business that you want.

Take this scenario. What if you were only working 10 to 15 hours a week? You are completely clear about the activities that you want to engage in during your business hours. You've got a great elevator speech or 30-second commercial that is engaging to others and makes them want to learn more about what you do.

You're generating tons of referrals. You're only working with self-motivated people who are a lot of fun to be with. You are making the monthly income that you want while having the flexibility that you both need and desire. You're working smarter, not harder. You are generating the residual income that you want.

Sit with that for a moment. Imagine what that scenario feels like. I've gone through this exercise before and it feels pretty amazing. To get into that place is pretty great. The question for many of us is, is that our reality? If not, how can we get that to become more of our reality?

Mindset is the mental attitude that you have, all of your feelings and beliefs and how those feelings and beliefs effect every single situation that arises in your life. How you're feeling about yourself at any time is going to



govern how you're going to come across to others, how they're going to perceive you, and how they're going to interact with you. It really is a cycle.

I'm sure you've experienced that circumstance where you've woken up in an awful mood. You go out and you're huffing and puffing. You're slamming a door. You miss your keys. You spill something on your shirt. The next thing you know, you're being cursed at at the gas station. You see how the thoughts of what's going on in your head show up.

We've all watched "The Secret." We're very aware of this. It is certainly something that's being talked about a lot recently. How can you get your thoughts and beliefs about yourself in gear so that you're attracting more?

I want to share two circumstances with you. I'm sure you can relate to this. I call it my Visa bill story. I have this often. The Visa bill shows up and it's a much bigger number than I'm really in the mood for it to be. Quite honestly, the first feeling that I have is this feeling of panic, "What am I going to do with that bill?" I can immediately go into that place of desperation and worry.

Imagine if, I had said I was about to make phone calls that day to potential clients. If I am now making phone calls from that place of worry and desperation, am I really going to be very attractive to anybody I'm calling? They're going to pick up on that vibe.



There is no reason that I should get on the phone that day, even though that was in my plan, unless I can turn my head around. It's not going to serve me. It's going to be the self-perpetuating cycle because I'm going to get on the phone and not have any success, so I'm going to feel worse. I'll then get an even more desperate feeling.

There's nothing good that can really come out of that situation unless I have that shift for myself.

Very often, when something happens in my business that causes me to be upset, I've got to go through my own personal exercises to shift that. That's something that I just want us all to have a great awareness of as we are in our business and out there in our day.

The reality with direct sales specifically is that our success, and I've shared this with you before, is so related to the people that are in our business.

The people in our business come to us because they're attracted to us. Really, what is it that makes us attractive? It's who we're being.

Let me just jump in and ask you. Lisa, you're on the call with us. Tell me, is this something that resonates with you as you listen to the words I'm sharing?

Lisa: Absolutely. That's one of the huge things that I try to tell people in my downline especially. I say, "It's very important for you to understand that you are the most important product your company has to offer, and you're



not in the catalog. You have to get your mind wrapped around that construct and want to work with and serve people who have that mindset. That's when your business really starts to just blow itself out of the water in a big way."

Kim: What has worked for you to support those in your organization to either shift out of some of those mindset junk issues or address some limiting beliefs that they may have? What are some things that have worked for you?

Lisa: I'm wordy. I like to write and I like to read. I encourage my new recruits especially to get very concrete. I have them all write a product review of themselves.

That's something that really gives them an opportunity to look at, "What do I have to offer? What do I bring to the table that's a benefit to people in my client circle but also to people that I could potentially recruit into the business with me?"

We always say that everything is sales, all of life is sales. People don't really take that to heart until they look at themselves. If I'm a commodity, if I'm a product that's in demand, how do I present myself to the rest of the world in such a way that they're going to be desirable?

In all honesty, the minute you walk out the door, there's another direct sales consultant for your company somewhere in your hometown that will be glad to sell to those people if you're not setting yourself apart in a



memorable way that makes them want to come back and do business with you.

I say, "Write down your good qualities, the things that you think would make you good at this business. What have other people said about you, about the way you do things or the things that they like about you?"

They start writing. I say, "Now write it like it's a product review, like you're talking about your favorite body cream or candle. Just talk about you." It takes the personal out of the equation because it's being very objective about, "If this is a product on a shelf, what makes it so good?"

They see right away where they need to improve and what they really are good at. It gives them a little quick self-esteem boost. Whether or not you're a good writer, it's all on the paper. It shows you exactly, "This is where I'm good. This is what I need work with. This is how I can make this better. This is what I can use to my advantage when I'm working with clients or prospects."

Kim: That's so true. It's very interesting. As we women who have been in direct sales are out and about, it's almost so clear who the person is that you're attracted to. You think, "God, I'd love to work with that person!"

What is the quality about that person that is so attractive? It's some energy that they're putting out. It's often not a tangible thing that they're doing. It is really who they're being and what's coming out in them. How can we teach others who might not have that as easily or are caught up in



something to let more of that good energy come out? That's really the thing.

Something that I find really gets in people's way in general is limiting beliefs. As I was preparing for today's call, I was reviewing assorted limiting beliefs.

Just for clarification for those who may not be familiar with that terminology, a limiting belief is essentially something that you believe to be true about yourself that realistically isn't. Yet, because you believe it to be true, you go on with your life as if it is.

I will share with you a personal circumstance. In my mind, from when I was little, some mean comment about the size of my butt was made, and thus I think of myself as the fat girl. That is a belief that sits in my head. If you were to see me today, you would clearly know that I'm not the fat girl.

That voice in my head of the fat girl has sat there for over 40 years. That voice has gotten in my way. It has kept me from being out there as fully as I should be, from engaging in my life as much as I should, from being on the stage, which I know is a place that I would love to be to talk and empower and support people. That voice has gotten in my way. How has that hurt my life?

In real fairness, I've done a lot of work on this. I'm always conquering it and shipping it away. But look at how one small thing that was said to me



and messages that were given to me as a child have affected me as an adult. I don't always even realize that it's getting in my way.

There are other bigger examples of, "I'm not good enough," such as, "You can't make money unless you work really hard." Let me read some of the ones that I wrote down and see if any of these strike a chord with you.

"I'm the funny one, but I'm not that smart."

"You can only make money if you work really hard."

"I don't deserve to make money."

"I don't think I can make money."

"I'm not good enough the way that I am."

"They won't pay for what it is that I have."

"They'll find out that I'm a fraud."

"I don't have the right personality to succeed in business."

"Who would really want what I have to offer?"

"I'm not very good at marketing."



"I'll get overwhelmed if I have too many clients and too many partners."

"They'll think I'm greedy if they see that I am going to make money on their sale."

"People won't like me if I become successful and powerful."

Quite honestly, as I was putting that list together, it was really bringing tears to my eyes. Some of them are beliefs that I've carried with me. Others are ones that I've seen others carry with them. In carrying those beliefs that they don't even realize are a part of them, they keep themselves smaller than they deserve to be. They don't make the income or have the quality of life that they deserve.

I'm very happy that this particular recording will be transcribed because I've shared a lot of meaty beliefs with you. This really is just the tip of it. There are hundreds of limiting beliefs that one could have. I had to choose some that I thought might be appropriate specifically for us as women running our own businesses.

Now the question becomes, we tune in to our unconscious minds so that we can make some shifts. That's really what needs to happen.

Sometimes mindset is a simple thing. You've had a bad morning. You've woken up on the wrong side of the bed. You need to just snap out of it, whether that means going for a run, calling a good friend, listening to music or hugging your child.



It's something that shifts you into a better place so you can go out and be the energetic, dynamic, attractive person you are that others want to be with. It's important who you are. It's also important that people want to be with who you are from a business perspective.

That's a simpler shift. I certainly think it's very important to be aware of. We all have those down times and that ability to shift out of it and have our own tools through which we do that.

We need to address some of these meatier things of, "How is somebody going to feel if I approach them? They're going to find out I'm a fraud and I really don't know what I'm talking about." If you're in a place like that, that's a pretty big one to sit with. I can share that I have certainly sat with it. Many of us can relate to that imposter quality at different times in our lives.

When you're in that place, you're not really believing in yourself and you're not putting your best self out there.

Almost in the same way that they say with Alcoholics Anonymous is that the first step is awareness, I believe there is similarly with mindset. That is exactly where the first step is for us, to have that clarity that there is even an issue that's keeping you from having all you want on the exterior.

Really, at any time, it's just as simple as, "Does your outside world equal what you want it to be?" If it doesn't, look internally to what is going on for you so that you can make the shift. Only you can make it.



That's actually something that I find so empowering. We are the ones in charge of our own change and our own destiny. It's not for a spouse to do for us. It's not even for someone in our upline to do for us. It's us, and it's us finding our own tools. That's something I personally find very empowering and exciting. It can be overwhelming as well.

What I want to do is to support you and give you some tools. For our call that will be coming up on the 29<sup>th</sup>, really come with your specific issues. Let's make this a very candid call of whatever may be going on for you. Let's figure out some tools to address that for you so you can achieve on the external what it is that you want.

I think it's truly getting in touch with where your mindset is right now and then deciding where you want it to be. That becomes clear. Who do you want to be? Not only the person that you want to be, but the person others want to be with.

It's letting go of some of those limiting beliefs that we shared and being prepared to periodically reset your mindset. What I mean by this is getting clear about what it is that you want for yourself, getting very clear about what is getting in the way, and having the tools that will allow you to let go of those things that are getting in your way and make that change.

Lisa, since I know you're here with me, what other comments do you have about what I'm sharing?



Lisa: For me, mindset is the very foundational place for all of this. So many of us get into direct sales not thinking that we're even starting a business. That's one of the first things I say to my new consultants. I always say, "Congratulations on starting your brand-new business." A lot of them look at me with their eyes wide open. "Oh my gosh, I'm a business owner! That's not what I had in mind."

They start to work on the idea of, "I am a professional businessperson." Even if you're only working a few hours each month, you're still putting that hat on. When they get their minds wrapped around that idea, the world changes dramatically and positively for them. That's why everything I do really begins with, "Let's get your head in the game."

That's why I was really excited when I saw this call. I said, "I've got to be on this call because this is it. This is exactly what it's all about." Until you get your mind focused, you can have all the goals in the world, but you're never going to get there. You don't have your head in the game.

This is pivotal. It's crucial. It's the number one thing that I coached all of my recruits and my coaching class. I tell them all, "You've got to get your head in the game first." This call is perfect.

Kim: I'm creating an information product specifically geared toward women working part-time in their home-based businesses. As I was putting together the outline for it and coming up with what I believe to be the key steps that people need to do to be effective in their businesses, it was so clear to me that mindset is the first chapter.



Take the person who isn't even aware of this. Someone has gone to a Pampered Chef party because they've been invited to show up at a friend's house. They're kind of intrigued. They don't know much about it. The next thing you know, somehow they are hosting parties. They are dabbling in it.

It's not that they're not taking it seriously, but they may not even fully even appreciate all that the business could be. They only have a couple of hours a week to devote to it and they're getting some tools.

They're certainly loving the products. They're getting some basics about it. They're not shown both the way of how to do the business properly and as how the person that they are is going to be attracting others to learn more about it.

As they go out there without that information, without that belief in the company, their products and themselves, they may set themselves up a little bit for failure. Then they may get discouraged and say things which I hear all the time. "I can't sell. I'm not good at this. This is for other people." None of that is, in fact, really true.

I wholeheartedly believe anybody can be a part of a direct sales company. They need two things. They clearly need to love the products of the company that they are working with, and they clearly need to have a desire to do it. They need a strong belief in themselves and what they are capable of.



I think the reason I'm so fascinated with direct sales as a business, is your paycheck is a complete correlation with your own personal growth. It just happens.

As you grow, you are more attractive to others. As you are working on yourself, letting go of junk and addressing your limiting beliefs, people that you want to be attracted to you that will support you as partners and help you to grow your business will not just show up in your life. You will be more attractive to manifesting them as you are out and about talking about the type of person that you want in your life and your business.

The people that are in your business reflect you. As you up the ante of who you are and who you're growing to be, the quality of the people in your business changes.

As I was putting the Metromom site together, I really worked hard on the language that would communicate what I wanted to get across. What I really gave thought to was: what I put in the title of that home page?

Your success is a reflection of the five people that you spend the most time with. Look around. Who is in your life? Are you spending time with people who are naysayers and downers? Are you spending it with people who are upbeat and believing and are taking charge of their lives? Are they doing things that are going to move them forward? As Metromoms, that's what we all want for ourselves.



Really take that hard look at what's really going on in your life. I know for myself personally, I've done a lot of weeding. There are a lot of people in my life that are not in my life at this time. They don't support where it is that I'm going. I'm not saying that in a harsh way.

As a mother I have limited time for the professional things I want to do, taking care of three children, managing a home, taking care of myself, etc., and I don't have the time for people who bring me down. I've learned to say no.

In saying no to that, I've taken care of myself. I am also able to teach others that I'm with to do the same thing. I've found that if I just use the exterior of who is in my life right now as a mirror for where I am, I feel blessed to have such phenomenal people in my life. I wish that for you and anybody listening to the call.

I want you to be able to look around at the people in your life, personally and professionally, and think, "Gosh, what a great group of people is supporting with me! They're part of my life. We're going somewhere together. We're interested in similar things."

With this community of Metromoms, it is very exciting to me to be bringing together a group of women that I know can offer so much to each other.

What I would love for each of you is to reach out to the different women in different companies. Create those relationships. Engage in



conversations, be it on the forums, on the phone, in email, or however it is that you're going to connect with and be around people who can help you to raise your personal bar. Be the one to give advice. Be the one to get advice. There's opportunity for all of that.

My vision with Metromom is for it to be a very abundant community. We are women with hundreds and hundreds of different companies and businesses. We have so much wisdom that we can share with each other across so many things, from the specific the nuts and bolts of, "How do I approach someone?" to "How do I let go of this junk that's getting in my way and preventing me from moving forward and getting advice from people who've had great success?"

Within this community, these women will be showing up. I believe that the person I'm being is going to attract them. The person that you're being is going to attract more. As more and more of people like us show up, we will get the support to be all that we can be. That's just something I'm so passionate about, and so excited for all of you to take part in.

I'm thrilled to have be sharing this information with you. I do think that this is really just the tip of the iceberg. I've touched on some of the basic concepts very tangentially. I think that there's much more opportunity to go into the specifics on limiting beliefs.

I want to thank Lisa. Lisa has been my wonderful supporter on this call. I'm so happy to have a new friend and someone who I'm looking forward to getting to know.



Goodbye and until next time, take care.

