GETTING STARTED | LEADERSHIP

Remodel, rebuild and rebrand YOU for a Powerful Beginning

Revamping our image and creating a stronger stance in the market with a simple philosophy or better content may be the answer to solve problems that we are having.

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There comes a point in our businesses when we need to step back and re-examine everything. We need to look at our current capabilities to function as a business. Are we meeting our goals? If we are not hitting our goals, then we need to troubleshoot our business from the ground up. Leave not a stone untouched in our investigation.

What happens if the problem is with us? We have to tear down and revamp our image, our minds, and our ethics and start fresh from ground zero.

Sometimes running into a continuous flow of walls can be a frustrating and taxing method to tell us to Wake UP and smell the roses.

We have to understand that over time we become comfortable to the routines that we set and in this complacent state of mind, we may lack the Power that we once had. Shake, rattle and roll off this complacency and get a grip back on our lives and businesses with a revamp.

Sometimes we need to revamp our image to put us back into the limelight. We learn something new or went under some additional training that may seriously change the way that we handle business. In this respect, a makeover could highlight these facts and boost us up the chain.

A powerful beginning can make a difference between long term success and falling apart at the seams. We want to be successful and often achieve good results but a new image can boost our business survivability for decades.

This means that our education and knowledge base should be reflected in the best format possible, the website.

Our websites should reflect the inner courage and passion that made us choose the mlm industry.

If it does not reflect our personality, stories or experiences in helping others, it may be time to take a serious hard look at our objectives, motivation and tools to help get us back on track.

The second beginning could be stronger and more dynamic than the one that we started out with. The revival is needed to keep us in the right shape; this is no time to be laid back, especially if we are working nearly full time. Our business is serious and from the time that we have put in, to the day that we retire, we have to ensure that our flame is still bright and unique to those around us. We have to embrace the future with open arms and defining our 21st century persona will help us create a better future for those underneath us. We are not in this alone, we have a family to take care of and this means our downlines. Focus on training, focus on creating a stronger image of you by changing some aspect for the better.

Step away from the business and reflect on the goals and motivational course that we have chosen. Are we at the destination of our choice?

Revamping our image and creating a stronger stance in the market with a simple philosophy or better content may be the answer to solve problems that we are having.

This may take place every few years so that we can shake off the complacency that falls onto our shoulders.

David L. Feinstein has been published by Pro-Publishing Company of California, for a series on Leadership books.

Exposure to business at an early age along with cultivation of artistic talent in writing is the background that David Feinstein brings to his business associates, prospective candidates and audiences alike. His experience throughout his career in sales and marketing and having owned and operated his own international accounting & financial management services company, is a key success factor in helping develop his international notoriety in the network marketing industry.

David and his wife, Ann have been significantly involved in direct marketing and direct sales for 21 years, serving as a distributor (team member), speaker, trainer, Top Leader, and author in the industry on a worldwide basis. Working together, they coach, mentor and train those seeking empowerment, greater self esteem and branding image, and training people seeking financial success and personal life freedom. David and Ann have grown their business that today spans over 40 countries with over 65,000 team members.

For more information go to: www.AnnandDavidFeinstein.com

David & Ann's personal passion of "showing people there's a better way"

to market their business lays the foundation for the inspiring and motivating topics they speak and teach on.

Innovative, creative, interactive and dynamic, David & Ann speak on topics in marketing and sales that most professionals find difficult or challenging to understand. Applying their unique and visionary approach easily, safely and comfortably draws audiences in from the beginning and keeps them engaged until the end. Their extensive knowledge in marketing and sales makes these topics easy for audiences to understand, as they address and speak from their personal experience and with authority and passion.

Mr. John Fogg of MLM/Network Marketing, author of *"The Greatest Networker in the World"* has said the following about myself and wife/partner Ann:

> *"It's been a looonnngg journey from their "weird" first exposure to network marketing where Ann— a Park Avenue Research Consultant, and David— the owner of an entertainment management firm handling the careers of rock stars such as (the early) Rolling Stones, Led Zeppelin, Michael Bolton, Cyndi Lauper, Phil Collins, and other famous others, found themselves at a meeting full of strange "new agers" from Sunrider— that was 21 years ago— to where they are today: Significant six-figure income earners with Agel Enterprises leading an organization of more than 65,000 people in 40+ countries around the world.*
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> *Above all else, Ann & David are focused on mentoring and leadership. Their combined expertise in recruiting, coaching, training and international development has made Ann & David much sought after direct sales business experts.*
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> *The Feinstein's approach marries both classic MLM and the technology advances of the Internet and social media. The first people they have their new people speak with are family and friends, they do meetings, build for and around events and David even unabashedly asks people, "Do you keep your business options open."*
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> *They meet new people through weblogs, electronic newsletters, Twitter and Facebook leveraging their time and global reach. The business is all about relationships and giving value for Ann & David Feinstein… and consistently building their brand."*