



Papa Rock Stars Podcast

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[Episode 065] Back to Basics

Did your business start out with a Bang and now its starting to fizzle? Or maybe you hit your stride for a month or 2 and now things are less than great? Let's talk about what you can do to get back to awesome!

Listen Now:

<https://PapaRockStars.com/back-to-basics>

Training:

Athletes are a great example of how the basics can help you to be successful. Take football for example. They drill, the rehearse, they practice for hours and hours and hours every day. Do the drills change? Not by much. One day they might work on endurance and the next on footwork. The next day they might focus on passing and the next day on tackling, but day after day, month after month, they practice.

Maybe football isn't your thing, let's try basketball. After they get to the college level of play, do the coaches say "Well, by now, your dribbling and shooting skills have gotten as good as they are going to get, so let's just cancel practice. See you at the game!" Not at all! They spend hours on ball-handling and shooting. They practice and practice and practice so that when the pressure is on, they can perform.

So how does this apply to your business? Well, what are the basics of your Paparazzi business? If Paparazzi were a sport like basketball or football, what would our coaches be drilling us on every single day?

Excitement –

When I think basics, I think back to the beginning of my Paparazzi journey. The excitement I had back then was so contagious!! It was exciting to get up and work my business every day! So what are some of the ways you can bring excitement back into your business??

Order new jewelry! There is NO better way (IMO) to get excited than to order a bunch of really cute, brand new pieces of jewelry! And then once you've hit the Send button on

your order, download those pictures and start sharing them with your friends and customers.

The second best way I know of to get excited again is to start selling jewelry!! This is totally a continuation of my last point, but so true! Once you've ordered jewelry and got it coming in the mail to you, starting to sell it before it even arrives on your doorstep is a great way to keep that excitement growing! So share, share, share!! Get your customers excited about your new jewelry coming too!! Who knows! You might sell the entire order before it even gets to your house!!

Talk to a friend or upline and let them know you are struggling. Ask what they think you should do to give your business a jump start! I always feel better after chatting with a friend and coming up with a game plan. Lean on the strength of your leaders and Paparazzi sisters to help you when you need it.

Listen to some of the Elite Leader Interviews. Each leader shares a tip to help consultants who are feeling stuck in their Paparazzi businesses and they know what they are talking about! And as a bonus, you might find a business changing tip as you listen and get inspired!

And last – get moving. There is something about physically getting up and getting moving that gets you pumped up and energized. If you are feeling like you are in a slump, do some jumping jacks, go for a walk or jog or do some yoga. Change positions and get that blood flowing. This is a sure-fire way to get that negative energy heading for the door.

Think back-

Sometimes it takes a little bit of reflection to see where you might be faltering. Think back to the time when you were MOST successful. When you felt you had your Paparazzi mojo. When you had the MOST sales or were having the MOST fun. What were you doing?

Was there just less pressure? Were you doing more parties? More events?

Were you doing a monthly or weekly team newsletter? Or an opportunity night?

Were you holding a weekly or bi-weekly team meeting or a booking Blitz day?

Any of these things could have a massive impact on your business, but if there was something you WERE doing when you were having amazing success that you stopped doing, maybe you should try starting it up again. It might be the key to getting your business back on track.

Make something new-

So maybe you haven't changed what you are doing, but things seem to be tapering off anyways. Maybe shake things up a little bit and see if that helps. For example, if you are always just posting jewelry in your VIP group, maybe post a question or a game.

If your FB parties are lacking in sales, maybe change up the Paparazzi Images and Graphics that you are using and see if that helps spice things up a bit. Sometimes it isn't a matter of being consistent, its just that things aren't new anymore, they aren't as exciting. Try to bring some of that excitement back by shaking things up a bit!

Find a newbie-

Sometimes one of the best ways you can get back to basics is to help a new consultant get started in her own business. As she is getting her business off the ground, it can get you energized and excited and help remind you of the things you were doing when your business first started.

So follow up with anyone you've talked to about joining Paparazzi and see if they are ready to jump in with you. If the time is right, it could be perfect!

Work it Daily-

When things are going good it's easy to want to spend time on your business! When you aren't seeing the results you want, it's easy to want to take a step back or to spend less time working on your biz.

For me, this took some SERIOUS reflection. Why did I not want to keep going? What was it that was most uncomfortable? In my mind, the lack of results or responses to my posts and efforts was kind of a showing of my lack of popularity. When people weren't watching my live videos or commenting on them, I was taking that as a direct reflection on myself.

Once I realized this, everything changed for me. In reality, I might have just picked a night when people were all busy! Or maybe the time of night I was working or posting wasn't working for people. There are a hundred reasons why they might not have been responding right away. Now, when I have an "off night", I can easily take a step back and regroup and keep pushing forward!

How much time are you spending on your business EVERY day? And what are you spending your time on? Here's my suggested breakdown for how you should be working your biz-

Booking: 1/3 of your time

Sales: 1/3 of your time

Recruiting and Team support: 1/3 of your time

Minimum of 60 minutes a day.

So if you are sticking to the 60 minutes, then that is 20 minutes in each category. Set the timer and Get To Work!

Choose the category you want to work in and push HARD. Do as many things as you can during your allotted time. When the timer goes off, move to the next category! Simple!

You can choose to work it all at once or in chunks throughout the day, but the important thing is that you are working each area and that you are doing it every day!

The bottom line is, when you get back to what worked for you when you were most successful and/or focus on the fundamentals of your business, you will meet with success.

Show Challenge:

How much time do you spend on your business every single day? If you don't have a time already set aside, decide on how much time and WHEN you are going to work your business every day. This will be a game-changer in your biz!