



USANA Women's Focus Top 5 Ways to Succeed and Stay Positive

P*O*W*E*R

Did you know 40-percent of young people want to be their own boss someday? That's millions of aspiring entrepreneurs. Entrepreneurs — just like you.

With all that competition... how can we succeed and stay positive?

Know your power!

Just like you'd never leave home without your purse, don't forget your power — P * O * W * E * R.

P — Preparation **and Persistence**. My high school drama teacher drilled this into my head... when the time to perform is here; the time to prepare has passed. That rings true in all aspects of business. You need to know your stuff. There is no winging it in the professional world. Learn your products, know your clients, study your business. That preparation will override your nerves with any sort of pitch you need to do. Preparation is the master key and persistence is the spare. There will be times, that even with superb preparation you will

fail. Get back up and learn from your mistakes. It's about the recovery not the fumble.

O — Optimism! Don't be a negative Nelly. No one likes to be around someone who is always complaining and criticizes instead of coming up with solutions. Put on your best smile, look people in the eye and exude positive energy. Be the problem solver, the solution finder. Discover how things can work instead of believing that they can't. You have the power to change attitudes with your positive attitude.

W — Wardrobe. Take a good look at yourself... do you present yourself in a manner that exudes confidence, expertise and respect? First impressions are usually based on appearance. Your attire is critical when it comes to building relationships. So invest in a professional wardrobe. It doesn't have to cost a lot, but it could cost you everything. Buy a few classic staples — black skirt, grey slacks, dressy tops and a classy dress. When you dress the part — you FEEL the part. Look like the business success you strive to be.

E — Effort. No one is going to hand you success on a silver platter. You have to put forth the effort and earn it! Gather all your tools. Make those sales calls, check on your customers, generate ideas, exercise your intuition. Take initiative. Don't wait for someone to tell you what to do... dive in and figure it out. Couple your effort with energy and enthusiasm. No one will question your expertise.

R — **Rapport**. You need to build a good rapport with your clients and company. Pay attention to how you communicate.

Be confident, yet humble. Build respect. Foster key alliances. Fashion a reputation. Create your own powerful, personal brand. Be known as the go-to girl, the person who gives 150-percent. Let your reputation precede you. Seek feedback — it shows you are mature and willing to learn. Listen carefully and never get defensive. Find a mentor who can help you navigate the tricky twists and turns of business. Good business is about good relationships.

Remember your **POWER** and you will have the power to succeed and stay positive. Now let's do lunch... who's buying?

