



## Papa Rock Stars Podcast

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## Michelle Egan - Paparazzi Jewelry Elite Leader Interview

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Michelle Egan shares her Paparazzi story with us along with some tips to have a rockin' Paparazzi business while also having a busy life! You won't want to miss this power-packed episode!

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## Training:



Today I am super excited to welcome to the show, Michelle Egan. Now, let me tell you a little bit about Michelle, here. Michelle is a Maven A-lister. She has, as of the time of this

recording, about 9568 team members, so they're getting close to 10,000 team members.

Michelle joined Paparazzi in June of 2011, so she is coming up on her 6th anniversary with Paparazzi. Michelle is Crown Club 25 and Life of the Party with Bronze access.

She lives right in the heart of Utah and she was the first one in Paparazzi to hit 2 Elite ranks in 1 year. That's happened a couple times since then, but Michelle was the first. She was kicking butt and taking names.

Michelle is the busy mom of 5 boys. And let me tell you, if you think that you are too busy for Paparazzi or if someone is telling you you're too busy for Paparazzi, just take a look at the things Michelle does in 1 day and it's more than most people get done in an entire week. So that's not an actual excuse. Don't let that hold you back.

Michelle has also been married for 24 years to her husband Kelly and they have a beautiful family.

Michelle, did I leave anything out?

Michelle: No, I think you got everything.

Awnya: Awesome. Well, let's jump right in!

### How did you get started with Paparazzi??

Michelle: Well, first of all, I wanted to say thank you so much for having me on the call today. I'm super excited to be here!

So my paparazzi journey started obviously back in 2011. And I was actually the PTA president at the time at my little boy's school, at the elementary school.

And one day, I was at the school, I was doing something PTA and I walked into the teacher's lounge and there was the cutest display of jewelry set up in this teacher's lounge. And I happened to spy this pink ribbon necklace that was hanging on this board. And all I knew was I needed to get my hands on this necklace before my board members who were walking behind me got to it first.

So anyway, I grabbed that necklace. I grabbed a few other necklaces and then, at that point, I noticed on the table there was a little honor envelope that said, "Everything is \$5." And I thought, "No way! There is no way this jewelry is only \$5."

I grabbed a few more pieces and along with that I grabbed the business card of the girl who had left that cute display in the teacher's lounge. I called her up, a total stranger, and I said, "You have got to come do a party for me!"

Of course she was more than happy to oblige. And she came and did a party for me. I invited all my friends and family and had an amazing party. In fact it was over \$800. During the party, this consultant had mentioned about becoming a consultant and the advantages, but it never even occurred to me that I would do it. I had never done direct sales before, so basically it went in one ear and out the other.

It just so happened, when I had called my sister to tell her to come to my party, she says, "Hey, I'm having one of those parties." Luckily I got my party in first, but because I'm a good sister, I went to her party and supported her party.

What I loved about it was, when I went to her party, it was a different consultant and it was a completely different inventory that she had there. So I picked a whole bunch more pieces at that party.

And my niece had called me when I had told her about the Paparazzi party I was having. She said, "Oh I think that's the stuff that [her friends' sister in law] was doing." And so just after having my party and seeing how much all my friends loved it and just swarmed to the pieces, and a lot even still like me, not knowing how much it cost.

And then going to my sister's party and seeing the advantages of the individual consultants having their own selection of jewelry and more opportunities to buy, I said to my sisters, "This is something that we could do together. This would be fun."

I have to tell you that they all looked at me like I was insane because I am so busy all the time. And I was especially busy then. But every day was like a frantic race to get people where they needed to be and in a lot of cases I had 3 boys that had to be somewhere at the same time and my sisters were the ones I was calling in tears because I didn't know how I was gonna get everything in and be everywhere I needed to be and they were the ones helping me out.

So to suggest adding 1 more thing to the already busy schedule that we already had was insane to everybody. But I don't know. There was something about this jewelry. There was something about it. I had seen the excitement around the people when they were shopping and I thought, "We're doing this."

And so, they were reluctant, but I'm convincing and I'm passionate about the things that I want to do and I talked them into it. We signed up and away we went and we never have looked back. We jumped full speed in, started partying, and have loved it ever since.

Awnya: Now I seem to remember in the Paparazzi breakout session, that you were saying the day that you actually signed up you like asked your husband for his credit card... Remind me of how that went.

Michelle: Yeah. So, When I do something I want to go big and I knew that I wanted to have lots of inventory. I knew that women want choices and so at the time when I signed up, there was actually a bigger kit that was \$700 I believe it was, \$699. And that was the kit I decided to sign up with.

I thought, "Well, I'd better let my husband know that I'm doing this." I formed it in the form of a question, even though I already had my mind set up that I was gonna do it. Now when I asked him, he was actually sitting down and watching a game.

And so it was kinda the perfect opportunity to broach the subject and I could tell that he was only, you know, only half listening. And I was actually quite surprised when I said "Hey, I wanna sign up and do this cute jewelry business," and he kinda just gave me the nod of approval and said, "Alrighty then."

So then before he even had a chance to change his mind, I hit the submit button. Not gonna lie, I almost threw up myself when I did that because I didn't know anything about direct sales. I didn't know anything about Paparazzi other than it was super cute, women loved it and it was \$5.

So I hit that submit button. Now I don't know if he has some kind of an alarm on his phone that tells him when I spend money or maybe it's just over a certain amount of money I spend, but within minutes of me hitting submit, I could hear him stomping down the hallway and he's like, "What did you just spend \$800 on?" And I said, "I asked you if I could sign up for this jewelry company."

And he - at that point it was too late, it was already in. And I will tell you, it took him a matter of days, if not less to realize the potential of this business. And with guys, it's all about the money. He'll tell you that every day, every time you ask him. And he actually loves this business and loves to be a part of it. He's very supportive. And like I said, it didn't take him long to jump in with the program

Awnya: That story totally makes me giggle cuz my husband, it's a similar story. I talked to him about it and we discussed it for quite some time because he had actually been laid off and so we really didn't have a source of income.

And he's going, "You want to sell jewelry, but you don't wear jewelry." And was like, "Well, but it's \$5 jewelry." And I'm sure to him, that didn't make a whole lot of sense. So his very first paycheck, we needed to pay our rent. We needed to pay all of our bills we hadn't been able to pay but I took what I could and we bought a starter kit with it.

And within 4 days I had sold all of that and ordered 4 more times because I'd sold so much of it so quickly. And he said - 4 days after I'd started, "Well, why didn't you start with the bigger kit!?" And I'm like, "Hunny, at the time, you would have killed me if I had gotten the bigger kit!"

Michelle: That was the same thing for us. I signed up with that big kit and I was thinking, "What did I do?!?" But I had planned a "pop the box party." I knew when my starter kit was going to get there. I called a few friends and neighbors and sisters and they brought a few friends and we just had lunch and they got first dibs on my starter kit.

And just between that little get together and then people seeing me so excited about it and wearing the jewelry around. I sold more jewelry out of that, that I had to order again before I could even have an official launch party.

Awnya: People don't believe us when we say, "It sells itself!" But it really, truly does!

Michelle: Yes, it does.

Awnya: Well, let's jump into the next question.

## **What is your Paparazzi why? Why do you do Paparazzi?**

Michelle: Well, I get asked this a lot and honestly, I always have a hard time putting it into words. And it's not because I don't have the words, it's just because it means so much to me. Paparazzi has been such a blessing in my life.

It has done more for me and my family than I can ever begin to express. I love that I have a "job" (and I'm doing little air-finger quotes here) that allows me to be a wife and a mom. I have, like I said earlier and Awnya told you, I have 5 boys and they are so busy. They are into every sport imaginable and a million other things as well.

When I say they are busy, we have on average 21 games a week, between the 5 of them. There was 1 particular Saturday that had 14 games in 1 day.

But there's more to it. I love that Paparazzi allows me the flexibility to be that wife and mom and I can work my business around it, but like I said there's more to it.

There's often times that as a wife and mom, so much of our days are consumed with the wants and needs of those around us that we can sometimes forget about ourselves. With Paparazzi, I found something inside of me that I never even knew I was missing. It stirred up a passion and a drive within me that I am so proud of and that I hope makes my family proud too.

I'm good at it and it's my thing. Obviously, in a house full of boys, there's not a lot of girl stuff going on. But, it's more than that. It's something that I do and that, I'm good at. I love that I have a business and a successful business at that. There's a lot of times that my boys don't even realize that I have a job or that I work.

There was one day and it was one of my older boys, he was 18 at the time. He had called me into his room and he needed money for somethings. And the way he asked me kinda put me off. It was like, "Hey, Mama, I need money for this," and I said, "Well, too bad that you don't have a job that you can have the money to pay for it."

And he looked at me and he says, "I don't need a job, Mama. You know, you give it to me." and I said, "I work hard for my money." And he just looked at me and was genuinely confused and he says, "You don't have to work."

And at that moment, first of all I wanted to smack him upside the head because I work hard at my business. I give it a lot of hours, but I can work it around their schedule. And so I have managed to build one of the top teams in Paparazzi. And I work and I make a really good living and my boys don't even know that I have a job.

So while I was frustrated with him that he thought that, and I thought he was a spoiled brat, I have to say, I'm there for them when they call and they need a homework assignment run down to them because they forgot it sitting on the kitchen table. Or if there's a field trip or a choir concert or if they are sick at school, I don't have to ask the boss if I can leave. I'm there for them and they don't ever have to doubt that.

But also about my why, it's about the AMAZING people that I get to work with and associate with. I love that I get to work with them and help them take steps to make their dreams come true too. I love the hostesses and customers that I have and I just am truly so blessed to have this kind of a why as far as my Paparazzi goes.

## **Now do you feel your why has changed a little bit from when you first started till now being a Maven A-lister.**

Michelle: Oh, for sure. It has changed. And it has changed many times. When I first started it was on a whim. I loved the jewelry and I loved the price and I thought it would be something fun to do with my sisters.

And I tell you though, it wasn't long before I knew it would be so much more than that, and to evolve to where it is today.

Awnya: What a powerful why. A lot of what you say resonates with me so deeply and I have a hard time not getting emotional when you talk about being there for your kids. That touches me so deeply so deeply so thank you for sharing that.

Now we are going to take a little bit of a shift. This is actually one of my favorite questions because a lot of times, consultants, myself included, we see you Elite as, you can do no wrong. Like, you've never had a bad day. You've never had a bad event. You don't even know how those go. And so I love hearing this story, your worst Paparazzi moment, because it helps me realize that you know, you guys have had those bad moments too and you picked yourself up and you kept going. So Michelle,

## Tell us about your worst Paparazzi moment

Michelle: When you say “worst moment”, I don't know that I could have anything super specific as far as that goes, but I will tell you that there are a lot of frustrating days. It's hills and valleys. And one thing that I think people need to know is that doesn't ever change. It's from star consultants - brand new consultants - all the way up through Impressionista. You just have to know that it's not always gonna be good days and fun times.

I would have to say though that there was a time when I stopped having fun with my business and I got comfortable with being where I was. I let actions and negativity of others influence my attitude and the energy I had towards my business. I think it's so important to always be shooting for something and to have goals. Don't ever be fine to be where you are because there is always something awesome ahead waiting for you to decide you want it.

And I'd forgotten about that. I'd been going for these goals and I got to where I wanted to be. And I guess I was fine to be there and I stopped working like I did and I stopped having fun with it. And my husband said to me one day, because he could see me. He could see that I wasn't in the place where I had been with my business. I said, "Well I don't know what you think is wrong." And he said, "I think you've stopped having fun with it."

And it was so true!

It's also important to get rid of the negative influences in your life and in your business. Cuz when you keep things positive, it honestly makes a world of difference. I needed to stop looking and being influenced by these people around me. I needed to just keep my head forward, focus on what my next goal was.

And make goals. I think there are a lot of people that you get to a certain rank and you lose belief in yourself or you think, "Oh, that's going to be too hard to get there"

I tell you what, I was there. As long as you think that way, you will never get to that next step. And it wasn't until I decide that I can do this and that I needed to be an example to my team and to those who were watching me, that my business started moving again and things turned around for me.

Awnya: So don't forget the fun factor, right?!

Michelle: Yeah. And that, you know, your business is your business. It's up to you to get out of it what you want. You don't need to rely on anybody else to do that. You have resources, you have help. And people want to help.

Don't worry about what everyone else is doing or saying. Give your best self to everything you do. Stay focused on the road ahead. And right, most of all, have fun.

Awnya: I think my favorite part that stood out in your moment there was that you said, "There's hills and valleys. It's not always going to be good days and fun times." And I often times forget that as a Mom and a Paparazzi consultant. So I loved that! But

## **What is the lesson that you want to highlight from your worst moment for the listeners?**

Michelle: I think it would be just those things, is that you need to set goals. I'm a firm believer in goals. Decide what you want, where you want to be. And it can be small things and it can be big things. That's the beauty of this business is that the things that I want out of it, might not be the same thing that other people want out of it.

And as a leader I had to learn that. When I talked to my team members, it was okay if they didn't want to team build. It was okay if they didn't want to do home parties and chose to do it their way. Because as long as it's working...

It's important for me to be an example and for those of you who are listening, be an example to those around you. And be positive and encouraging and focus on your own self. Don't look to the left or the right of you and compare yourself to what others are doing.

That was what I was doing. I saw other people that maybe were going a little bit faster or doing things maybe a little bit better or at all and instead of focusing on myself and how I could make myself better, and improve on myself, I was always comparing to others. I guess that what I would ask others to take out of it. Be proud of yourself and the actions you are taking and set your goals and go after them.

Awnya: Goals are so important. Somebody said once, if you don't have a goal, it's like trying to get to a destination but not knowing how to get there. Like if you didn't know you were going to Disneyland, and you don't put that in on the GPS, you might end up at Mount Rushmore.

I completely agree, goals are so important. Michelle,

## **What is a habit you have that contributes to your success?**

Michelle: I would think the number one thing is consistency. You just have to be consistent with your business. You need to do something every day for your business and it should be as much of a habit as brushing your teeth. Wake up and before your feet hit the ground, think about your day and all you need to accomplish. Then decide how you will work your business into it.

Obviously we've talked about me being so busy and every morning when I wake up, I think, "Okay, what do I have going and how am I going to work something about my business into my day." Because sometimes I can fit a lot in and sometimes I can just fit a little bit in. But what's important is that I'm consistent and every day I do something.

And there are days that I know that I'll be running all day long and going to be in the car, so maybe I'll plan for phone calls in the car while I'm waiting at carpool pickup. My bling bag is always with me and my business cards.

And I always have my jewelry on regardless of how I'm dressed. Cuz sometimes I'm out and about in sweats. But dang, I have a necklace and earrings on for sure. My life isn't getting any less busy. It seems as though they grow up, they're only getting more busy.

So I have to always find ways to stay consistent with my business even with a busy lifestyle. And I do. That's the beauty of this type of business. You can work it in to any life style if you choose to do it.

Awnya: I liked what you said right there at the end, "If you choose to do it." It is definitely a choice. Like, when I sit down at night and instead of posting new pictures of jewelry into my sales group, I watch an episode of Bones or NCIS. Or maybe both, you know, cuz Mom's had a hard day.

But if you are serious about your business and you're making those consistent steps, it's less appealing to maybe watch 2 episodes of somethings on TV. Like, that's something I've definitely had to let slide as my business has started to grow a little bit faster, a little bit more and I don't mind it because I'm so committed to what I'm doing.

### **Michelle, what advice would you give to a brand new Paparazzi consultant just getting started?**

Michelle: I would say, GO ALL IN. And I'm saying that in all capitals. Don't doubt yourself. Be confident and get after it. Don't wait till your starter kit to arrive to start working and promoting your fun new business.

You won't know all the answers right now. It's okay. The passion, confidence and excitement that you have for your business is what will draw people in and they will accept the opportunity with the same attitude that you present it.

Awnya: Passion, confidence, and excitement. I love those 3 words.

Some consultants start to feel a little bit stuck in their business. Maybe they are in one of those valleys that we talked about earlier.

### **What is one thing that you would suggest to them to maybe get unstuck?**

Michelle: I would say, find yourself a business building buddy. Reach out to your sponsor or upline. There's too many times where people give up because they need help. They get discouraged. Maybe they run out of ideas and so on. You have strong uplines and sponsors. And you have fellow team members who are there to help you and most of all they want to help you.

One of the things I have done with my team is to arrange Business Building Buddy groups and usually there are 3-4 in a group and they work closely together. They share ideas. They encourage each other and in most cases they become the best of friends.

Whatever you do, do not give up. There will be times where you feel like nothing you do is making a difference. Nobody is paying attention, but I can tell you this with all certainty, every little effort you make matters. People are watching and they want to see you give up because it makes them feel better about their hesitation to join you. So you show them. Be consistent and confident.

Plant seeds daily and before long they will grow. I can tell you that I will make posts on my Facebook timeline... I have over, I think, almost 3000 friends on my timeline. I can make posts about my boys and my family, random things, and I'll get comment. I'll get likes.

And then I'll post something about my business and a lot of times it will be crickets or it will be other Paparazzi consultants commenting and so I was kind of feeling frustrated and maybe even a little embarrassed. I'm like, "Oh, maybe I shouldn't be posting about my business. People don't like it."

I even had my son say to me, "Mama, nobody comments on your Paparazzi posts." He is my one that really worries about me and doesn't want my feelings hurt. I think it was his way of saying, "Don't do it. Don't post," you know.

But then, this is what I learned... There are people that knew too much about what I was doing about my Paparazzi business and the jewelry. And out of the random blue would contact me to have a party or even join my team that had never once commented on a post. They had never said anything to me about it. They had never called me. There was never a conversation, but they knew. There will be people who go to see my husband, he's a dentist, and they can tell him about what I'm doing in a day or where I have been . .

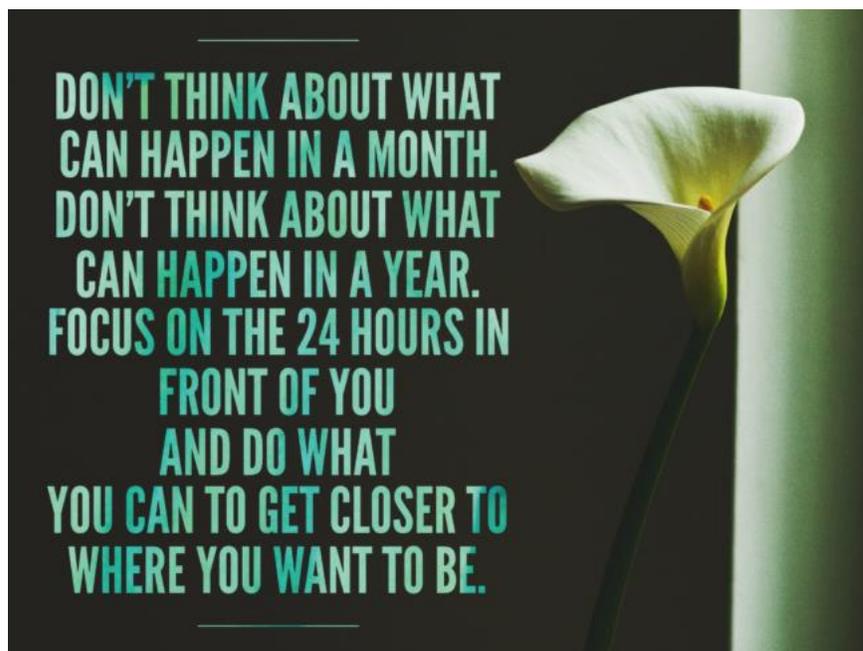
Just stay consistent with your business and do not give up. Reach out to your upline and sponsors and find a business building buddy.

Awnya: I'm gonna highlight a thing that you said there that really stood out to me. You said "Every effort you make matters," and "There are watchers." People that never comment, never say anything and they are just watching you. So you just have to keep putting it out there.

Because the efforts, they matter in the long run. Like you were saying a few minutes ago, when you go out and you're in your sweatpants, but you still have on Paparazzi, people notice that. Keep pushin' through.

## **What is a quote that inspires you?**

Michelle: I think one of the quotes that inspires me, it says:



This helps me because, honestly, with the schedule that I have and the business that I have, it's crazy. And I most of the times can't even focus on tomorrow until 10:00 the day before. Because I get anxious about it and I feel like I'm falling short, and that quote helps me to feel reassured that, you know what, I have these 24 hours. I'm going to do everything I can. And it may not be enough, and it may not be all that I need to be doing, but I'm gonna give it everything I have to give. And that's okay.

Awnya: It helps you be more present in the moment too. Enjoy the people you are with more, enjoy more of what you are doing instead of worrying about the past or the future.

## **What is a book you'd say is a must read and why?**

Michelle: I love Sarah Robbins. Her book, Rock your Network Marketing Business: How to become a Network Marketing Rock Star.

Sarah has a great story and is super relatable. She is passionate about what she does and teaches in a way that it just clicks. She has some of the best tips and I always find myself coming away with a new charge for my business when I read her books.

She does have several books in a series and she also is on Facebook. She just has a light about her and when she speaks it's in a way that people can relate to. It's not big words and extreme ideas. Its simple concepts, basics that will work in your business and her books just kind of spell it all out.

Awnya: She is amazing. I think she has a newsletter that I'm on and I like, devour those.

Last question. Here on the PapaRockStars podcast, we like to do a weekly call challenge.

## **So what is 1 thing you would challenge the listeners to do in the next 7 days to take action in their Paparazzi business?**

Michelle: Okay. I want you all to make a Chicken List. And what is a Chicken list? It's a list of those people you know that would be amazing at this business. Whether it be as a team member, a hostess, a customer or even someone who you know would give you great referrals but for one reason or another, you are scared to talk to them.

You are scared to talk to them. You are scared to ask them. You are scared to tell them about this opportunity. So my challenge to you is to make that list and I want you to call them. Approach them. Message them. Call them preferably. That way, they can hear your excitement and your passion for your business. There is a reason these people stand out to you and you need to go with your gut on it.

Awnya: The Chicken list. I love that. Awesome! Well, thank you Michelle for joining us on the show today!