

# confident conversations

4 steps to breaking  
through the fear of sharing  
your business with others



**purehaven**



**one of the greatest discoveries a man makes, one of his great surprises, is to find he can do what he was afraid he couldn't do.**

– henry ford

**Even if you don't think so, you already have everything you need to confidently share your pure haven business with others.**

In this blueprint we're going to uncover and strengthen those communication muscles you already have, and make it easier for you to achieve success. In fact, take a moment right now to envision what success looks like to you!

**vision exercise #1**

Stop daydreaming and start pay-dreaming. Name three reasons why you're committed to doing what it takes to make this opportunity work for you. What would get easier? What changes in your life would you make?

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**vision exercise #2**

Now think of three ways you could improve the lives of others by sharing pure haven with them. Whether you're sharing the products or the business opportunity, you have a chance to make a real difference in the lives of others. What benefits could others get from knowing about pure haven? How can you change the world through this opportunity?

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Whenever you're feeling doubtful or discouraged, make sure to keep your reasons front and center. Just as when you're learning anything new, there will be times you want to give up. If your **why** is strong and clear, you'll be better able to take action even in the face of doubt.

# step 1: embrace the fear

Whether you want to tell a co-worker about our great shampoo and conditioner or tell a Mom how you're making extra money for your vacation fund, sometimes your desire to share gets halted because of a pesky little F-word: FEAR. But we're here to tell you, embrace the fear.

Why would we say such a thing? Because the people who excel in any field whether it's athletics, business, entertainment, or even direct selling have looked fear in the face and figured out how to move forward in spite of being afraid.

The difference between people at the top of their game and those who never get past go is being able to channel fear and do what seems daunting, even with sweaty palms and a racing heart.

The faster you can make peace with fear and see it as a friend that can help you grow both personally and financially, the faster you will experience success.

But before you can be brave, sometimes it takes a little motivation. Try this exercise.

## Benefits of Fear Exercise

Jot down the names of 3 people you greatly admire (either

people you know personally or people in the public eye that you admire). Under their name, list 3 things they may have had to overcome to get to where they are today.

Example: My Mom

- *being a woman in a male dominated world early in her career*
- *having to have tough, uncomfortable conversations with employees*
- *moving to new cities and creating a support system each time*

Now it's your turn.

Person #1 \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Person #2 \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Person #3 \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

You're probably pretty amazed at how awesome each of your choices are at overcoming fears that you may have never even considered were obstacles for them.

Everyone has fear, even the people you greatly admire. Everyone doubts herself. Everyone wonders if they are doing things the right way. The difference is that the people you admire continued to take action in spite of all of these things. And you can too!

Successful people sometimes make success look so easy that we forget they have had to consciously decide to face their fears, cope with them, and figure out ways to keep moving forward in spite of them.

The first step to overcoming your fears is to be aware of them. Then, you can take focused action.

## Overcoming Your Fears Exercise

Make a list of up to 10 fears you have when it comes to sharing pure haven with others.

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You may have had things like "I'm afraid of looking silly," or "I don't want to be a bother to my friends." People growing any business share these same fears. You just have to keep remembering that everything you desire is on the other side of fear.

If you keep your why front and center and share respectfully and without expectation (more on that in the next steps), then soon you will be taking action consistently even in the face of fear. And the more action you take, the more success will be yours.

# step 2: keep it simple

You might think sharing your business has to be a complicated, perfected process – there's nothing further from the truth.

The secret to success is in keeping it simple. Your job is to simply share what you love about the products or the business and let the outcome play out – whether yes or no.

If you put too much pressure on yourself, you'll probably come across in the wrong way and turn people off.

# step 3: uncover & refine your story

No one likes to feel cornered or pressured. Instead look for organic opportunities to share with those you know.

- If you have a friend who is complaining about bug bites, mention neem-o to her. Offer to bring by a small sample and use that opportunity to include a catalog.
- If you have a friend complaining about the cost of salon hair care, tell her about pure haven's hair products and how they not only save money, but save daily exposure to chemicals.
- If you have a friend who is stressed out, mention how essential oils can be a life changing way to de-stress and renew.
- If you see a friend mentioning on Facebook that they are trying an organic or whole foods diet, message her to let her know that you're doing the same with your beauty and home products.
- If you have a friend expressing concern about the cost of sports, dance lessons or college tuition, be sure to tell her how you're earning extra income.

There are all kinds of opportunities to share once you put your radar up. Keep planting seeds little by little and you will reap the rewards.

Remember, you're providing a solution to someone's problem.

## Problem / Solution Exercise

You have products you love. Now, it's time to think of how those same products could be a solution to someone's problem. List your top 5 favorite products and then list how that product could be just the solution someone is looking for.

Examples:

*monster spray*

- a way to help kids with nighttime fears
- a room refresher for people with pets
- a garbage can refresher for the kitchen

*laundry detergent*

- a non-toxic detergent for sensitive skin
- a compact package that does 64 loads

Your turn:

Product #1 \_\_\_\_\_

Solution \_\_\_\_\_

Product #2 \_\_\_\_\_

Solution \_\_\_\_\_

Product #3 \_\_\_\_\_

Solution \_\_\_\_\_

Product #4 \_\_\_\_\_

Solution \_\_\_\_\_

Product #5 \_\_\_\_\_

Solution \_\_\_\_\_

Now that you have a list of solutions, you can share them with people during day to day conversation or on social media. You're helping others through your sharing!

Your experience with the products can be a key part of confidently sharing pure haven with others. Read on to find out how to uncover and refine your story.

Part of the reason you are using and sharing pure haven products is because of the success you experienced with a particular product. Most likely, it solved a problem for you.

One of the best ways to quickly, confidently, and easily share pure haven with others is to uncover and refine the story of how a pure haven product made a difference to you.

In Step 2 you listed products along with possible solutions for others. Now, it's time to list your "star" product along with the solution you personally experienced.

## Uncovering Your Story

Fill out the questions below to uncover your best product story.

What was your problem? \_\_\_\_\_

How was it solved? \_\_\_\_\_

What happened since then? \_\_\_\_\_

What do you plan to do moving forward? \_\_\_\_\_

Now, use the details above to write a short paragraph about your experience with your star product.

*Example: Every time I cleaned my house, I would get a terrible headache from the chemical smell of the bathroom cleaning products I used. I tried to ventilate the room or hold my breath, but nothing worked. A friend mentioned on Facebook that she had been using and loving a line of non-toxic cleaning products called pure haven and she no longer had to endure that chemical smell.*

*I messaged her and after getting more info from her, I placed an order for the surface cleaner and the scrubbing cleanser. I have been using them for 3 months now, and I no longer have headaches when cleaning. They work great and smell clean and natural! I love them so much that I became a product ambassador so that I could share these great products with others. I tell everyone I know about the surface cleaner and scrubbing cleanser – no more chemical overload for me.*

Once you have your story refined, it will be much easier to share confidently. Practice your story on a friend or family member, and give yourself a challenge of sharing your story with at least one new person a week.

Consider how you could share your story face to face, by email, or through social media. The more you share, the more others will get the chance to experience the benefits of pure haven.

People like to share good things with others. Even if your story doesn't affect the person you are telling, they may pass it along to someone else they know. Don't underestimate how far your story can travel; but you have to be willing to tell it!



# step 4: don't take it personally

Have you ever noticed how when a new movie comes out some people love it and others can't stand it? Have you ever mentioned how much you love a restaurant only to have a friend say they didn't like it? Neither of you is right or wrong, it's just your opinion.

Everyone has various personal preferences. The same is true when it comes to the products and business opportunities a person chooses to use and consider.

Based on a variety of circumstances, some people will be willing to try out a new product and others may not. Some will be looking for ways to earn additional income, and others will not.

Your job is to simply present both the products and the opportunity as a service to others. Pure haven may be just the thing someone you know is looking for!

Don't get attached to the outcome of a person saying "yes" or "no" – sure it's great to celebrate the "yes," but don't beat yourself up if you get a "no."

Simply keep moving forward, keep sharing, and keep experiencing the great benefits of pure haven products and its business opportunity.

You certainly have said "No thank you" to something in your past and harbored no ill will or bad feelings toward the person who offered it. When you have someone who isn't interested at the moment, simply thank them and move along.

There are approximately 125 million households in the United States. Some of them are looking for exactly what you have to offer. Your job is to just keep spreading the word, planting seeds, and using your favorite products.

Stay committed to sharing pure haven by giving yourself mini-goals to achieve. Fill out the final exercise below and track your success over the coming weeks.

## My sharing goal:

I will share pure haven with \_\_\_\_\_ people per week.

Whether "yes" or "no," your success begins with a commitment to keep sharing confidently, respectfully, and often!

**Best of luck to you on your pure haven journey!**

