

with columnist Fiona Walsh



## Late bloomer blossoms in business

*At 57, Mary Fields found happiness and success with her own company*

I met Mary Fields ([www.mary-fields.com](http://www.mary-fields.com)) when I spoke to a business group and her story so intrigued me that I wanted to share it.

For many years, Mary had a very successful career in sales. She loved the freedom and meeting new people. Her philosophy for being successful in sales is simply this: just enjoy meeting people, and be relaxed and excited about a product that they possibly could be interested in.

Mary never saw sales as pushing a product. She says: "I see it as, if I don't share my information, they won't know it's available and often it could be something they wanted or could use in their business anyway. So selling is a way to offer people solutions."

At the age of 57, Mary figured if she was really going to get ahead, she needed to build a residual income that would give her good income for the long term. "I couldn't count on a pension, and who can live the lifestyle they want on government pensions? Certainly not me! That was a scary thought. I realized that selling for someone else was only money at the end of the month. Then the next month starts over again, and there is no guarantee that the product or demand would be there for the long term either. It totally depended on my ongoing efforts by myself."

That's when she discovered network marketing. She found a great product with Trivita International that she really liked. So she quit her job and went for it, starting everything off by cold calling on the phone, finding leads through the internet and different directories. It took about six months for Mary to find some people who saw the po-

tential and joined her team. That business today has grown to 102,000 customers and affiliates, and for 10 years now she has had an income most people can only dream of.

Part of the reason for Mary's tremendous success in building business is her focus on building relationships and keeping in touch with clients and prospects by sending cards. But as her business grew, there were way too many cards to do personally. There wasn't enough time anymore to get them all done. This frustrated Mary because she knew that personal touch was her most powerful marketing tool, and she wanted to keep the business growing.

That's when serendipity stepped in. Mary got a card in the mail from a friend that was different from anything she had ever seen before. Next thing, her friend takes Mary online and introduces her to Send Out Cards and voila – the solution to her marketing problem is right in front of her! Mary can send large numbers of customized cards to her customers in less time and her affiliates can use the cards to grow their businesses as well.

Mary also saw an incredible business opportunity five years ago, so she started building her own Send Out Cards business at age 62! In that time she has sent out thousands of cards and showed others how to send them. This business took off and continues to grow about 100 new affiliates a month, which has resulted in another amazing income stream.

A lot of people try network marketing without a lot of success, so I asked Mary what made her experience so different. This is what she had to say: "I would attribute my success to staying the course, loving

what I do, being consistent and never giving up."

I love this story because it shows you it's never too late to build your own business. Here are Mary's tips for growing your business:

1. Be consistent. Show up for work every day and do the work.
2. Don't be afraid of selling. Enjoy getting out there and talking to people about what you have. Don't take it seriously if not everyone buys from you.
3. Set daily marketing goals. No matter how big her business gets, Mary makes sure she sends out one card every day to stay in touch with people and share her product with

prospects. She has everyone on her team do the same thing.

4. Follow up on all your leads. New business is what grows your bottom line, so don't allow yourself to get too busy to follow up.

5. Never quit. If something isn't working, figure out another way to make it work.

*Fiona Walsh is one of only three business coaches in North America approved to provide the highly successful and popular Ghost CEO coaching program. An expert in sales and business development, she offers tips for growing your business at [www.fmw Walsh.com](http://www.fmw Walsh.com). Though not related, Fiona is a professional colleague of Michael Walsh's.*

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