

The  
Power  
to  
Amaze  
Yourself

*What other business is about personal growth but disguises itself as a product sales industry? The amount I earn is in direct relation to the amount I learn.*

I'm sure you've heard the Curves International motto, "The Power to Amaze Yourself." I think network marketing could use that slogan with equal conviction. Each year I am amazed when I look back and see how my business has grown and how I have grown as a person.

**What other business is about personal growth but disguises itself as a product sales industry? It seems to me that personal growth IS our number one product.**

Sure, we all provide products and services that people use and love. Most of us love our companies and love our product lines. But the main thing we are doing in this business is becoming.

Becoming more educated.  
Becoming better friends and partners.  
Becoming more tolerant.

Becoming more assured.  
Becoming more amazing people!

I started my direct sales business like most people I know. I needed some extra money, and I remembered a direct seller coming to my house showing samples to my mom when I was a young girl. I thought this seemed like a good way to earn extra money, and I already knew and liked the products. So, I paid my \$25 for the starter kit, and I made extra money for many years.

Fast forward to 1987. I was working as a full-time secretary at a computer company in Bedford, New Hampshire, when our whole department received pink slips shortly before Thanksgiving.

Even though the country was in the middle of a recession, we were all in shock. Unable to find another secretarial job (I even applied at a temp agency and got turned away because I didn't type fast enough!), I turned back to my direct sales business in desperation.

## **Could I possibly earn enough money to replace my secretarial pay and benefits?**

With limited options, I dove in headfirst and started working full time, and the first year was miserable....

I had to reinvest much of my profits, and I was disorganized and unsure of myself. I gave up more than once, even taking a teller job at a bank for six weeks during one especially disheartening stretch.

It was the bank job that opened my eyes. Between the dress code, the forty-five-minute commute, and the small salary I received after paying for downtown parking, I had had enough. I refocused on my direct sales business and got to work.

Our company came out with their network marketing option in 1990, but I didn't go for it. I had heard many negative stories about this selling style and was completely unconvinced I could benefit from it.

It took three years of investigating to change my mind. I read books about network marketing, subscribed to *Upline*<sup>®</sup> magazine (THE network marketing magazine at the time) and snuck in to other network marketing company's meetings to learn what it was all about. I finally signed up for my company's network marketing program in January of 1993.

**The first year of working the network marketing part of my business was just as hard as it had been when I went full-time in direct sales.**

I was disappointed and discouraged often, but I kept reading and learning. I made an agreement with myself that I would work my way to the top of the pay plan with my company (they call that position "Senior Executive Unit Leader"), and only then would I decide whether it was worth it or not. I vowed not to quit until I made it to the top.

After fifteen months, I made Senior Executive Unit Leader! The day I found out, I was so unbelieving... I made the lady that called to tell me from our corporate headquarters FAX me a copy of her computer screen with my name and my title showing! It was a moment I'll never forget.

Had it been worth it? You bet!

In the months and years that have followed that amazing day, it has just gotten better and better and better. I've earned almost twenty all expenses paid trips from my company to places like Puerto Rico, Cancun, Hawaii, the Bahamas, Los Angeles, Washington, D.C., and Alaska.

I've been receiving our company's car allowance since 1994 and paid for three new vehicles with it.

## **My personal earnings passed the \$2 million dollar mark in the spring of 2005.**

Because of my accomplishments with my company, I have also started a speaking business "on the side," earning my professional status with the National Speakers Association; I have given over 200 seminars nationwide. I'm the author of three books and an audio tape set. My story has been featured in magazines such as *Empowering Women*, *Dreams*, *Upline*, *Fortune*, and *Executive Female*. The books *Wave 4*, *Dream Achievers* and *Avon, The Company for Women*, among others, have also featured my story. I even had a Nashville recording artist write and record a song about me entitled, "Have A Dream Come True." Amazing!

## **I think the most amazing part is that I continually feel like I am just starting out at the beginning of my journey, with new worlds to discover and new skills to learn.**

I am aware more and more that anything is possible. One of my biggest personal goals is to read and listen more than anyone else I know. I know that the amount that I learn is in direct relation to the amount I earn.

Direct sales and network marketing has done all of this for me, and it continues to change my life in ways I could not have imagined for myself. Truly, this profession can give you The Power to Amaze Yourself!

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**Lisa Wilber** has been selling products and recruiting new representatives for Avon since 1981 when she was eighteen years old. She worked her Avon business part time until 1988 when she got

downsized out of her secretarial job. Her Avon income dramatically increased after 1993 when she joined Avon's multilevel marketing program called Leadership. Lisa is multimillion dollar achiever, currently the #4 money-earner in the country with over 2000 representatives in her downline.

Lisa has been written about in the *Upline Journal*, *Home Business Connection*, *Wave 4* and *New Hampshire Business Review*. You can visit Lisa on her website and take advantage of all her free resources at: <http://WinnerInYou.com>.

