

Lisa Fuller

ARIZONA

A Business to Stand the Test of Time



While searching for a new business to transition to, Lisa Fuller, a veteran of direct sales, was relieved to find a company that wasn't just a flash in the pan. "I looked at over 20 other companies, and Melaleuca was the only one that was growing," she says, "and it was nearly 40 years old! None of those other companies were able to show me proof of any kind of retention. Melaleuca has given me the peace of mind to know that I'm never going to have to look for another business again."

Now, 17 months later, Lisa is an Executive Director 5 and is sharing her advice on building a successful business.

Keep Growing Your Network

"Friends and family alone are not going to get you to Senior Director," Lisa says. "You've got to be willing to get out there and constantly grow your network and be open to doing it in several different ways: in-home presentations, coffee dates, events, Instagram, Facebook, TikTok, etc."

Don't Give Up

"I think the biggest thing with new people is that they give up on everything if they don't see results within a week or two," Lisa

says. "Around 99% of the people that ask me a question about Melaleuca have never once commented on my posts. I had no idea they were interested, but one of the first things they'll say is, 'Okay, I've seen these vitamins every day in your story' or 'I've been watching you post about this for the last year.' Those little seeds you're planting will sprout."

Build the Relationship

"People don't want to buy things from people they don't know. They need to feel that they know you and can trust you—so pick something that you're passionate about and post about it often. Get into Facebook groups with people who have those same hobbies or interests," she suggests. "I may add somebody on Facebook tomorrow, and it could take three months before they even ask me about the shopping club because it takes time and effort to build that relationship."

Go to Convention

"Before I started with Melaleuca, I had been to 14 conventions put on by two other companies," Lisa says. "Their idea of a convention was just a hype show. What solidified my relationship with Melaleuca forever was going to that first Convention because the entire three days was relevant, actionable training together with recognizing on stage those who are experiencing real success. If you want your business to grow, I think attending Convention is the best investment in yourself you could ever make."

As Lisa continues to build her organization, she's encouraged by the idea that her efforts are laying a solid foundation for the future. "Melaleuca is a legitimate business," she says. "It's solid and it plays by the rules. And that's why it's going to stand the test of time and will still be here in another 40 years." ^{SA}

LAST MONTH'S
EARNINGS

\$28,643

LIFETIME
EARNINGS

\$404,460