



Direct Selling Success

Lesson Nine Managing Your Emotions

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Dealing with Rejection

Rejection is part of life. There will always be obstacles to goals you want to achieve. An inability to handle rejection is the number one killer in the direct selling industry. You will be told “No” over and over again. You will receive many more “No’s” than “Yes’s.” But you already have the “No,” and if you don’t talk with people you will never get a “Yes.” So go out and get as many “No’s” as you can and increase your chances of getting “Yes’s.” As you continue to work your business you will get better at contacting people and creating interest in your opportunity.

It is important to remember that when people tell you “No,” they are not rejecting you personally. They are rejecting your products and/or your business opportunity. This is not personal. The opportunity may not be right or the timing may not be right. Sometimes it takes 3 or 4 discussions before things click for people. In addition, things may change in their lives that will make the opportunity more attractive: they may lose a job, they may get married, they may have a baby, they may have a child start college, etc.

Never be a high pressure sales person. Let people know that a lack of interest will not affect your relationship in anyway. Continue to maintain your friendships and let people watch your success from a distance. If and when the timing is right, you will have an excellent new partner. The last thing you want to do is talk people into something they really don’t want to do. It doesn’t help your business when people fail due to a lack of enthusiasm or genuine interest.

In the exercise below, write down some unhealthy attitudes about rejection. Then write down a more positive and healthy version of each statement you write.

Unhealthy Attitudes about Rejection	Healthy Attitudes about Rejection

Overcoming Fear

Fear is normal. We all feel it. It results from negative stories we tell ourselves about what might happen: *This isn't going to work. They won't like me. I can't do this. I am going to fail.* In other words, fear is false evidence appearing real:

F = False
E = Evidence
A = Appearing
R = Real

Since fear is a mental construct we create, we can also un-create it. The best way to do this is to accept it as a normal part of life, and then go out and face the things we fear. As we start having success, the fear will lessen and eventually go away.

A major source of fear in direct selling comes from worrying about what other people think of you. You can turn this around by being more concerned about what ***you think*** of other people than what they think of you. Accept others for who they are; show kindness, compassion and concern for their success; let them have their attitudes and opinions. Individual differences are what make life interesting.

In the following exercise, list attitudes that will increase the fear you might experience while building your business. Next, list positive attitudes that will help reduce your fear.

Attitudes that Increase Fear	Attitudes that Reduce Fear

Creating Positive Scripts

We *feel* the way we think. Our thoughts produce our emotions. If we constantly entertain negative ruminations about ourselves, we will feel discouraged and depressed. If we hold positive images about ourselves, we will feel happy and upbeat. It's a matter of the glass being half full or half empty. Those who see the glass as half empty will feel a constant surge of negative emotions. Those who see the glass as half full, get to enjoy the positive world they create. While we cannot always control our circumstances, we can always control how we think and react to our circumstances. Our thoughts are a great frontier of freedom.

To succeed in direct selling, you need to constantly entertain positive thoughts about yourself and your potential to build an attractive business. Start each day by looking in the mirror and saying: *Other people have done this so I can too. I will make mistakes, but I will learn from them. I will keep getting better as I continue to work. I won't give up until I succeed.* All these thoughts are true, so carry them with you throughout each day.

Changing your thoughts does not happen all at once; negative feelings about self are often deep and enduring. So be patient with yourself. Read good books, go to self-improvement seminars, and keep working on your thoughts. It also helps to surround yourself with positive people. Their optimistic energy will rub off on you.

In the exercise below, list the common negative scripts you hold about yourself. These will be pessimistic thoughts you repeat daily. Then list new and more positive scripts about yourself. Review these daily and your life and business will improve.

Negative Scripts about Myself	Positive Scripts about Myself

Managing Discouragement

Discouragement comes from unrealistic expectations. If you know it will take time and hard work to succeed, you will be less likely to be discouraged when it actually does take time and hard work. If you expect it to be easy and fast, you will become very discouraged and probably quit before you enjoy success.

People who succeed in direct selling continue to work through the hard times. Know there will be good days and bad days, and commit to keep going. **DO NOT** decide each day if you are going to stay in business or not. Decide in advance how you will react to tough times and **COMMIT TO THE LONG HAUL.**

Create strategies for managing the inevitable discouragement that will come. Rely on your mentors, advisors, up line, and work activity group. In addition, you might go for a run, read a book, take a bike ride, go to the gym, or do something else that works for you. **DO NOT HOLD YOUR DISCOURAGEMENT IN!** Do something to work through it. List the strategies you will implement in the space below.

My Strategies for Managing Discouragement