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Tiffany Corbin, Leigh Ann Marshall  
& Anna Sessoms:

MARCHING OVER FEARS &  
**CONNECTING**  
*with* **CONFIDENCE**

MOVE UP  
IN MARCH WITH

**VIP**  
TRAINING

Catch the  
**COLORS of**  
**SPRING**  
With the BC Color  
**ECO COUTURE**  
COLLECTION

**GO  
WILD**

*with the* Cheetah Print  
Spa On-The-Go Caddy

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## FACING FEARS & Connecting with Confidence



Anna Sessoms, Leigh Ann Marshall and Tiffany Corbin sit and talk about the new Freedom Plan and what it means to their businesses.

### Leigh Ann Marshall, Anna Sessoms & Tiffany Corbin learned to turn *I can't* into *I can!*

When Independent National Executive Director Leigh Ann Marshall started her business, she didn't have a fancy corner office with a view of the city. She didn't even have a desk in a cubicle with a view of the hallway. Instead, Leigh Ann started her business in a less auspicious manner.

"My husband and I were living with my parents at the time," Leigh Ann remembers, "and all we had was the bedroom we were

living in at their house. So I set up my 'mini office' with a card table, a telephone and my inventory all in a little corner of our bedroom."

But even though Leigh Ann only had room for the bare essentials, there was one more item that she made sure to add to her new business space—a simple picture of a little boy on a bike that her extremely supportive husband had found for her. In it, the boy was riding his bike for the first time and held a look of trepidation on his face as his father helped him along. Written under the picture were these words:

*'Let fear get behind you and give you a push!'*

"I stared at that picture every day because I was scared to death,"

Leigh Ann honestly admits. "Scared of people, scared of failure and most of all, scared of the word 'no.'"

And, like most people, "no" was something that Leigh Ann would face quite often on her path to financial freedom. From her normally supportive parents—who vocally wondered what she was thinking—to her own sister-in-law, Independent Executive Director Anna Sessoms.

"Leigh Ann started introducing me to BeautiControl" when she joined," smiles Anna as she thinks back. "I wouldn't even try the products. She worked on me for two whole years."

"I just thought, some will, some won't. So what?" says Leigh Ann when asked about her sister-in-law's initial reaction. "It's important for women to know that it's normal for your family to not be totally sold on BeautiControl at first."

Time passed and thanks to her poise and persistence, Leigh Ann's business began to succeed. Soon Leigh Ann was enjoying the lifestyle and the awards that come with the BeautiControl opportunity. And as Leigh Ann's business began to hit one of many peaks, Anna's interest peaked as well.

It was at a family vacation that things finally came to a head.

"My first BeautiControl vehicle was being delivered in Nashville while we were at the beach," Leigh Ann remembers. "While we were sitting there, Anna asked me, 'So are they really going to give you a car?' I proudly said, 'Yes,' and calmly went back to reading my book. A few minutes later Anna looked at my hand, and I just happened to be wearing the latest piece of jewelry I had earned through BeautiControl. She said, 'That's a beautiful ring; where did you get it?' With a sly smile on my face I said, 'I earned it', and then went back to reading my book."

It was just a few minutes later that Leigh Ann heard the one sentence she had been waiting over two years to hear. After a pause, Anna turned to her sister-in-law and said "So when are you going to ask me if I want to do BeautiControl?"

"She almost did a flip out of the lawn chair to get back to her condo to get that paper agreement," laughs Anna.

For over two years Leigh Ann had heard the one word she feared the most—no. But like the hundreds of other times she heard that word, she didn't let it affect her. Instead

she continued to believe in herself and the BeautiControl opportunity, and after awhile something that originally looked like just a fantasy was in fact a reality. Now both Leigh Ann, Anna and their family have been able to travel all over the world from Venice to Costa Rica, Monte Carlo and more—and it's all thanks to Leigh Ann and her ability to face her fear.

"The worst thing someone can say to us is 'no,'" explains Leigh Ann, "but those are necessary to get to the yesses."

'No' wasn't the only fear that Leigh Ann faced in her journey. There were several other concerns she had to conquer almost every single day.

"I have always had a 'phobia' of not having enough spas, so I started getting out into the community and talking to businesses to offer spa at work," Leigh Ann explains. "Sometimes you're allowed to sell at these businesses, sometimes you're not, but I used it as a booking tool rather than a sales tool. The major reason for being there was to get myself and my team in front of new people."

Leigh Ann turned out to be right. It was a great booking tool. Unfortunately, its success triggered another fear that Leigh Ann was forced to face.

"The worst thing someone can say to us is 'no,'" explains Leigh Anne, "but those are necessary to get to the yesses."

"I absolutely get sick to my stomach every time I have to talk in front of new people," Leigh Ann states in all seriousness, "but I know that when I'm out of bookings, I'm out of business. Even now I tell all my Consultants that they'll never 'feel' like doing it, but you have to push past that fear."

At almost every turn in her BeautiControl career, Leigh Ann has faced a fear, but she wasn't about to ever let it stop her.

"BeautiControl taught me to believe in myself one step at a time," explains Leigh Ann, "and now I can see the same thing happening to my new Consultants. Women join our company and I watch this major transformation take place. They go from insecurity to powerful, confident women."

Leigh Ann's next goal is Senior National Executive Director, and if you think she's afraid of anything getting in the way of reaching her goal, then you probably ought to think again.

In fact, Franklin Delano Roosevelt once said that the only thing a person has to fear is fear itself, but if you ask Leigh Ann Marshall, we're sure she'd disagree.

When asked about the secret to success, Leigh Ann boiled it down to one sentence:

"The only thing holding us back is ourselves." And if you ask us, she's not just right. She's scary right. ❖

#### Leigh Ann Marshall's

### KEYS TO "I CAN"

- Make your goals centered around others rather than yourself. Think 'how many people's lives can I touch tonight?' rather than 'how many people can I get?'
- It's okay to be nervous. Everyone gets nervous. Just remember to be yourself and have fun!
- Fake it till you make it. Every failure teaches you something and after awhile you'll be able to work around any situation.
- Remind yourself that success isn't for "lucky" people. The harder you work, the luckier you get.
- Never, never, never give up!



## Examining Issues. Reaching Solutions.



STARTING A BUSINESS CAN BE FRIGHTENING. Sometimes it can even seem impossible. And no one understands that more than Independent Executive Director Anna Sessoms. Every day when she shares the BeautiControl opportunity with others, she inevitably hears the same questions over and over:

"How can I afford to do this?"

"Where will I find the time to hold spas?"

"How can I find enough clients to make this work?"

And every time Anna hears these questions, she responds with a simple question of her own:

"What's holding you back?"

"Anna is so good at getting people past their issues," says Independent Executive Director and friend Tiffany Corbin. "Whenever anyone says, 'I can't,' she always responds with her favorite question—whether it's about taking advantage of the opportunity, being a hostess or simply something about skin care. Then she listens. She lets you talk through it to where you figure out what is holding you back and how to get past it. And she doesn't take excuses."

Tiffany knows that Anna's approach to solving problems works because it's exactly how she found the answers to her own issues when Anna asked her to attend her first Leadership Conference.

"When she asked me, I said, 'I can't go,' and then she said her line," remembers Tiffany. "I had a laundry list of excuses...money...a new baby. She helped me work through them step by step. When most people ask someone to go

somewhere or do something and the person they're asking says, 'I can't,' that person usually responds by telling them that they're disappointed, but they understand. Anna takes it upon herself to help them figure it out."

So what makes Anna an expert at solving problems that seem insurmountable?

"When I started BeautiControl I had two small children, a one year old and a four year old, and my husband travelled five nights out of seven," explains Anna. "I had no family in town and no extra income to hire a babysitter so that I could go hold spas. So I had to invite people to my home instead of holding spas at their homes."

But that wasn't the only thing that ended up holding Anna back on the path to financial freedom.

"Before long, I started my Director-in-Qualification," Anna continues, "but in my fifth month, my husband's job was eliminated. So we were faced with moving, selling our home and I was basically a single parent for six months. In the process we relocated to North Carolina. I lost my Directorship and had to rebuild in an area where I had no connections, no family and no friends."

But none of that stopped Anna. Instead she took the now infamous question that she normally poses to others and turned it inward, asking herself, "What's holding me back?" Then she started solving her problems one step at a time.

"The most important thing was to never give up," explains Anna. "Leigh Anne never gave up on me. Not when it came to introducing me to the opportunity or after I started holding spas. My first spas were very low in sales. She would say, 'Just keep being consistent and your work will pay off.'"

And Anna wasn't afraid to put in the work. In fact, it was another fear Anna had that made her work even harder, especially during her first spas.

"I would almost want to throw up at the idea of talking in front of others, so I would practice and practice," Anna recalls "I stood in front of the mirror for hours trying to perfect my speech."

In the end, Anna didn't let anything hold her back and today she's using that same attitude to help people in all areas of her life. And no matter how many 'noes' they may be encountering as they start on their path toward financial freedom, Anna is sure that there's a solution to every single one of them.

"Remember, 'no' doesn't mean forever, it just means not today," reminds Anna. "Where would I be today if Leigh Ann had given up on me the first time I said 'no?'" ❖

No doesn't mean forever, it just means not today.

## Positive Thinking = Personal Achieving

Once in a while in life you meet a person who seems to have no fear; a person who is willing to try anything, say anything and do anything — and do it all with the utmost confidence. Independent Executive Director Tiffany Corbin is one of those people.

When asked about Tiffany, Leigh Ann Marshall sent us the following:

"Tiffany has a way of making everyone smile when she walks in a room. There's not one shy bone in her body. She makes every day a party! Her passion for her business is what attracts people to her, and she's willing to help anyone, whether they're on her team or not. From the first time I met her, I've been amazed at her creativity, energy and engaging personality."

But what is Tiffany's secret? What makes her the fearless, successful cyclone that everyone loves to see? When we asked her, we expected a long, complicated explanation that would take a person years to fully understand and implement. Instead, Tiffany boiled it down for us to two simple words:

Positive thinking.

"I grew up looking at things half-full," explains Tiffany. "All my life I would try things. I wouldn't always succeed, but because I assumed things would go well, they usually would. I would be shocked when things didn't go well."

And when Tiffany joined BeautiControl, all she did was bring her everyday positive thinking with her. Pretty soon her business started taking off.

"I think the most important thing you can do to book spas is be excited and positive, no matter what," explains Tiffany. "Don't let anyone rain on your parade. Be yourself. When you're at your spa, ask yourself 'Am I somebody tonight that I would want to hang out with?' If the answer is 'Yes, I would hang out with me,' then you're probably doing the right thing."

And what about the dreaded word 'no'? When asked about the most fearsome of words, Tiffany simply dismissed it offhand.

"There will be people who get it," said Tiffany matter-of-factly. "If you stop sharing because someone doesn't do what they're supposed to do or they disappoint you, you'll never find that person who does get it. If you get discouraged because the first three people you call say 'no,' or if they schedule a spa and then don't have it, if you assume everyone is like that, you'll quit. And you'll never find that next recruit that's going to kick it all off and change hundreds of lives."

So, if you're not supposed to worry about your spas, and if you're not supposed to assume that something is going to go wrong, then what are you supposed to do?

"Easy," says Tiffany. "Just get out there and have fun." ❖



### A good song goes a long way.

Nothing helps you stay on the positive path more than having a happy tune in your heart. We suggest one of the amazing BC spoofs by our own Tiffany Corbin, like this one written to the tune of an infamous song by Journey.

#### ***Don't Stop Believin'* (BC Style)**

**Lyrics by Tiffany Corbin and Kitty Barrow**

Just a small dream girl, Livin' in a lonely world  
She didn't know that she could go anywhere

Just an Island Boy, From Puerto Rico, not South Detroit  
He didn't know that he could go anywhere

A Spa Girl in a living room, Relaxation that's just for you!  
Share the dream and you change a life!  
It goes on and on and on and on

Spa girls, sharing  
Do this and you get a reward—Diamonds, money all the time.  
BC people  
Yes, we have the Magic Potion—Erases wrinkles in the night