

## **Sue Brenchley**

“You do not rise to the level of your goals. You fall to the level of your systems.”

— James Clear, *Atomic Habits*

### Accomplishments

Thirty years of full-time Network Marketing Career

Married forty-seven years, four children, thirteen grandchildren

Earned over ten million dollars in commissions

Seven-figure income per year for over ten years

Passionate about serving others and suicide Prevention

Are you in “The Zone”?

We have all heard the phrase “In the zone,” but what exactly is the zone, and how do you get in it?! There are several different zones that you may be familiar with. There are comfort zones, safety zones, end zones, land zones, and of course, time zones. I have found several zones that have helped me build my network marketing business that you are probably not familiar with. These zones have helped me navigate the journey of learning to love the process of finding those who are ready to embrace the kind of benefits and lifestyle that only this incredible profession can provide. I’m excited to share these zones, how to get in them, and the power they might provide you.

So what does it actually mean to “be in the zone”? According to the dictionary, it is being in a mental state of focused concentration on the performance of an activity. One dissociates oneself from distracting or irrelevant aspects of one’s environment. If you are in the zone, you are happy or excited because you are doing something very skillfully and easily.

It is also known as “being in a state of flow.” In positive psychology, a flow state, also known colloquially as being in the zone, is the mental state in which a person performing some activity is fully immersed in a feeling of energized focus, full involvement, and enjoyment in the process of the activity.

Your goal should be to get into a flow state and stay there as often and as long as possible. This requires developing both your skills and your confidence. This will take time and practice, and learning to avoid spending too much time with people who aren't interested in your products or ready for your opportunity. I hope you master the skill of recognizing which zone your prospect is in quickly to achieve the result that is in everyone's best interest.

**Coaches Notes - I am excited that Sue is going in-depth on this topic. She has attended so many masterminds and invested in herself repeatedly. And this is even still when she is a top industry leader. As I read through her chapter, I smile because I am currently in a flow state. I have my phone off. I have all of my computer tabs closed. I am 100% present and focused on studying this chapter for myself and giving my insights on it to readers. Being in the flow state is the time hack to get more done faster.**

### **Instability Zone**

The instability zone is the most difficult and challenging zone to navigate. Many people we approach are in the instability zone, and although they need an opportunity, they might not be open or prepared to change their circumstances. Some people want the opportunity of network marketing but are fearful of starting. These are the people who do not have the ability to purchase your product even though they "need" them. They are the people who just lost their job or had some other financial tragedy and need to become stable before they can participate in your opportunity or benefit from your products.

The people in the instability zone are in pain and are usually unable to look further into the future because they have to try and solve their pain. They are people who want more but are often in denial that they can embrace opportunity because it seems unreachable. You might even be in the instability zone yourself, and I want you to know that you can absolutely work your way out of it. The caution for you as you work with people in this zone is not to get stuck trying to fix people. Too often, we want to save someone in this zone and end up frustrated and discouraged. Prospects in this zone must desire to change their circumstances, be coachable, and be willing to work.

The secret to genuinely helping someone who is currently unstable financially is to make sure you are not overpromising what they can expect while keeping focused on their participation in getting trained and systematically taking action. Without committed engagement in the business, there is a high probability that they will give up and quit. Most people are capable of overcoming their current circumstances, however, it is wise to recognize the people who might not have the commitment to change.

As you work with your team, something to consider is, would you hire them if you were paying them a salary? There is a reason employers have a probationary period when they hire someone. Not everyone will succeed in your business, so love them all while working with those who work and produce results regardless of their zone.

### **Looking Zone**

The next zone I call the looking zone. This is one of my favorite zones. I define the looking zone as the zone full of people looking for solutions to their problems and challenges. This zone is important because it helps us connect our solutions to other people's problems. I have found that if you can connect with people and find out what they are looking for, you might just be in the position to help them solve their problems. That solution may be connected to your products, services, or opportunity. However, there are times that it may just be pointing them in another direction. The beauty of the looking zone is the ability to connect authentically with people in their needs or desires and make a difference in their situation.

I learned early in my career that network marketing is a people business. I'm so grateful for so many mentors who helped me understand that financial success in network marketing directly results in helping people succeed. Products fill a need and are often the solution people are looking for. However, the real power of our offering is the ability for average people to build a network of people-moving products, which improves their quality of life. A network of people who move products will result in solid companies that employ people and provide for families. More importantly, these networks of people focus on personal development as they grow and progress into amazing humans. As we learn to love people who are looking for friendship, acceptance, solutions to health or financial challenges, and sometimes just a kind and caring connection during a difficult time, we grow! The best part of Network Marketing is helping as many people as you can and watching people improve their circumstances. When you are looking for people looking for what you have to offer and are ready and able to take action, you are in the best possible place to succeed.

To find people in the looking zone, there are several steps that are a must to master. First, know what you are offering. You must have a basic knowledge of your product and business opportunity. This will help you know exactly what value you bring to the market. Next, look for the problems that people are facing. These can be personal or professional. Finally, see your offer as the solution to everyone's problem, and start making offers of help. Throughout your network marketing career, you will want to find people in the looking zone as quickly and as often as you can.

As you present your products and opportunities, you will soon find that the majority of your success will come from the people squarely in the middle of the looking zone. The real power of the looking zone is that most people are looking for something. If you can connect and offer the gift of what you have to as many as you can, you will find success over time and change lives.

Every day we have the opportunity to connect with people and serve them. In this zone, people are hungry to change their circumstances. If your prospect is open to new things and in this zone, they will experience the best of what this business is about. I think back to that moment over thirty years ago when I was open and looking for health solutions. I found products that would change my health and new knowledge that allowed me to dream about a better life, and over time those dreams came true.

I am grateful for the people who were open to sharing and embracing me during a difficult time in my life. People who were looking for people in the looking zone. They were able to teach me about a product that would never sell on a store shelf because it required education and needed someone to tell the story of its value. That product was the solution to my health problem, and I am grateful that I was open to looking. I hope you are starting to understand the power of the looking zone. We all pass through the looking zone often and are met by those ready and willing to share and serve. Sometimes that service or sharing of products results in a sale or transaction that benefits us financially though often it does not. If embraced, it will always result in a moment of growth and, at times, lifelong friendships.

The secret to mastering the looking zone is embracing the art of service. Serving others needs and desires is a gift. Spending time in the looking zone finding the people who are not only looking for you but looking for what you have, is where we experience the greatest joy and prosperity. Occasionally people will go below or above the looking zone, and they start to lose focus as they get “out of the zone.” In order to stay “in the zone,” you have to be present there. Many people are tempted to spend their time looking outside the looking zone with little success and lots of disappointment. Don’t get in the trap of being in one zone and wishing you were somewhere else. Be in the zone!

### **Belief Zone**

Once you feel more confident and gain experience in this business, you will start to enter something I call the belief zone. You are starting to overcome some of your fears in the belief zone. You are starting to figure out who really wants help and how to help and connect more deeply with others. You are also starting to believe more in your product and company. Up to

this point, you may have been borrowing beliefs from other people. You may have used other people's testimonials and been in the "hope it works" phase. As you move into the belief zone, you start having your own belief in your products, your company, and yourself.

Often in this zone, I see people get into the flow of the business. They are learning what feels authentic to them. They are learning systems for getting people onboarded and successful while learning how to step up and lead. They are starting to see success and believe that this may be the way to create the life and success they have always wanted. A couple of things that will help you get in this zone will be to work on your own story. Work on writing down your testimonial and what you love about network marketing. Don't let self-doubt or other people's judgments get you out of this zone. In the belief zone, you don't need to convince yourself or anyone else because you believe! The secret to moving from the belief zone to the success zone is mastering the skill of sorting and avoiding the need to convince.

### **Success Zone**

The zone everyone wants to get into is called the success zone. This is the space that is above the looking zone. The people in the success zone are focused. They have found what they were looking for and are in the process of growing. They focus on education, advancing their careers, living their healthiest lives, and even growing in their current network marketing company. People in the success zone have mastered the looking zone, and it has paid off by getting sales and finding people interested in business opportunities.

One of the greatest things about the success zone is that it enables you to start to see the possibilities of this business for other people. On airplanes, they always talk about putting your oxygen mask on first before assisting other people. In the success zone, it's like you have secured your mask, and now you are ready to look around and see who else you can help.

This zone is where leadership starts to develop. You are not only helping people with a problem, but you are teaching them about the solution and how they can learn it and teach it as well. Duplication is key in the success zone. The better you show other people how to duplicate using systems, the more success you will have. Your goal: get in the success zone and stay there by inspiring and influencing others to succeed,

There can be downsides to the success zone. Too often, people want these successful people in their organization and think to themselves: "If that person joined my business and brought their team, I would have made it." I have watched people approach a successful networker by telling them that they should start over with them because they have a better product. Not a

great way to stay in the zone! The most important and respectful thing you can do if you are lucky enough to have the opportunity to associate with people in the success zone is simply to see if they will share their secrets and journey to success. If you have developed a relationship built on a foundation of respect, when they are in the looking zone, you will have their trust and that could position you to work together when their current circumstances change.

### **Comfort Zone**

This leads us to one last zone. The comfort zone. This zone can be the very thing that keeps us from success. The comfort zone was intended for us to take breaks and rest in for short periods of time. It is the zone that holds us back from our full potential. It's the zone that tells us that it's enough or too hard or not worth the effort. It's the place of settling when we are comfortable enough. As soon as you are comfortable with a skill, a rank, a paycheck, or anything you find comfortable, ask yourself, "what is next"?

The comfort zone will come and go in your business. As you learn and have more experience, you will get more comfortable. This is a great place to take a small break and then push yourself to the next level. Too often, I see people get stuck or want to stay in their comfort zone. This will be the biggest factor in your success. If you want to continue growing and building your business, you want to only be in your comfort zone for short spurts of time. Instead of talking about getting into the zone for this, I want to share how to burst out of this zone.

First, use the comfort zone to rest, and reset. Use the time to figure out what is next. Second, set a timeline. Don't find yourself hanging out here for too long. It's a lot like going on a vacation. Disneyland can be awesome, but not if you camp there too long! Last, focus on the next zone and what you want to accomplish. This will help you burst through the comfort zone.

### **Conclusion**

Wherever you are right now, there is another level to achieve. We are stewards of products, knowledge, relationships, and purpose. We are incredibly blessed to live in a time of change and a time where more people than ever are in the looking zone. People who are looking for solutions.

People who are looking for you!

**Coaches Notes - You will go in and out of different zones, and now you know them all. If you apply this knowledge, you will be able to shift up in zones more frequently. Applying**

**this knowledge will teach this chapter to your current and future teams. Get in the ZONE, my friends. You don't lack time to have success. You lack focus.**