

Success Keys

from Conference Down Under

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Shauna Ekstrom

Transcript

Success Keys from Conference Down Under



Shauna Ekstrom with Scott Peterson

Shauna Ekstrom

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Scott: Hey everybody, this is Dr. Scott Peterson and I've got the one and only Shauna Ekstrom on the other line. Shauna's actually ... She's in New York City at this point in time and so we're so committed to keeping these calls going. We just want to welcome you to the call tonight and wanted to make sure that you guys kept getting fed. Shauna, you want to say hi?

Shauna: Hi everybody, so happy to meet you again on the line. Thanks for tuning in you guys, this is how easy and duplicatable this business is from anywhere. That's what I really love about it, the flexibility. Let's start the call Scott.

Scott: Yeah so anyway, what I wanted to say, what we're doing on this call we're recapping again the takeaways from the Australian celebration. We were there in Brisbane, Australia and hanging out and we had an amazing trip. We wanted to recap because when we did the call last week, the recording, something technically happened and we never got the call recorded so we're redoing that, recapping some of the things that came out of that call. Shauna, when I think about the momentum on what's going on with Isagenix in Australia ... What's going on with Isagenix worldwide but especially what's going on with Isagenix. We saw 6500 people in a room that was more than people than they had at the New York kickoff in Palm Springs this year.

Shauna Ekstrom

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This is their celebration and I think that I heard the number, there were 150 people at the first Australian celebration 5 years ago. Last year, they had, I think it was 1600 people in 2014 and this year they had 6500 people.

Shauna: Right, it was pretty exciting.

Scott: We'll talk about the momentum here in just a second about things to keep us in momentum. Talk about really just ... How does that make you feel? You were at the first, last celebration in 2002, talk just a little bit about that.

Shauna: That was as well as exciting. Where you have a group of people, there was little over 500 people at the first one. Of course everybody is excited because you think you're ... You're on the ground floor of something but you're not sure, you're apprehensive excited, believe or you would not be there. I came in just a month before and I went there as a founding executive, that gave us ... Until that July there was a deadline but I didn't come in until June. I went there with not very many other people, actually I think the only guest that I had there was my sister. There was so little time to build that belief and so the most important thing is, number 1, until you have other people is that you are your best recruit, you are the person that you need to build a belief in.

Shauna Ekstrom

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I went and my sister went, we had a lot of people [home 00:03:50] looking at it by that time. It was very exciting now because I got to meet Kathy Joanne, Cher, all the people who had created this incredible product and all their hopes and dreams and they shared them. I was in another company that was a start-up and of course didn't go anywhere and then I was in another company that gave ... Longevity wise they're in business but no momentum. When I was in that company, this was 18 years ago when I started that company, they told us they were in momentum.

I was excited, I thought, "Wow, when is it going to happen?" It really never did. People sometimes make claims but they're not really good and that's what I experienced. I just kept putting in one person at a time, encouraging people, studying, trying to understand the industry. Then when I went to my 2nd company, that company truly was, as they said in true momentum, it was going straight up and that's when I joined at that point. It was very doable, it's almost like catching a wave and I've never surfed but when we were in Australia, Scott we did watch a lot of surfers, didn't we?

Scott: We did.

Shauna: It was like, "Wow!" Until Scott explained to me how you catch the wave, he's like "Look at that one, wouldn't you know they're paddling out there." Some of them would paddle out, never really

Shauna Ekstrom

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coming to shore with it because they didn't want to miss the next big one. It was beautiful and it was all day long on Manly Beach in Sydney. They were out there catching waves and it was the prettiest thing. Imagine that you're catching that wave at this time. Well, the 2nd company as I was telling you about, they were in momentum so I was on that surf board and I was balanced by then, I'd already had a few years of experience in the company. I was riding the wave and it was going and guess what? The company got shut down for claims that the owner actually made that ... It was just a technicality actually but it caused our company to be shut down.

That company happened to be one that Kathy Coover was in, one of our founders and owners of the company. She as well as her husband when they decided to do their own company had had that experience and so they and John Anderson, they were no way going to let us down. I remember at the 2nd year meeting that John Anderson told us that he was going to tie his shoe laces and tie them again in double knots that he would not let us down. I've been here to every single convention every year and in [in fact, he has 00:06:30] kept his word and more. The products, there is no compromise on our products, there's no compromise on the integrity of our compensation plans. It's been all the way through and of course it was something that I was looking at closely because as you can imagine, I was a little bit shaky after being on

Shauna Ekstrom

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that surf board and crashing and thinking I was going to ride this ride for many years to come and really build an income.

When I finally found Isagenix and I went to that first company splash, of course I was not on any surf board and it wasn't in momentum at all. Of course we knew it wouldn't be, we had to create the momentum. I did it with getting excited and so until ...

This is a fact that we are in momentum now and I don't say that to scare anybody, not to let anybody think that they're left behind because they're already ... If

**This is a fact that we
are in momentum
now.**

somebody is joining right now they might think "I missed the wave." No, we're just at that first crest and we're going straight into it and Australia, Scott you can tell them more about that but Australia was a really fabulous example of that.

The numbers are incredible because once they got it, they took off with it and it has a lot to do with our start group, our 18 to 35 year olds because they don't have an issue with something that's a little bit out of the box, a business that is word of mouth. Some people are used to working a 9-5 40 year plan, young people, they don't like that plan and so they're cashing that they're riding away. I just want to encourage everybody to get on it and realize that I would never say this, I've never felt comfortable saying that we

Shauna Ekstrom

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are truly in momentum because I'd had that experience before when they got ... Where people said it was and it wasn't.

With this company now that I hear Kathy Coover from the stage and she's very careful to use those words, she's now saying that. I'm comfortable with it and I'm so excited because I did experience it in that 1 company. It was short lived for me, it was only 6 months but this is ... Our company is what, 13 years old this month. 13 years, we are on track to do a billion dollars in sales this year, this calendar year. Now ...

Scott: Yeah, let me touch on those numbers. That was one thing that Jim Coover talked about, at the beginning of 2014 we had 258,000 associates worldwide in Isagenix, active associates. In December 31st of 2014, one year later, they grew the associate numbers, 175,000 members so from 258,000 members to 433,000 members in 1 year's time. I think the other comparison that they made was that in Australia in 2013 there was 1 millionaire, somebody in Isa millionaire, somebody who's earned an accumulative income of the million dollars in compensation from Isagenix. In 2014 they presented 9 new millionaires, they have a total now of 9 new millionaires. Actually I think last month, 3 came on board. When we think about the momentum and also the numbers, a lot of people know that the numbers in Isagenix, I think we did 458,000,000 in 2013 and 2014 we did 725,000,000

Shauna Ekstrom

The Dawn of "Heartfelt" Network Marketing

and just like you said Shauna, we're now going to do a billion dollars.

Our goal for 2015 is a billion dollars and we believe we're going to hit that and of course now they've thrown an incentive trip to go to Monte Carlo and the French Riviera. That's really exciting because we just got a taste of that last year and it was really awesome.

Shauna: Yeah and we want to bring as many people with us as we can and so this thing they call momentum is exciting. When people see, look around you and you see the people that you can truly help just by sharing what you see, what you believe in, what you've experienced with these products, these revolutionary products. They really are how to change your life and tell your story. I want people to know and most people probably on this call know that, you're story just as big as your product story, your help story is your business story.

**You can create your
business story within the
first 2 week.**

That can happen, you can create a business story within that first 2 weeks, within that first month and literally whatever it takes. Let's say you've been in this business for 6 months or a year or maybe say you've been in the business 2 years and didn't take it

Shauna Ekstrom

The Dawn of "Heartfelt" Network Marketing

seriously, didn't what you had. I even have had people that started 10 years ago and kept their membership, they didn't know what they had, they didn't believe. Looking at it now they're ready to grow so get in momentum now and say, "You know what, I saw this a while ago but I didn't start until now and this is what happens in the next 2 months." Again, create your own momentum, your own story because you are sharing it with your friends, relatives and any other stranger that you have a relationship with, it's very exciting. I just ... Go ahead Scott.

Scott: Yeah so I wanted to do is just recap and then I want to get on to a subject and get some of the takeaways that were talked about at that conference.

Shauna: Cool.

Scott: Kathy Coover had started off a leadership meeting there at the celebration and she said, "Yes we're on momentum." She showed the numbers and then showed the growth curve and asked the people in the crowd, "What kinds of things should we be doing to stay in momentum?" Some of the things that she brought up and if you want to expand on any of these, I'm just going to go down the list of what she said so that people can come back and listen to the recording and write these things down. These are the things that will help to keep us to stay in momentum and to keep pushing

Shauna Ekstrom

The Dawn of "Heartfelt" Network Marketing

and to keep growing so that we do get to a billion in sales which is an amazing feat in and of itself.

The first thing that they talked about was reaching down and pulling others up, right? You reach down and you find those that are really wanting help and you help pull people up. Consistent action, follow up, continue to prospect ...

Scott: Shauna, you continue to prospect, we continue to prospect all the time. We are always following up and prospecting, to build and keep our business solid.

Shauna: That's where it keeps [inaudible 00:13:12] and so when you're not sharing it then you know that it won't duplicate and plus it's so much fun I really can't imagine not sharing some [inaudible 00:13:24] with people because it really has changed my life so much and of course your life too Scott so how could you keep that to yourself, really?

Scott: Yeah. Other things were creating excitement and urgency in our business. This is the thing, we are on this wave and we don't want to leave people behind but at the same

**Creating excitement and
an urgency using the
tools.**

Shauna Ekstrom

The Dawn of "Heartfelt" Network Marketing

time, this is a legacy company and it's a company that's going to be around forever that we believe. Creating excitement and an urgency using the tools, just like you said just a minute ago; keeping things duplicatable because we've talked about this on other calls.

Shauna: The tools today are so different than they were when I started especially with my skills at the time, 14 years ago where the internet was just zilch. They aren't the best today, it's not my favorite way, my favorite way is one- on-one with people over coffee, that's my very favorite. Scott you've taught me so much the internet, social media and how important. It's the very same game as what I like to do but I can't go to coffee with every single person that I want to share this with, that would be the slow ride. Today, so many people especially our young people are so adept with social media, they understand and it's the very same game. It's just building relationships but they build faster but it's still the same thing. You get to know people and it's not about just putting your business out there online, it's about building relationships and being curious and asking real questions because you really are interested in their lives. It's not just about you, it's about really them and once you get to know other people through online or in person and you listen to them long enough you're going to know exactly their need is. If their need is for a health benefit or if their

Shauna Ekstrom

The Dawn of "Heartfelt" Network Marketing

need is for putting their kid through college or an extra \$500,000, whatever it would be. What if they want a career change and they're just super bored and they don't really know what they want. What if you could offer them a life changing business that they could do while they're still in their day jobs? You have to know them.

The tools today, like you said there are so many tools and getting to know the tools in the back office, well it's very doable. Just get in there and if you haven't had a chance to walk through it, have a buddy that you walk through it with and it doesn't have to be your [inaudible 00:16:00] or your personal sponsor didn't really help you in that. Well, it's just so duplicatable and so much easier. I came in 13 years ago, nobody heard about cleansing, it was very weird. People are like, "What? No." We had a fax, it would pretty much fax things in and we didn't have any much instructions or TVs or anything like that. It was a little bit more difficult but it was still doable.

I knew that products were changing so I didn't have a problem doing it a bit slowly. It's like we stepped on to a train and when we bring somebody on to this train ... It might have been a freight train 13 years ago but we're on the fast track now and so you want to bring people onto the train and you just ...

**You can teach
them to
duplicate.**

Shauna Ekstrom

The Dawn of "Heartfelt" Network Marketing

Everybody isn't good in seeing where you are but you can teach them to duplicate and you can teach them to use the tools and those people that want to, will. There are others you just start them on the seat and they have a seat on the train, the train's going to keep going, it's going to pick up momentum and then once ... Because of our compensation plan, they will be tucked in.

There will be something that's growing that whenever they're ready then the duplication and the tools will make more sense to them. Then they'll raise their hands. That's one of the things Kathy brought out is as a celebration there is that reach down and one way you can do it is through these wonderful back office tools that we have. We have this like a multimillion dollar website that everybody gets for a very minimal wage under [inaudible 00:17:37], costs under \$40 to get a year of ... How many dollar website is it Scott, million, how many, do you remember?

Scott: No.

Shauna: 145,000,000, something like that. Anyway, just have this website that you can teach them about. If they're not into it that's okay but those people ... How you find them is by reaching down into your system and looking down for action. People who are showing up with volume in their business and you call and congratulate and ask them if there's anything that you can do. Sometimes they just don't know how to raise their hand, they're so new, they don't

Shauna Ekstrom

The Dawn of "Heartfelt" Network Marketing

even realize it's a business but they've got a fantastic business story. We hear this business stories all the time and we don't realize that some of those people, they might be duplicating it but they don't really know how or where.

One of the tools as I mentioned is allononepage.net. That has a lot of helpful documents, all the online videos and of course just in your own back office that comes with your signing up as a member. You want to get people to come in as an associate, it's called an associate and get them to do that because of the comfort customer. They don't get all the back office stuff and that's so deep, so much library there. You could listen to podcasts and ... You need [subject 00:19:11] to want, any types of people to want because you're about the story. This is a story so just by reaching down we want to help them to know what duplication is and I know it's ... When I first started, I didn't really find too many people at the very beginning that said they wanted it which was fine because I knew I was going to do it anyway.

If wanted to slow down enough to go back, I think it would have even been better but I was doing ... Most people are doing that are doing full time jobs and going [inaudible 00:19:42] because they cannot have full time jobs, you can't do it during your work. After work, if you slow down, just learn these things that you can duplicate, get up, get in you back office and really understand it. Listen to the podcast, listen to the one call which is I believe that's

Shauna Ekstrom

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for everybody and I've been using it for the whole 12 and a half years that I have been on the business. I'm just going to give you the number right now just in case you don't have it, it's (212) 990-2300, the pass Code: 9952#. That has not changed in all these years.

It's just something that everybody can get on it, it begins at 8 O'clock central time so be sure to make that fit in your time schedule because

that's for the new person. We're really speaking to the new person right now because we're talking

**We're trying to help you
have a business that runs
on itself 24/7.**

about duplication. If you get on it and for the last 12 years I've been on it and I've heard people say, "Well, I've already heard that call." Well guess what, it's not for you, it's for the brand new person and this is how to teach you about duplication so that you're not recreating a [will 00:20:53], you're not doing another job.

What we're trying to do is help you have a business that runs on itself 24/7, that people go in and they sign up on your back office around the world. You want to make sure that you also get that international membership so that all that volume goes in under

Shauna Ekstrom

The Dawn of "Heartfelt" Network Marketing

you as well. It won't count if you don't have a membership that's international so be sure to do that.

Scott: It really is amazing, I'm sorry Shauna, I don't mean to cut you off, I wanted to touch base on these other things. Using the tools and that's awesome, you're right. Internet and social media does help us reach more people, it's a one to many and then you can take your conversation to one-to-one, belly to belly, one-on-one ...

Shauna: Actually as soon as you can, right Scott?

Scott: Yeah.

Shauna: As soon as you can get it offline.

Scott: I think I heard somebody tell me one time, "If you could take a megaphone and talk to 100,000 people at one time then in 2 to 3 years you would become an Isagenix millionaire." It's just a crazy start and there's ... I don't want to make any income claims and there are no guarantees about income. I understand the concept because it's one to ... if you were able to share this message and this Isagenix story with 100,000 people at one time then what would [trick 00:22:20] a lot of that is a handful of people who really got dizzy and took off and built the business. The other thing that Kathy talked about in creating momentum and sustain momentum

Shauna Ekstrom

The Dawn of "Heartfelt" Network Marketing

was events. We talk about events so much and we can't talk about how important they are.

Shauna: All it is simply is just like when that call is every single event is social [curve 00:22:50]. It's just like I can tell my kids something for 10 years and their friends or their teacher says the very same thing and they come home and they say, "Guess what ..." They tell you the same thing that you've been telling them like it's a brand new idea because they don't hear you. Sometimes they don't hear as a friend, they're not thinking a friend is going to be a help to ... They don't know that we really have a very unique product. They don't know that because even though they hear our story and then they try it, when they go to an event they have social proof of the income as well if that's what they're looking for or social proof of the products, the effects of these amazing changing products.

When they go to an event they have social proof of the income.

You'll find us telling our friends over and over, you could do it and they won't duplicate it but when they see other people that's similar to them, people who have the [up results 00:23:47] to business by [inaudible 00:23:48] inside of their day jobs has made

Shauna Ekstrom

The Dawn of "Heartfelt" Network Marketing

multiple 6 figures or 6 figure income or even say \$1000 a week could change their world or even less. It's all different, there is no income claims that we make but we see all of these at an event. One of the things I love to do at events is ask people, "How did you do it? When you started, what exactly did you do?"

I was so new, I didn't know what to do. Today, when you get to the events, you're going to be hanging out with a lot of people. Our events are selling out now. Our San Diego event just sold out but don't lose heart to that, never ever say, "Well it's already sold out, I'm not going." You need to be there, you need to hold your hands out and let your [inaudible 00:24:34] know that you wanted to be there so that you will be [crosstalk 00:24:36]. Without an event, I really have never seen anybody be wildly successful in all the years I've been in network marketing which is 18 total where they did not attend events. It's like the life blood, it's like your office outside of your ... Expanded office which [go to 00:24:55] a coffee shop or anywhere else you want to be. We need to be there, hang out and support one another.

Scott: Absolutely and so ... Those are all great points and we could do 3 calls on nothing but events. The last thing that she talked about was team work and creating team work and the old saying, "Team is together, everybody achieves more." It really is true, right? Working as a team together; together we're better.

Shauna Ekstrom

The Dawn of "Heartfelt" Network Marketing

Shauna: Sometimes people like you probably and I think a lot of guys are really good at teams because they maybe played sports in school. I didn't do that and so I didn't really understand the value of that and I owned my own salon and it was a private studio so it was me. I really preferred to ... My clientele I felt like were my team but they were really my bosses. Each client was like my boss, each one paid me. This was new, this idea of team, I think everybody that's ever been on a team if I could learn that it was ... I've finally over all these years appreciated so much more and I wish I would have had that experience in my life. I used to think it was all about me so you worked so hard and you can get those out.

You still are always going to share with people and everything but it changes when you hand it off to someone else and recognize their gifts and their talent because recognition is really free, it costs nothing. That's the value of having a teammate you recognize and let them ... I do watch football with Scott or the Super bowl and it's so exciting. You watch somebody take it over the ... Even when we were in Australia and everybody is into that, the [my beer, no 00:26:52] and ...

Scott: Australian rugby league, the [crosstalk 00:26:57] rugby league.

Shauna: Yeah, the ones that just get shown, that just makes me ... I wouldn't have a hard time if one my sons played that. They take it to the end zone and when somebody does it isn't always the

Shauna Ekstrom

The Dawn of "Heartfelt" Network Marketing

quarterback that gets to do that, it's somebody else that caused that to happen and running back and all the different players. We need to recognize that in our teams even if our teams are small, recognize that piece that that person did for us because it's all of us. We don't win without the team and celebrate it.

We don't win without the team and celebrate it.

That's one of the things that people miss out on if you don't go to the events, even the small events in your local area because they don't get the celebration of what they did. Sometimes people are hard on themselves, they don't know what small thing that they did that they're not recognizing because they're not honoring themselves. They don't know that that small piece could change a whole company profile or the whole horizon of our company which has happened. Somebody that came from nowhere as far as network marketing background goes can come in as a brand newbie and with a little bit of recognition and attention and a product story, business story, next year could be your star player on the team.

It's just important that we recognize people and play as a team so heads up for everybody I guess. Kudos for you people who do know how to be team players and let us know how we can work

Shauna Ekstrom

The Dawn of "Heartfelt" Network Marketing

better as a team because in ... I'm sorry, they really talked about ... Peter Kelly talked about the culture of unity which is team and collaborative versus competition. It's good to create an atmosphere of collaboration because we can talk about it and it doesn't have to be somebody on our team would collaborate, we see how we can unify each other to unify our own team. Let's face it, not everybody is going to have the same personality as [a team gets 00:29:05] the same goal ever.

We don't want to push our goals and our rush for our own goals on other people on our team. They may be really happy with where they're at or maybe they want to just move out to another step. We don't want to push them into something because we have a goal to meet, it's each person's got one way to learn what they want and then we work with them as a team to help them get there, what they want out of the deal then everybody wins. It's not just go fast and go right over the top of people, absolutely not, we don't want to leave anybody behind, we want tuck them in on the train and as they're ready then ... All the time we want to collaborate with them, positive always. We don't need negatives and so if people really don't want to do it it's okay, just okay this might not be the culture for them.

A positive atmosphere that is a glowing atmosphere is what we really, truly want. Certainly, you guys, we don't feel like we've done everything right but the beauty of this compensation plan is

Shauna Ekstrom

The Dawn of "Heartfelt" Network Marketing

you get to earn while you learn how to do it better. By continuing to go to personal growth courses and classes and coming to the event and listening to the teams who are saying, “I’m struggling with this.” Or maybe, “I need to read something on this.” By everybody collaborating, we all win. I’m super excited about that because I think I appreciate it more than I ever did.

Scott: Yeah, you transitioned that perfectly into what I wanted to talk about, revolutionary culture. The world really does need unity, we need to work together and that’s all about that teamwork. It was a theme, wasn’t it Shauna, it was a theme within the entire conference, the one team, I think it’s #OneTeam, the word one, O-N-E, one team.

Shauna: We have to stand for that Scott, we really have to stand for that. It isn’t happening if there’s dissension or issues in a team. We need to not just ignore it, we need to actually trust it and find out because some people have had no ... Whatever’s happened in their life, it comes to the table, we’re in a people business. That’s the beauty of it and that’s the hard part too. When we recognize something’s going on, you put it aside, find out what’s going on and always create a collaborative team, somebody that can ...

Scott: Yeah, I’m sorry to interrupt you again. “If it’s not right for the company, it’s not right for my business” was what Peter said. Instead of the motto within Isagenix is, “If it’s not right for the

Shauna Ekstrom

The Dawn of “Heartfelt” Network Marketing

associate, it's not right for the company." That's great and that's awesome, that's pro-associate and it takes care of the associate but, "If it's not right for the company, it's not right for my business" is the new paradigm, right?

Shauna: Yeah, a little more personal and let's face it, we don't put this much effort, this much work into building something that is going to be a legacy without wanting it to be really good for our business. It's not being selfish, you're building something that you're going to be able to give back with without residual income. How far can you go in life? All of us have things we want to accomplish and there's not enough hours in a day, turn around and your kids are grown up. Your aunties will be in college, it's like, "Wow!" I want people to get that this is their business and they do have a say, the collaboration is so important.

We need to hear from people, I guess the good, the bad and ugly and then we get to nip all those things that really aren't working, let's talk about it, let's do what ... What can we do? We can get our feelings hurt and we can let that stop us. It's like we fall down in the parking lot and because somebody hurt us or somebody overlooked us or didn't give us attention on stage or somebody forgot what we did and how big maybe something seemed to us and we didn't get recognized. We could trip in the parking lot and ... Are we going to lay down there until somebody finds us and

Shauna Ekstrom

The Dawn of "Heartfelt" Network Marketing

say, “Well you’re didn’t pick me back up.” Are you just going to lay there until you get run over or are you going to just have somebody ... Or just step up and let’s go.

Those things happen because it’s people business and I know that it does happen and the business at stake is growing fast, we were in momentum. Those kinds of things will happen so let’s raise our hands, look around, do what we can do to reach down and pick somebody up so they don’t just lay there. If we’re a leader, we can take on that responsibility and jump up and say, “Okay, I stumbled but I’m not going to lay down for this, I’m not going to miss out on a chance of a lifetime opportunity.” Anyway it was exciting over there wasn’t it Scott?

Scott: Yeah, absolutely. I wanted to make a point that you were talking about working together. The concept was that the downline and is what Peter pointed out, the downline is 466,000 associates, not just the people in your business because the idea is you get that ... We all affect the lives of each other. If we do something and we mess up for the company, guess what, then it messes it up for everybody. If the company is not in business next year, it messes it up for everybody. That’s why we’re so strong on compliance and so that point was really driven home.

Shauna: Yeah, we don’t want somebody get away with making claims on our product, we just don’t let them get away with it, we talk to

Shauna Ekstrom

The Dawn of “Heartfelt” Network Marketing

them about it and say, “We need to clean that up right now.” Also, people who ... You know me, I really have a problem with people that don’t understand what network marketing is and I understand why they feel that way. I want to clean that up too because it’s because some people have done it in such a weird way, such a pushy way, they don’t do it with just life and they don’t do it with the product line that matters. We have something to give to people that will make a difference in their lives, that will make their lives so much more convenient, so much more healthy and the residual income that their children will enjoy and their grandchildren.

We really have to take it on and take it on as, “Okay, I’m not going to let other people take away my business by making false claims or whatever.” Yeah, that was really bought out a lot.

Scott: The other C that Peter talked about was congruency so we had the culture, we have communion and walking the same walk and having the same song and duplication in our business. Just like what we said the downline is 466,000, isagenixbusiness.com, isamovie.com, everybody referring to the same tools. We all use the same tools so that it’s that one team concept but congruency was, “The universe doesn’t hear what I say, it only hears what I do.” We’re a helping wellness company and how well are we? How well are you?

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When we get there what matters is how we got there, that's what matters. Did we let people down or did we do it in a real congruent manner with the culture and the concept of unity.

Shauna: Exactly and Kathy really did bring that out about ... Aren't they the best examples you've ever seen as far as the way they keep their bodies and the way take these products. They're just a walking, talking example for us to follow so no matter what our [health issues are, everybody isn't going to be that perfect size, whatever. Are they putting the products] in their body and making use of them or are they just talking about it, it's not just something to sell because it's ... When they use these products they really are changing them so yeah, we're helping wellness company and we're also a wealth creation company so yes, we do need to create our own story to the best of our ability.

**Treat it like a business
and it will pay like a real
business.**

Treat it like a business and it will pay like a real business that pays you back every month when you're not working [later 00:37:59].

Scott: Yeah, one of the other things that was really fascinating when Peter talked about the voice versus the noise and I don't think we have a whole lot of time to go in depth of that but the idea was

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that there's the noise in our own minds; we can't do this or it's not possible or what is it, that's some pyramid scheme, what are you doing and you're not going to be successful. That's the noise in our heads.

Shauna: Yeah and we all have that, we all have that noise, that self-doubt that comes and you should tell it to be quiet.

Scott: Yeah and the voice is the thing that says, "Yes, you can do this." It's the encouraging voice, it's the thing that tells us to continue to press on, it's just around the corner, there's something really good for you waiting. That's the voice and so what she talked about was, "Let's listen to the voice, let's not listen to the noise, we have a choice, listen to noise or listen to the voice. We listen to the voice or listen to the noise, you can choose." Then she talked about the different noises; there's the noise of overwhelm about anxiety and if you live in the future you suffer from anxiety, if you're living in the past then you suffer from guilt. If we live in the present, we don't get caught up so much in the outcomes on what's going to happen. When somebody says no, we're not that concerned, they just don't know what we know so we press on, right?

Shauna: Right, if we try to live in the moment it's like really living. It is a challenge because of ... We have our old challenges, some of us have a story about our past and we keep dragging it along, just

Shauna Ekstrom

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put it behind us so that we can live in the present. It's important to recognize that noise or voice, that was a beautiful thing for me because we don't just learn it here at once and do it because that noise and chatter is in our heads all the time. The voice is there to protect us, almost like our conscious or through our inner strength, our inner knowing of what's like ... Yes we are strong and that voice is a gift. Someone needs to strengthen that voice that will close down the noise; say no to the noise, say yes to the voice.

Say no to the noise.

Scott: One of the other noises that she talked about was comparison, that was another thing that was in the leadership meeting with Lauren Lance and Sean and Carrie Lance and Carmen Ramsey did a great job of talking about comparison. Everybody is different, everybody is in different places in their life and when we compare ourselves to other people that are really growing fast like people that have marked out their centers and I think Bret and Sammy did it in 10 months, right? It's crazy to think that that could be duplicated, everybody can do that and they can because ...

Shauna: No and so it's nice when somebody's on stage but didn't have that, that didn't have that [inaudible 00:41:19] for other people like it's in Australia. We could be [terminated 00:41:24] by [inaudible

Shauna Ekstrom

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00:41:24] over there, the momentum that got created there and over here we're still ... we are in momentum but to the degree that they are right now not as fast. We might start saying, "Well, gee, I'm not even that good, my business isn't growing that fast." If we compare it to where we were last year, where we were in our first 6 months or year and just keep ... Compare it to ourselves and don't be competitive with somebody else to the point where it's going to shut us down.

Scott: That's right, we compare ourselves from one day to the other. I just want to be a little better tomorrow than I was today.

Shauna: Right, how are we showing up and this ... Yeah, without the comparison, how much more energy can we spend and that we're shutting down, the noise telling us, "Well this person did it in this much time, you must be a loser." We recognize that as noise, not the real voice that's saying, "You can do this." What you have to do is treat it ... We talked about a real business so what is it that you're lacking, is it knowledge of the back office? Knowledge isn't really what gets you, it's you can do this with a little bit of what you're doing. Trying to put it in your mouth. As Jimmy Smith says, "Can you walk, can you talk, can you swallow a shake?"

Scott: You can do our business.

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Shauna: Yeah, you're qualified to do our business so it's pretty simple, it's the simplest thing I've ever seen. In the process, as you grow your team, it's so exciting because you get to see and feel that nature of people, what people are like. The growth in that is huge for any business you'll ever do in the future. Just knowing people and understanding people's nature is just big. That's what we took away from Australian event, Scott and I was new relationships that will help expand our business and our team here in the United States and over there. It's our one team, our team is one team with corporate, corporate is a big part of our team and we want to ... You know one of the things I really appreciate is when you get recognized, even people at corporate don't have the ability to make the kind of money that we have.

We have no limits in our income, they actually have a job and so never forgetting that they're part of our team, they're part of the reason that we're here and why we're successful. I was appreciating who they are and think about it, maybe someone at corporate helped you with a call or continued to help you. Think about them, maybe send them balloons or just fun things to really realize that yes, they are part of this whole team.

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