

When I heard that Zig Ziglar had died...

"There are two ways to climb an oak tree. You can climb it – or you can sit on an acorn. This book was written to help you climb it." ~Zig Ziglar

by **Lisa M. Wilber**

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When I heard that Zig Ziglar had died, I got out my hard worn copy of *"See You At The Top"* and tried to recall when I purchased it. I can tell you some of the stories in it word for word I've read it so many times! The cover is tattered and the corners worn off from me reading it and carrying it with me. Inside you'll find my favorite stories and quotes highlighted with stars and underlined. Like the one on page 28 *"There are two ways to climb an oak tree. You can climb it – or you can sit on an acorn. This book was written to help you*

climb it."

Zig Ziglar's straight forward, no nonsense style really hit home with me and millions of others. When I was reading his book and learning his lessons, I was unaware that he was a national phenomenon and was loved by millions. All I knew was that he wrote and talked like a regular guy and once I thought about what he said, it all made a lot of sense to me. On page 131 is the quote

"Our actions and deeds affect other people, many of whom we will never know."

I keep that quote in mind every day as I try and do my best

knowing that everything I do affects other people.

At the very front of the book is the quote that I have used on my letterhead, business cards and bookmarks for years now. It reads *“You can get everything in life you want if you help enough other people get what they want.”* When I first read those words it was like finding the pot of gold at the end of the rainbow! I was in my 20’s, struggling to make my way in the world, but always dreaming of a bigger role for myself. I wanted to build a life I could be proud of and one that could set an example for other women. I wanted to build a life that proved we decided our future, it wasn’t happening to us. Our actions and inactions each day added up to our life. Zig Ziglar’s words helped me realize that it was an easy formula: be of service and help people get what they wanted and needed, and my reward would undoubtedly follow.

His advice was right, too! I stopped thinking of “getting customers” or “adding recruits” in my Avon business and started thinking about what the people I met might want or need in their lives and whether I had anything to offer that might help with those wants and needs.

I taught his service focused ways to my team members and still do. Instead of simply being a book author to me, Zig Ziglar seemed like a wise father figure that was enthusiastic and had great advice that really worked. I often reread his books that I had purchased and listened to audio tapes of his, too. It wasn’t until a couple years ago that I actually saw him in person at a *Get Motivated* seminar in Maine. By then he had already had his accident and head injury, but was as inspiring as ever with his daughter Julie Ziglar Norman on the stage beside him. That day I sat so far up in the bleachers that the Ziglars and the other speakers looked tiny. But I had a great experience and was thankful that I got to hear the man that had been so influential in my life.

Last year I finally was able to meet Zig Ziglar in person and even got to have my picture taken with him at the Direct Selling Women's Alliance conference in Dallas. He was warm, friendly and genuinely interested in each person that he met and interacted with. For me, it was a thrill just to be in his presence. I was one of the speakers at that conference and his daughter Julie sent me a message afterward that read *"Lisa... you inspire me to pieces! I love your style and you being you. I hope we share lots of platforms in the future... and I'll be recommending you every chance I get. Your material is POWERFUL!"* She couldn't know how much those words meant to me! As I'm writing this article, I'm wondering how I am going to record it as an audio with tearing up. How can I express how much this man has meant to the way things turned out for me?

In the end, I guess it's going to all boil down to how I have lived my life and how I continue to strive for the life he taught me and so many others to live. Filled with Integrity, Love, Hard Work, Enthusiasm and Belief. Thank you Mr. Ziglar. Your work made a big difference in my life.



Lisa M. Wilber has been selling and recruiting for Avon Products, Inc. since 1981 when she was 18 years old, full time since 1987. She earned the title of "Senior Executive Unit Leader", which is the top of the pay plan in Avon's network marketing program in 1994 and has maintained that title

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Listed on www.directsellinglive.com as one of the “50 Most Influential People in Direct Sales” three different years, Lisa Wilber also has been designated one of Avon’s Women of Enterprise, the highest honor given to Avon Representatives. You will find her featured in the books *“Dream Achievers”*, *“It’s Time for Network Marketing”* and *“A View from the Top”* as well as books that she has authored herself including *“Marketing Ideas for the Wild at Heart”*. Connect with Lisa on her web site: www.winnerinyou.com and on Facebook: www.facebook.com/winnerinyou