

 xyngular.

momentum

**CATHY WATTNEM'S
TEAM HELPED HER
EARN \$15,244
IN HER FIRST 3 MONTHS**

**HOW TO
HANDLE
NEGATIVITY**

**DON'T MISS
XYNGFLING
2013!**



**FEBRUARY
RECOGNITION**

**PRESIDENT'S
MESSAGE**

**IS XYNGULAR
#1?**

**EATING OUT?
STAY HEALTHY**

JENNIFER MCKINNEY

**DUPLICATION AND FOCUS
PROPELS MY BUSINESS**

Duplication and Focus Propels My Business

by Jennifer McKinney

A FELLOW HOMESCHOOLING FRIEND of mine, Carrie Robaina, was lovingly persistent about emailing me information about the health supplements that had helped her migraines. Eventually, she wore me down and I took a look! I started using Xyngular products in January of 2012

and began exploring the Distributor side in March of that same year, just a couple of months later.

I never intended to make a career out of it! I simply saw it as a great opportunity to share my success with others and see what happened. But

when my Xyngular income replaced what I was doing before, I thought "Wow, I could really make a career out of this!" The opportunity Xyngular offers is amazing. I didn't even have to know much about what I was doing or what the end result would be before I was starting to be successful.

Our team grew very, very fast. I had a big exposure online because of a popular blog I used to write. With thousands of Facebook followers, I had lots of people to share with. My first line explosion was insane. I couldn't handle all the requests for information and orders coming in. My team never would have taken off like it did without Carrie Robaina and Laci Friend. They literally carried me for the first few months, doing the things I had no idea how to do, leading me patiently and letting me know when I hit bonus pools and rewards I didn't even know existed. I'll be forever grateful to both of them for helping me launch by business. Even today, I would never want to "do Xyngular" without them.

Once I had a growing front line, I began to worry about how to help my team grow their own teams. I was so nervous at first, feeling inadequate in my own leadership skills. I spent a long time contemplating how I was going to teach "my girls" as I call them, how to launch businesses of their own and share the gifts that are our products.

The tipping point came when I finally realized that to grow a great team, I just needed to keep doing what I was already doing...keep sharing...keep sponsoring new people...keep loving





others...keep thinking of new ideas... and keep sharing my passion. That's how I lead my team, by doing what I'm already good at. "Why fix what ain't broke" became my motto as my team grew. What a blessing to learn that I just needed to keep doing what I was already doing. Then as "my girls" follow and duplicate what I do, they change and tweak things to their own tastes.

My husband was able to come home from work a few months after things really got rolling with Xyngular. He had always been a phenomenal dad to our five children, but now he gets to shine even more. He makes lunches while I do three-way calls. He comes along with me as we take family trips together to visit my team who are spread all around the United States. He lets me sleep in when I have to stay up late working on the business. And he supports me with words of affirmation and belief in me. To say he's my biggest cheerleader would be an understatement. I am beyond grateful for him. He still can't believe

that he and I get to be home with our children every single day. We both had our socks blown off when we saw my \$34,000 paycheck last month.

My team is very geographically diverse, with awesome builders on my front line in Arkansas, Oklahoma, Texas, Alabama, Tennessee, Mississippi, Ohio, New Mexico, the Carolinas and Colorado. They have grown their teams by having party after party.

They also send their new Distributors to something I do each week called JV training. It's an online training camp for brand new Distributors, either under me or anywhere on my team (and even crossline from me). I teach, inspire and quickly get people building and understanding the basics of our business. I run these meetings weekly, and I know they are helping us grow.

I don't believe that I can keep anyone focused. When someone wants to be focused, I love helping them, though. We check in daily via Voxer and

our Facebook group. I often throw Fastest Finger Promotions out to my team to encourage them to stay plugged in.

Our team emphasis is on loving others, listening to them, and knowing that we cannot control the timing of what happens. All my girls can control is what they do, and that's all I hold them accountable to do. And the outcome? I believe ultimately only God is in control of that.

Our team has grown really, really fast. The duplication is hard to ignore. When I post something...a thought, challenge or idea...within minutes I see "my girls" sharing the same thing or something similar with their teams. The more we stay focused on encouraging our team members to duplicate others, and as we learn to keep it simple and duplicable, the more our team grows.

Our team always helps each other out. When one of us is in a slump, we'll post to our Facebook page that

we could use some love on our wall. Instantly, others will go support that person. There is such a spirit of generosity and unity on our team. It's a beautiful thing to see.

I am not exactly sure how our team got to be like that, but I do know that I certainly learned by example. Carrie and Laci worked tirelessly with me in the beginning, giving of themselves in a very selfless way. I try to model their awesome example for my girls, too. When we are all focused on being generous with each other, that spirit becomes contagious!

My team grew more quickly in the business than my knowledge did, so it's great that there isn't a long list of specific qualifications and things I had to have lined up in order to get paid. I had no idea what I was doing, yet I was still getting paid. I know for a fact it is not like that everywhere. It's easy for both beginners and seasoned veterans to stay motivated because

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all Distributors, regardless of rank, are able to participate in the profits of our growing company.

I learned from my friend Chris Hummel that is vital to help our team members create structure in what could otherwise be the structureless day. When you're blessed to not have a nine-to-five job, you tend to lose focus and structure. I'm still growing in that area, learning how to create necessary structure for our team without burdening them with the constraints of their traditional jobs. I want them to feel that they're breaking free from their job. And yet they need some structure. But more than anything, all my "green M&Ms" are full of integrity, passion, commitment, vision and genuine love for others. That's truly what's catapulting Team MckMama.

