

MONEY | BELIEF | WISDOM

Direct Marketing Creates Immeasurable Success

In the Ziglar family we've come to measure success by the benefits that remain long after the dollars are spent and forgotten.

by **Julie Ziglar Norman**

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Money, naturally, is the gauge most people use to determine their level of success in direct marketing.

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My father's success as a motivational speaker is due in large part to his background in direct sales. If Dad had never been a salesman he would not have realized the need people have to be encouraged, motivated and inspired to reach their full potential. He would not have had the opportunity to stand up before groups of men and women and teach them how to be more successful, both at work and at home.

Had I not been in direct sales I doubt I would have been ready to interview my father in front of audiences ranging from a few thousand to 29,000. The skills I learned when I was recruiting my team, writing my monthly newsletters, and taking care of my own business have served me well all of my adult life.

**The Ziglar family understands
that men and women who**

become involved in direct sales organizations grow stronger in areas of their life they never anticipated.

Shy, retiring folks learn how to be comfortable in small and large groups. People with poor self-images learn that they can change their life by changing how they think. Negative people see the benefits of taking a positive approach to life and folks who have been beaten down into thinking they'd never amount to anything achieve levels of success that amaze all who know them.

Friendships that last a lifetime are created. Individuals mentor one another and a community of strength, integrity, and yes, even love, come as a magnificent side bar of being involved in the world of direct selling. Lives are changed permanently for the better.

On a very personal level, my sister Suzan saw how faith played a strong role in the lives of the people who were involved in the direct sales organization she joined. Over time she began to desire the fear free, worry free life she saw her associates enjoying, even the ones who weren't making the big dollars. As a result, she became willing to read *Confessions of a Happy Christian*, the book my father had written for her in hopes that she would turn from agnosticism to loving his Lord and Savior Jesus Christ. His prayers were answered.

Suzan died of pulmonary fibrosis in 1995. Because of the influence of those who helped her build her direct sales business the Ziglar family has that peace of mind that passes understanding. We know without a doubt that we'll one day see our Suzan again and we are eternally grateful.

Measuring the success of direct marketing solely on the basis of money is a huge mistake in my book.



Julie Ziglar Norman shared the Get Motivated Seminars platform with her legendary father, motivational icon Zig Ziglar, for several years before becoming the dynamic, disarming and refreshingly transparent motivational speaker and author she is today. Her unique experience of being raised by the motivators' motivator has given her a perspective on life and work that keeps her audiences laughing, crying, and taking notes.

Carrying her father's Legacy of Encouragement into the next generation is an honor and a privilege that Julie never expected or sought but her willingness to accept the challenge is inspiring audiences in America and abroad. Her vibrant style of delivery, her honest and transparent assessment of life, and her willingness to share intimate details of personal failures, as well as personal triumphs, has made her a popular crowd favorite.

Julie has been her father's editor for almost 20 years and is a winner of the coveted Guideposts Writers Workshop contest. Her background in sales, business management, and the service industry, as well as her experience as a parent, step-parent and grandmother, enable her to relate well to just about everyone!

Julie lives in the sleepy little town of Alvord, Texas with her beloved husband of 28 years, Jim Norman, three rescued cats, four rescued dogs and three on purpose horses. She is the proud mother of DeDe Galindo, Jim Norman, Jenni Haecker and Amey Fair and the thrilled grandmother of Kristina, Desiree, Jake, Sam Parker, Robert, Mable, Molly, Benjamin, Averic, Deacon, and Phoebe. Her hobbies include trail riding on her Quarter horse Kup, reading, and Herpetology, the study of reptiles and amphibians.