



The Power Of One, Mary Christensen

The CashFlowShow Interview for the hearing impaired. (3 of 4)

<http://www.CashFlowShowRadio.com>

<http://www.MaryChristensen.com>

[break-music]

DEB BIXLER: Welcome back, everybody!

Welcome back to the

[ccashflowshowradio.com](http://www.cashflowshowradio.com) and you know that cashflowshowradio.com airs live at 8 p.m. Eastern Time USA Wednesday nights, and then replays 8 a.m. Eastern Time the next morning and is available for download as well.

So share the links all across the world because our goal is to be the number one station on the VoiceAmerica Business Channel, and we're doing pretty well; we've had between 9,000 and 13,000 listeners on a month and we're really excited about that. So thank you everybody for joining us.

We're here with Mary Christensen, who is one of my favorite presenters in the direct sales industry, and she's a former CEO with corporate leadership roles in two different companies. Mary is now the most sought-after direct selling speaker, making over 200

presentations a year, and we're going to talk about -- well, we have two topics and we might run out of time -- recruiting and sabotage. But before we get too involved, Mary, I

know that you wanted to send some people to your website and have a special, so why don't we do that so we don't run out of time at the end?

MARY CHRISTENSEN: Sure. Now that would be great and, Deb, I do want to say thank you so much for making this radio show available. I think it's a fantastic show that people can call in, get access to some amazing guests. I've been following you and getting all this information free. So I know that you're doing a fantastic job, thanks to you. My offer, well first of all, everyone, my website is my name, so it's <http://www.MaryChristensen.com>, and a couple of things you can do there.

First of all, I do have a free e-newsletter so you can go in there and click on that, there is no charge; you get a one-year subscription. We do ask you to renew it each year but that's just something... industry buzz I share tips and techniques and all sorts of things on there. We have some giveaways and some in that newsletter.

But I did also put an offer for you tonight and it's a pretty simple one. You'll see that I



have four books being *Network Marketing Superstar*, *Be A Recruiting Superstar*, *Be A Party Plan Superstar*, and if you're thinking of buying one book tonight I would definitely suggest all three. But I also have a range of audio workshops and each one of those workshops is a one-hour tutorial on a topic that you need to

know to grow your business.

Now, I'm not going to take time, Deb, explaining them all because you can go on my website, you can scroll around and see. But what I want to do tonight is give everyone who wanted a free one-hour audio workshop on how to identify your own personality. It's a lot of fun; it's one of my most fun workshops. You'll discover some very interesting information about yourself, how you communicate with others and help others see you. But it also will teach you to communicate much more effectively with lots of different types of personalities; and I'm talking the delightful ones, the demanding ones, and the difficult ones as well, so you're going to love that. And all you have to do, the books are fine, order the book but if your order includes any one audio workshop,

I will send you this audio workshop, it's called "Peacocks and Other Hot Prospects." – I will send you that absolutely free. Now it's valued at \$49. There's a quiz that you can download from the Internet and have a little bit of fun discovering your personality. So any of my books plus any one audio workshop, and you're going to get this \$49 audio workshop absolutely free.

DEB BIXLER: Cool! That sounds great! That is <http://www.MaryChristensen.com>

and you know what, that *Recruiting Superstar* is an excellent book, Mary; I really enjoyed reading that. So why don't we talk a little bit about sponsoring.

MARY CHRISTENSEN: Yeah, and here we're going to be talking about some how-tos tonight, Deb. I think before the break we talked about the number one how-to and that is to get those bookings and appointments; because if you don't have bookings, you don't have a business. You're just pretending to be in business, so I would urge everyone: Remember, between now and Christmas, most direct selling companies will have 60 to 70 percent and even higher of their annual sales. People are buying so get out there and take advantage of that and earn some cash for Christmas.



But sales are really just your income for today. Appointments and bookings, that's your income for tomorrow, but when you start sponsoring that's when you're starting to generate income forever. That's the exciting part of the business. So it's selling, it's booking, and it's sponsoring, and it's not multiple choice; you have to do all three. I'm sure this has been shared already on the show but you're not creating a need. In America alone, 25,000 people sign a direct selling agreement every single day. Your job is to make sure they're signing with you. In Canada, it's just under a million people a day. In Australia -- I know, Deb, you have a great international following in Australia -- it's also around about just a little under a million a day.

So remember why people are attracted to this business; that's the first step because if you're proud and excited, then other people will be as well. I think if I had to pick three reasons: number one, because we get to control our income and when you control your income you control your life. I've talked a lot about moms and being the mom your kids

deserve, but increasingly -- and I know you've seen this, Deb -- we are attracting a lot more career professionals to direct selling because so many people have been climbing that corporate ladder and discovering it's leaning against the wrong wall. The sacrifices in working for someone else are so great. When you work for yourself, you get to call the shots. So my question to people, when I meet people who are successful, I will always applaud them to that. But I think the more talented you are, the more ambitious you are, the more you should be running your own business.

So, Deb, and I know you do this too, when I meet someone who's successful I don't think, well, they won't be interested in the business. I'm thinking, if you're so great what are you doing working for someone else? Because you're going to be successful at whatever you do. But why would you pay the price of letting someone else determine when you work, with who you work, hating the petty office politics that goes on is something that so many people tell us. And of course, if you're going to lock a bunch of people up for eight, nine, 10 hours a day and expect them to compete against each other, of course there's going to be politics. So think about it: If you have the skills and the attitude to succeed, of course you'll succeed wherever you decide, but why not in direct selling where you'll get the extras, the rewards -- the recognition? You won't be subsidizing lazy coworkers that are... I mean, I just can't see why people would not start their own business.

So the other thing I think that we love about this business, and I am comparing a little bit to corporate jobs, we get what we want by helping others get what they want. If you're a leader and you're listening into this call, I want to applaud you for what you've achieved because the only way you've got to where you are today is by helping others. In corporate jobs, the exact opposite is true: If you and I, Deb, are going for the same job then my job is to make sure you don't get promoted.

And I think basically we love to shop -- particularly women. We love to shop, so it's not as if we're forcing people to buy, it's something that we love to do; and I've already talked about the holiday period that people are buying. You just have to be in there and grabbing that. So don't make... help your business plan, everyone; don't think, "When I know I'm going to sell..." "I hope I meet some people to sign." Think "I'm going to sell,

I'm going to book, and I'm going to sponsor." Make sure if you are in Party Plan -- I know, Deb, you have a lot of Party Planners following you -- when you go to do those presentations, those shows, and those parties, make sure you have booking and sponsoring materials with you, pop them into bags and put them right up **[unintelligible - 00:40:52]** display. So that when people walk into the room they can see that you're there to sell, you're there to book, and you're the sponsor. And I have always recommended... I'm fortunate that I get to work with the top achievers of a lot of companies and they'll all say, having their party bags, their business bags right up there on the table with their products, makes it so easy to say, "Oh, let me tell you what these are. These are my business bags. I never planned to be a direct seller; it was never in my radar but I just happened to go to a presentation and it just clicked for me. I have one big regret about it: that I didn't do it sooner."

So when I do my presentations, I always bring information for anyone else who is sick of their job, wants to fire their boss, whatever. I have these bags; you can take one home with you tonight. So if you noticed my attitude, Deb, it's one of confidence and it's one... I'm not worried about people saying, "No"; that's fine. My job is to give you the chance to say "no." And no one likes rejection, but if you're not asking people you're actually rejecting them. So to me I give you a chance to say, "No," and if I can share a specific tip tonight that... and we could talk for hours on sponsoring, but I find that people don't mind the "no." When I really look into it, people are worried about what happens after I say "no." So for example if I said to you, Deb, "Have you ever thought about selling your own business?" and you say "no," and because I'm not prepared for that I say something a little bit idiotic like, "Well, if you change your mind..." or "We're here if you need us." And of course that creates an awkwardness on both parties.

So remember, if things aren't working for you, we started the call this way, work out what you can do better; and I learned very quickly if someone said "no" to me that I would just look back and say, "Oh, look, I understand. I bet you get asked all the time, you're the kind of person everyone would want to work with." So what I've done is I followed the "no" with this amazing compliment and that's what people are going to remember.



So relax about sponsoring. It's a process of matchmaking. We're looking for people who are perfect for your business because your business is perfect for them and you have to be relaxed about those who say "no." I think one of the biggest problems that we have is that we spend too much time trying to convince people that this business will be great for them. I don't try and convince anyone. My job is just to give as many people the opportunity and the right people will say no and the people who are happy where they are or whatever it is, the right people will say "yes" and those other people, they'll decline.

DEB BIXLER: Right.

MARY CHRISTENSEN: But a couple of tips to make it easy, we got time just to get a couple of...

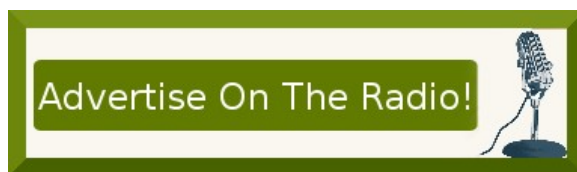
DEB BIXLER: No, we don't. We were running out of time... sorry but we don't.

MARY CHRISTENSEN: Oh, we'll do it on the next one after the break, that's fine.

DEB BIXLER: We're going to get to those. Hold those tips, Mary.

MARY CHRISTENSEN: Yeah, will do.

DEB BIXLER: Yep. We'll get to the tips after the break and that's what we'll come with. This is Cash Flow Show Radio and we'll be right back. Sorry, Mary.



[Break - Music]

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