

Jackie Ulmer

Scent-Sations is the fourth networking company Jackie's been with and she's clearly learned how to do it right. She's at the top of the pay plan with a growing organization of 3500 people. Partnership and personal growth are the keys to her success and lifestyle is her reward.

with ATTACHMENT

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You can learn what you need to know about the basics of network marketing in less than an hour: How to talk to people, how to develop your elevator speech, how to use your products, show the plan, those kinds of things but the real growth begins when you move into developing yourself. Whew!

How did you first become aware of network marketing?

I actually first became aware of network marketing when I was 19 and I was introduced to Amway. I didn't really understand 'network marketing', that terminology never came up. I wasn't interested, because of my age, mostly, but I never lost the concept of the circles and residual income. So, that was my first exposure although I didn't do anything with it.

Fast forward about 10 years and I'm a new mom and I want to be home, but I also want an income. I love being a mom but I'm one of those moms that need something else, too... something in the adult world. My dad

always had his own business and that entrepreneurial spirit has always been in me. I've always looked around at all kinds of things that I might do to earn an income. So, I was really researching a lot of things I could do from home. I was looking at data processing and things like that, but I quickly realized that my income would be strictly limited to my available time and some of that would require set hours dependant on the clients' needs and deadlines. So, that wasn't really what I was looking for and it didn't intrigue me.

I continued looking and everything kept pointing me back to the network marketing industry.

Books that I would read, work at home magazines, different things like that kept pointing me back. I was pretty skeptical, not because I was educated about it, but just from things I had heard from other people.

I came to find out that little of that was relevant to me. So I decided to research it on my own and came away with a pretty good impression, overall, of what network marketing could be and I decided to jump in.

I had a friend who had worked a number of programs; seventeen to be exact, until he found the one that was a fit for him, and he had approached me about it and the time was right. I was interested.

What was it that interested you most?

What interested me most was the ability to set my own hours, be my own boss and ultimately set my own income and not be limited by anyone other than myself.

No mention of product?

That particular company was a telecom company and the fact that there really was no tangible product really did appeal to me. I kind of bought into the 'no lotions, no potions' mindset, although I've since outgrown that.

Yet then, the intangible product appealed to me initially because I didn't want to stock product and my prior exposure to Amway indicated a hands on product need.

I jumped in with both feet... sort of. And I say that only because I'm a recovering 'analytical'. The day that my sponsor left our house, before we had ever even signed up, I had every piece of literature that the company had ever produced heaped on my dining room table, so that I could go through it all and analyze it, critique it and educate myself and do everything.

So, I did get myself started, but I will never be recognized in the network marketing hall of fame for being a fast starter because my own analytical tendencies really slowed me down. I encourage anyone who has those to get over it and just move forward!

I got started, did pretty well pretty early on. My husband and I worked that business together and we were a classic case of at least being willing to make the list and make the contacts. We had our "chicken" list... those people you're afraid to call, because you feel like they're already successful or they don't have time or they won't be interested for whatever reason.

About our fourth month in the business we did contact someone on our "chicken" list, he ended up getting involved and building the biggest leg in that organization. Of course, this really launched us into success with network marketing. So that was a great thing but I was not at all ready, at that time, for being thrust into the role of leadership and mentoring and growing a team. I really have to credit my sponsor at that time for being the one who really did lead that team.

I was definitely in a growth mode at that time. New mom, again, with the second child and I wanted everything that went along with network marketing in terms of the income and the time freedom, but I struggled with the balancing act of family demands and business demands, because those are there when a business really takes off, really takes hold. We were lucky— if you want to call it luck— in hitting a home run fairly early on that kind of went off on its own and grew despite us.

Jackie, did you have any 'career' that you were involved in?

Yes I did, I was in airline marketing. That was a great job, as far as jobs go, I traveled the world on an expense account, wining and dining corporate accounts and travel agents and getting them to commit, to some extent, to fly on our airline. It was wonderful. My husband is an airline pilot though and... those two jobs together really didn't click with raising a family.

And that was one of your reasons for wanting to get into network marketing?

Yes, that's absolutely my reason for looking at network marketing. We had made a decision very early on, pre-kids, that when we did have children I would stay home, because we wanted to raise the kids.

But it's difficult these days to make it on one income and I also had the desire to have something of my own.

So, you started to do pretty well with this thing.

I started to do pretty well and worked that business and grew with that business for about six and a half years. It was good to me, but I hit a wall in terms of my desire to stay with that particular company, that particular type of business.

Tell me about that wall.

The wall really was about how the pay plan was structured. I was making good money, but most of my downline were not. Attrition was horrible and that particular pay plan was really top heavy— really set up to only reward

those at the very top. It was very difficult to get a person paid early on. I think that's a key with network marketing. To get somebody to a point with their belief and solidifying them in the industry you want to get them a paycheck as fast as possible. And it wasn't easy to do that with that company, which, by the way, no longer exists.

So, I hit a wall in terms of some of the requirements that were demanded of a leader; participation in a weekly meeting, a weekly training, and I really didn't want to do that.

I had discovered the Internet about six months prior to my decision to leave and found my niche and I really wanted to literally build my business from home. I didn't want to be required to run around to meetings.

My kids were very young and with my husband being a pilot he was frequently gone. It got to the point where I felt I was lying to people when I told them I had a home-based business, because I was running all over meeting people and going to this training and that event. So, I hit a wall in terms of *how* I was working the business and also a wall in that company. So, I left in search of greener pastures.

That search had to be different than your first two exposures to network marketing... what were you looking for?

I had a pretty solid list of criteria; I was looking for something I could do online, so I needed a company that was very forward thinking and forward moving in terms of the Internet. I found that there are a lot of companies that seem to be afraid of the Internet, or they don't like it or they think they will lose control in some way.

I was looking for a company that had a website in place and some

systems and capabilities already available.

The second thing was it had to provide a pay plan that I thought was equitable. A pay plan where the money is good at the top but also where it wasn't difficult to get somebody paid and keep them in the business.

And this is an outgrowth of your disappointment with the previous company where you were making good money but your people weren't?

Exactly!

Was there an insight from that, like... this is the way it *should* be or it's the only way to grow an organization... or have it last long... or to maintain loyalty... anything like that?

Well, because of the Internet I was able to do a lot of research and see a lot that was out there. I was able to research what was going on out there. I was able to look at attrition rates in the industry and things like that. I really got an eye-opening exposure thanks to people like Rod Cook and Len Clements and a lot of people I was able to interact with in forums and online who really did open my eyes to the good, the bad and the ugly, in terms of pay plans and companies.

So what did you choose?

Initially I chose a nutritional company, I went with FreeLife International. The third component that I really wanted to have in place was a strong upline who was using the technology that I wanted to use. And I found that with FreeLife. I found a team that was using the Internet, that had some tools in place, had a pay plan that I liked and I'm familiar with Dr. Earl Mindell, the formulator of the product line and almost everybody had either heard about or read the Vitamin Bible. So that to me was a good combination in terms of everything coming together; Having the credibility, the comp plan and everything I wanted in place. So, I got started with that company and away I went.

And that experience went really well. I was well on my way moving myself up through the ranks, I was developing a downline, and I was working almost exclusively online. I'm not a downline 'raider' so when I left my first company I didn't contact people. I let my key leaders know I was making

a change, but I didn't mention where I was going and I never went back through that downline and tried to bring people over to my new company. I figured that anybody who wanted to come would, and a few did, and a few later on have shown up, too.

But I wanted to be able later to run into any of those people and look them in the eye and feel okay with my decision and know that my integrity was solid in how I went about building a second business.

So what were the things you did in building that business that really worked?

It started with a personal website that promoted me, first, in terms of my commitment I would make to my team and the business second. That's important to me because I think that people really do buy in to the *person* first and foremost. Once they've bought into that person and their integrity and commitment, then they're much more open minded when looking at what the opportunity is and maybe seeing it in a different light. So, I really got busy out on the Internet developing relationships.

You know, the Internet is one of those tools that works very much like the offline community. In building my first group, I went to networking groups, I went to Chamber of Commerce meetings, I got really busy out in the 'real' world, the business world, making contacts and developing relationships. The Internet works in the same way. There are little communities all over and the goal is to get out there and find those communities and build relationships in much the same way.

What were some of the communities that you focused on?

My target market has always been stay-home moms and more specifically stay-home moms who *want* a business. So, I got busy first at a lot of the mom sites, the mom communities out there. Parenting communities, work-at-home mom communities and things like that. Then of course I found the network marketing communities as well, the

GreatestNetworker.com site being one of them. I got out there and got involved, met people, and shook hands on the Internet as Max Steingart would say, just began to meet people and develop relationships.

A lot of people do get on the Internet and think it's just about spamming their business to anybody and everybody, regardless of whether or not the person is even interested. It's really not about that at all... it's about getting out there and meeting people and filling a need.

As with any business, for instance when you walk into a car dealership, the salesman's job is to fill your need, and that is to get you into the right vehicle. It's the same thing when building relationships out on the Internet, whether it's a business or a product that you're promoting, and your goal is to be out there filling a need.

Sometimes filling a need with people on the Internet is they have a basic question about how to develop an elevator speech; an elevator speech being how to introduce your opportunity quickly and concisely to people when you meet them.

Sometimes it's just being helpful, being a friend, being a coach and mentor to people who aren't even in your business. Over time, when you put yourself out there, people get to know you and know your name and you brand yourself through your name and through your website and through the things you offer. This creates a situation where you will start attracting people to you. And on the Internet what that typically means is that they'll click the link in your sig file and go to your website which is the goal. You meet them there and they can decide for themselves after reading about you and your opportunity, and a certain number of those

people at any given time are going to want to partner with you. It doesn't happen overnight.

So your strategy was purely getting into relationship and getting into the flow of the given forum or community and contribute, trusting that if people picked up on you and saw there was a fit, they'd come after you?

Yes, exactly! And it worked, it's still working. And one of my 'issues' with network marketing has always been this:

If I opened a MacDonald's I would let all my friends and neighbors know about it, but I wouldn't ask them if they wanted a job.

I've kind of always felt that way about network marketing. I like to use the third party approach anytime I'm dealing with warm market and say, "look, this is what I'm doing. You may be able to help me and maybe not. I know you know some people who... etc. " and I like the ability that the Internet gives me to develop relationships and never point blank have to say to you, "look, do you want to join my deal?"

I want people to join my deal, if you will, because they've had the time to research me, have had the time to research my commitment and my company and make an educated decision that says, "all right, I'm not jumping in because you've over-hyped this thing, I'm getting involved with you and making a conscious decision, because I've seen this and I've seen that, etc. That really develops a relationship and a partnership. And a partnership is what really needs to be there to make it successful.

A leading question— because I have a not so hidden agenda to talk with you about partnership: You developed this when you were involved with FreeLife and you use this to this day. Tell me about your Partnership Agreement and how you approach people coming into your organization. Would you explain what you do?

Absolutely! And I must give credit to Marcy from Maui, who really is the one that first introduced the concept of using an agreement, so everybody

could get clear on where they were going and what they wanted. This made absolute sense to me when I really took a look at it.

When people come into a network marketing business, often times they don't have a clue what to do first. Where to go to get started, what steps to take, those things can be really confusing.

I like to get started with what's called a **Partnership Agreement**, which has expanded now to about a 30 some question form that really gives me some insight into them. I want an equal partnership with this person. I want to be clear on what their goals and issues are, and I certainly want to be clear about what their expectations are of me.

[Note: Jackie's **Partnership Agreement** along with her comments and explanations is available at the end of this story as a downloadable Word.doc ATTACHMENT.]

The first request I have of a new partner joining me, is they complete the **Partnership Agreement**, then we schedule a time to go through it. It's 30+ questions and it tells me everything from what their reason 'why' is to what it is about the company that makes it special for them, what they see as their strengths and talents, what they see as their weaknesses, what their expectations are of me, what their first five action steps are and how they see themselves working the business.

This gives me a crucial tool to begin to work with that person to help them hammer out a monthly, weekly and even daily action plan. That really assists in giving them a clear roadmap as to where

they're going and what they are going to be doing.

I don't want to just throw the training manual at them and say, "Okay, read this, make your list, start calling people and call me when you have five people signed up." I want to really be able to get in touch with what they want to do, the methods that they want to use to build the business and what steps they want to take so I can assist in guiding them through doing those things successfully.

Got that! How have you seen this working? You've been doing this for how long?

Yes it works. I've been doing this for about five years.

What is it that makes this work so well?

I think the first thing that makes it work so well, is the fact that it gets the new person really thinking and getting in touch with what it is that they want to accomplish beyond just, "I want to make \$10,000 a month!" or whatever. Most people come into network marketing for the money. Some people get into it for the time freedom, but that involves making the money too, so the money really is what gets people started in most cases.

But it's got to be beyond that.

It has to be something more than just the dollar amount so this gets people really thinking and in touch with what it is they want to accomplish.

It also gets them thinking about their own abilities, their strengths, their weaknesses; it involves them in what steps they want to take. It puts them into an action mode, hopefully, of what they're going to do and gets them putting it in writing. It gives them the first opportunity to put things down in writing, instead of me just saying make a list of your goals. This gives them an assignment that gets them in touch with themselves.

One of the *best* things that really has evolved from this— that I never factored in when I started— is that if a person chooses that they don't want to continue with the business, most of the time they will contact me and let me know instead of just falling off the face of the earth. And they almost always will say that they want me to know that they really appreciated the support and the leadership and the tools that I had in place for them. They want to reassure me that it's not about me and that they had simply come to realize that this business is not something for them.

That's really important to me, because as much as anything I have a goal of raising the level of integrity and respect that people have for the network marketing industry. So, I know that any time somebody can choose to leave but if they go away with a good feeling and a good taste in their mouth, for me, for the company, for the industry, that's going to be one less person out there saying, "Oh, network marketing is a scam. I did that and it was just ridiculous" or whatever the negative comment might be.

It's really, really a strong goal of mine that if somebody wants to leave, that's okay, but I want them to own the reason, rather than hear them say I talked them into it or I signed them up and then they never heard from me or there was no track to run on or whatever.

I really feel like having, using and discussing the **Partnership Agreement** has really taken the situation of people leaving to a new, higher integrity level.

Do your people use this agreement with their people as well?

Well, I am certainly coaching them to do so. My key leaders in my organization are using it. I coach on it pretty heavily; I do conference calls around using it. I really hit strong on it. If somebody does call me and tell me they're struggling, the first thing I do is get out their **Partnership Agreement** and I'll say, "Okay, these were your first five action steps. How has that gone for you?" And then I shut my mouth. I leave it up to them to talk about that. Or I'll look further and say, "Hmmm... you listed that you have a tendency to procrastinate, could that be getting in the way of moving forward?" or whatever.

I find it's much easier to coach them through, and have them internalize and take ownership of challenges that are happening using their own evaluation.

It empowers them to be able to look at things and say, "No, I never really did take those actions steps, so maybe that's why things aren't working out." Then I can come back and say, "Great! Let's set some goals to do that" and I find that then I can use the same thing with my own downline.

A lot of time I'll get an email from someone in depth say, "Oh it's not working" and I can ask them to send me a copy of their **Partnership Agreement**. If they *do* and they *did it* then I can help them work through that. Sometimes I'll hear, "Well gosh I never did one" and the first thing I do is send them off a copy with instructions for them to complete it and get it back to me so we can get together on the phone to discuss moving forward.

So, yes, I have a number of people using it and I do find that the ones who are experiencing the most success are using it.

Jackie, you mentioned conference calls. What other elements, besides the agreement do you incorporate in working with your leaders and with your team?

I have a weekly coaching call that I do for my entire team. I also have a monthly call that I do with my leaders. We have an email discussion group where we can email back and forth about business ideas. I use

Yahoo groups for that, because it's easy, free and duplicable. It allows me to set up files, so I have training information available there, I have photos of things that are appropriate for my type of business, so really I use it as a training site where any time of the night or day, if somebody wants to know how to put together a home party or how to set up a booth for a trade show or expo, whatever it is, I want the tools out there so when they are up they can go to this resource, find the things they need and at least have something that they can begin to work through.

In addition to the training site, the email group and the coaching calls I also let my people know I'm available and they are free to call me and if they leave a message I will call them back. I really try to make myself available as much as possible.

Okay, let's shift to your lifestyle. What has being a successful network marketer enabled you to do in terms of how you live?

I have to say that Jan Ruhe is one of my very initial mentors. She is one of the first women I came across that was actually building the business, not working it alongside her spouse; she was the one actually in the trenches building the business.

I was looking for a role model of that capacity, who had children and didn't sacrifice her children on the way to the top. That was really important to me. One quote that I read in one of her books that really appealed to me was written I believe when her oldest daughter was going off to a semester at sea and somebody said to her daughter that it was amazing what her dad was able to provide with this opportunity for her to go and her daughter said, "My dad? What do you mean?!? It was my mom!"

Now, I don't have the same situation and I'm very happily married and my husband is one of my biggest supporters, but it's really, really important to

me to be a powerful, positive role model for my kids. Modeling that sends the message:

"Mom can do it too! Mom can provide a great income, a great lifestyle and still be a Mom!"

We kind of laugh at our house and say Dad provides the living and Mom provides the lifestyle.

We're both okay with that but the kids know that most of the extra perks we have, whether it's the vacations or the boat we bought last year, those are a result of my business, and so it's been great to role model that to my kids and yet have them see that I can do that, but I don't have to go off and leave them to do it! I have to say, all of that stuff has been a real key piece in lifestyle.

In the summer, I don't work nearly as hard as I do other times of year. I take a lot of time off and my husband— because of his job he works three days a week, 12 to 13 days a month it's a pretty good deal— the rest of the time he's home. It's really important to me to have the availability to be there when my husband and kids are home.

I love the way my business is structured now since it allows me to do that. With the Internet I can get online at 10:00 or 11:00 at night after the kids are in bed and do the work I need to do, whether it's to market myself or update training materials or whatever. I don't *have* to be at the 7:00 pm Wednesday night meeting, or whatever it might be, because of the structure of my business and *that's* important to me in terms of lifestyle.

Is there a *best* thing in terms of network marketing for you?

I'd have to say... lifestyle! It's kind of funny, and my kids laugh at me because I don't have a favorite color, I don't have a favorite song, I don't have a favorite candle scent and I like a lot of different things so it's hard to put it into one, best thing.

Now, having said that, I guess I can see that if I *had* to choose one thing, the best thing for me would be my own personal growth, because through that it has allowed me to have 'bests' in many other ways. My own personal growth raised my level of confidence and allowed me to become a better speaker, a better communicator and it's certainly allowed me to build better relationships in every aspect of my life, from my family to my friends to my neighbors and certainly to my business. It's allowed me to expand my income. All of these things and so many more.

It really comes down to my personal growth, because without the personal growth I don't think the rest of it happens, at least I don't think it would have for me.

I was one of those people that was three years into network marketing before I really jumped into personal growth and development. I had a mindset that said, "Well, I've always been one to see the glass as half full, I've always been a bubbly, happy person, how much more positive to I have to be? I don't need this stuff!" but really it was my being introduced to Upline. I think it was the end of 1996 and Upline ran a special, I think it was two subscriptions for the price of one, maybe, and a person in my downline was interested and suggested we get this deal so I just went along for the ride.

It came with \$250 worth of free stuff and I had certainly seen the magazine a couple of times and it was good, but I saw myself as not really having time to read, as I was dealing with my very small children. But I'll tell you... when that box of books and the bonus stuff came in I was just *amazed* going through that. I got the two tape Master's series and Jan Ruhe's *Fire Up* and really, the one book that made the difference for me was Richard Brooke's *Mach II with Your Hair on Fire*.

That book *really* impacted me. I remember sitting down to read part of it and *boom!* Read through the whole thing in an hour and a half. I devoured it and it really jumped out at me what personal growth and development was all about. Actually, it really made me realize all the negativity that was running through my life and how it was stopping me.

So, I set a goal and every January I read that book and I encourage my team to read that book. Of course, as soon as I finished that one I picked up another one, then another one and then I started listening to tapes and then I cancelled all my other magazine subscriptions and cancelled the newspaper and quit watching the news and I really embarked on a journey of personal growth. I quit reading anything that didn't have to do with developing myself. It started with a lot of network marketing books and then I realized there was even more 'meat' out there around developing yourself; realizing what fear is and facing that and realizing how powerful your subconscious mind is and those kinds of things. *That's* when things really began to change and happen.

You can learn what you need to know about the basics of network marketing in less than an hour. How to talk to people, how to develop your elevator speech, how to use your products, show the plan, those kinds of things but the *real* growth begins when you move into some of those other areas. Whew!

Long answer is yes, personal growth is definitely the best thing for me about network marketing.

Good! Anything else you'd like to say?

I'm just thrilled to be here. I'm thrilled about this new publication and thrilled to be speaking with you right now, which was a goal of mine from way back when I first started writing goals and having a vision. One goal was to speak at an Upline Master's Retreat and I didn't quite make that, those moved on and went by the wayside but as we talked about earlier, change is inevitable in the industry. New doors open in the industry and I view this as one of those new doors that's opening so it's just a thrill to be a part of all of this and associated with you and all that you've brought to the industry.

Jackie, we'll bring them back just because of you....

Jackie and her husband Mark have two children, Justin, 13 and Lexi, 10. They live in their dream house in Lake Arrowhead, California.

ATTACHMENT

DUPLICATING | LEADERSHIP | PARTNERSHIP | TEAMWORK

I want to be in partnership with you

How to use the "Partnership Agreement" to help your new people in goal setting, setting up a weekly action plan and taking on personal accountability.

by **Jackie Ulmer**

2672 words | 9 pages

available as a downloadable Word.doc.

Success in network marketing, Jackie Ulmer has proven, revolves around creating a win-win partnership between the sponsor and the new distributor. Duplication begins when each person knows what to do, how to do it, and has a "working business plan" in front of him or her.

Jackie's method to be effective in creating this partnership from the beginning is in using a "Partnership Agreement"— a document that can be adapted to any company and any situation and will go a long way in creating open communication and a clear understanding about goals, desires, personality traits, and that working business plan.

When a new person signs up with Jackie in business, she immediately sends him or her a welcome email, a Roadmap to Success training guide and a Partnership Agreement. Jackie's intention is to get that completed agreement back within the first week and then to set a time to review the agreement with her new partner.

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