

## **Conference Call Summary**

### **Discussion: 25 Steps to Building a Solid & Stable Internet Sales & Distribution Business**

The discussion centered on the importance of following the system and identifying the steps necessary for success when building the business. The objective is to consider our daily actions and ensure the necessary steps are taken on a consistent basis, as part of the life cycle of our business.

#### **Business Life Cycle - “Increased activity = increased confidence = increased competence = increased results”**

The reason for engaging in the business life cycle is to have the lifestyle change you desire. In order to have that change, we need to commit to taking these 25 steps on a recurring basis, as business development is a continuous process based on repeating activities -- daily, weekly, and monthly.

#### **1. Spend Time Alone**

Schedule time alone in at least 30-minute increments where other people, TV, music, etc, will not distract you. Bring paper and pen or pencil to write down your thoughts and feelings on the following:

- a. Think about where you are
- b. Think about where you want to be
- c. Think about what you want to do with your life
- d. Think about who you want to help

Use the time to clarify your purpose and get in touch with the reason you will commit to doing the “system requirements” necessary to build this business. Remember, the commitment is the pledge you make to yourself.

More than one session will be necessary to fine-tune your purpose and goal objectives.

#### **2. Watch the 3 Part DVD and Review the Flip Chart**

Watch the DVD alone, at least twice, and read through the flip chart. Take the time to reacquaint yourself with what you have and find your comfort level with the material. You should be able to summarize the DVD and paraphrase the flip chart in a conversational manner.

When reviewing the DVD and flip chart, look for the spark that caused you to become involved with this business. You need to find that spark so that whenever you are

sharing the presentation with someone else, you also feel the excitement and want to become involved with this vehicle as if for the first time.

### **3. Review the Getting Started Action Guide**

Review the guide with the goal of re-sponsoring yourself. The power of this business is in the simplicity of the process. Unfortunately, we sometimes think the process is boring and want to deviate for the more exciting “flavor of the month.” The reality is that success is in the details and the GSAG is the detailed blueprint for success.

During your review consider whether you have ever done each item in the guide completely and consistently for a ninety-day period. Focus on the fact that consistently completing the 90-day plan over and over will lead to goal achievement in 2 to 3 years.

### **4. Complete the Home Shopping List or do a “brand walk” throughout your home and work environment (home office). (Use the Mall Talk to help the process)**

Walk through one room at a time and look for any item showing a “brand” other than yours. Consider cleaning supplies in the kitchen and bathroom, air purifiers throughout the house, detergent, stain remover, bleach and disinfectant in the laundry room. Don’t forget personal items in the bathroom, such as shampoo, lotion, and bath soap. Medicine cabinets and counter displays are a good place to find “brands” of products you use to make yourself feel better (toothpaste, antacids, ointments). Also, consider outside areas. Do you have “growing aids” for your plants and lawn? What about supplies in the garage? Most of us have “brands” for oil additives, squeaky doors, and oil spots on the driveway. There are also “brands” for window cleaner, carpet shampoo, jewelry cleaner and glass cleaner.

Without much effort, you could replace at least 25 outsider “brands” with personal “brands” that help gain exposure for your business, and that number doesn’t include health and nutrition products. Using your own products increases your confidence in the quality and value of what you have and provides great follow up opportunity for those who see your “brand” loyalty.

### **5. Complete Nutri Physical online & Health Awareness Survey**

Completing the Nutri Physical & Health Awareness Survey is important even if you are not specializing in health and nutrition. It’s important to remember that building your business is not about you. The reality is that health and nutrition is a billion dollar industry, and you will meet people who need what you have.

Becoming familiar with these health and nutrition tools will make it easier for you to respond to potential prospects and customers with a full awareness of the options available to meet their needs. The Health Awareness Survey is especially important as reviewing the survey helps you learn to clarify the types of information packages you

can provide to a potential customer and helps you learn to suggest incremental product sales when cost is an issue.

When using the Nutri Physical with those without computer access, you can print the questionnaire and sit with the person to complete their responses. Doing this helps build relationships and puts you in a great position for follow up opportunities once you input the information into the computer and have the printout ready for the prospect to review. The additional personal contact usually results in immediate product sales.

## **6. Order product for personal use**

Being a “product of the product” is more than a slogan. It is the primary way to build your belief and confidence in what you have to offer. When your belief is grounded, your confidence grows. When your confidence grows, you become more competent and are more than capable of introducing others to what you have to share.

Once you complete your personal shopping list, commit to adding two products each month until you are truly your own “brand.”

## **7. Complete/Review Names List – Identify top 10**

Review your names list and consider the following:

- a. Who haven't you talked with in at least 90 days?
- b. Who would you call for referrals in other areas of your life?

Revisit those you haven't talked with in awhile. Call or send a note asking for help with finding those who could benefit from getting information on a new product you're introducing into the area. (Choose your product) Keep your contact brief and upbeat. Remember to offer to send a catalog in order for them to have a better idea of what you offer so they will be comfortable giving you referrals.

Think about the people you would call when you need a referral for a babysitter, pet sitter, auto mechanic, lawn care, or a variety of other needs. Connect the dots from your business to these people and contact them about what you offer that would be mutually beneficial. (Nursery Magic, Aloe Gel, Might a Mins, Pet Magic, SOS, Friction Free, Plant Power, and Lawn Power)

## **8. Identify business associate/accountability person**

Having an accountability person is critical for helping you stay on task. Choose someone who is committed to helping you and will have performance expectations for you. You must commit to at least weekly (scheduled) contact where your actions are discussed in detail. Your accountability person does not have to be in your organization.

## **9. Schedule introduction with those on names list**

Decide what approaches you will use to contact those on your list and schedule those activities. Generally, using a variety of approaches is better as it keeps the process interesting. Consider the following depending on your approach of choice:

- a. 3 Way Calls – Obtain available times from your team member prior to contacting your prospect to set the appointment. “Drop in” 3 way calls are usually not appreciated by anyone involved in the process.
- b. Dear Friend Letter – Introduction of your business or product to those on your list. May include specific brochure and/or Health Awareness Survey
- c. Mall Talk – Circulate among those you know (school, church, work) and “ask” for the sale

## **10. Order product for display and product shows**

Begin with what you can afford. Always include an Isotonix product to demonstrate the isotonic process. B-12 is a good beginning because of the quick positive physical response, and it's cost effective. Having OPC on hand is also good as you will usually get at least one order based on reactions to the information in the Health Seminar DVD. Some people have good results with Mochatonix. Don't forget, you can also use your computer to show the products and your association with “big name” retailers.

In addition to using the Health Seminar DVD, be sure each guest completes the Health Awareness Surveys at the beginning of the product show. Using the surveys gives you great follow up and relationship building opportunities.

Remember, you also have your “brands” throughout your home and your guest will see your commitment.

## **11. Schedule product shows**

Generally, we think of product shows as something we do in someone else's home. The reality is that until you are conducting at least 2 shows per week for your organization, you should be hosting 2 per month in your home.

When you're working on your guest list, don't think “prospects” think “friends.” Think about the parties you've been invited to attend. (Avon, Tupperware, Candles, Purses, etc.) Also consider other locations, such as office lunch parties and community center weekend events.

## **12. Use products creatively**

Incorporating your products into every aspect of your life will greatly increase your retail profit and ensure continued exposure for your business.

Consider the following:

- a. Home display – Brand replacement display – See #4
- b. Work area – Transitions bar on desk, B-12 in the break room instead of coffee/tea  
SOS and Aloe gel on hand for “emergencies” Read through Mall  
Talk during breaks and at lunch. Use digestive enzymes.
- c. Thank you gift baskets – great for relationship building when someone has done something nice for you. See Training Tips on forum website.
- d. School/Community Event contributions – Consider letting a group take orders from your catalog and earn the retail profit to support their cause. When an organization wants donations to auction or give as door prizes, put together a basket with a “donated by” label and include your information on each item and brochure.

## **13. Develop selective training mentality**

Training is absolutely essential to building a successful business. However, there is a point at which attendance at training becomes your “reasonable excuse” for not building your business.

The beauty of this business is that you can match the training you receive to the core business building requirements and your specific goals. While it’s important to support your local area, and all national events, when you find yourself going to meetings 5 nights a week without any guest/prospects/customers, there is a clear mismatch between what you’re doing and the requirements for building this business.

Take time to review your calendar and identify the connection between the trainings you attend and the amount of volume and number of new people in your organization. The numbers don’t lie. Once you’re clear on your “business-training” connection, you can reorient your activities to those directly connected to building a solid business, and achieving your specific goals.

## **14. Become familiar with UF Headquarters**

Understanding the value of the information available online is critical to helping you build the confidence and competence you need. Almost any question you have can be answered by reviewing the material provided.

In addition to basic training materials and access to volume reports, the system really represents your personal connection to headquarters. Every successful business owner has, or wants to have, one central place that provides 24-hour coverage. Your online system does that and much more. The system is also a valuable tool to share with prospects, especially professionals, who have an expectation of comprehensive support, and don't want to become dependent upon you.

In order to share the power of your "online headquarters" you have to spend time going through each of the options so that you are comfortable with the process and can sit down with someone and give an overview. Once you're comfortable with the online system, schedule time each day to go online and check for training and other updates, in addition to reviewing your management reports.

### **15. Schedule "life styling" venues**

Given that you cannot build this business without exposing the product and the business opportunity to people, we have to answer the question, "where are you going to go in order to meet and talk with the people?"

You have to make a conscious decision as to what you're going to include in your lifestyle and then schedule those activities. Consider the following:

- a. Mall – (window shopping & browsing)
- b. Work
- c. Post Office – (not the automated stop)
- d. Fitness Center – (not the timed circuit program)
- e. Chamber of Commerce/Networking Group
- f. Community Center

Generally, including at least 3 different activities each week will lead to sufficient social contacts for you to have potential prospects and customers for follow up opportunities.

It's important to remember that marketing is even more important with your business than it is with a traditional business. There are many people who can benefit from what you have to offer. All you have to do is make the effort to meet those people, and remain committed to sharing what you have to offer.

### **16. Reevaluate your goal timetable**

While setting a timetable for achieving your goal is important, reevaluating the timetable is even more critical as you work towards goal achievement.

When working towards your goals, considering those goals in the context of the first 15 building steps is necessary to determine whether your goal achievement date is

realistic. Achieving a goal by a certain date may be possible, but not likely unless you are willing to actively and consistently engage in the business building steps.

## **17. Create a business spending account**

Having a separate account for your business is a necessary part of building a credible business. Even if you don't have a separate business name, you need to keep your business and personal funds separate.

Separate accounts help eliminate the "illusion of profit" that can occur when we sell a product and think the money is ours, instead of considering the expense of doing business. A business account helps ground your activity and is a form of self-discipline that helps you stay focused on "owning your business" rather than being "owned by your business." Additionally, should the IRS select you for an audit, separate business accounts are a "really good thing" and can prevent more in-depth review of your business records.

## **18. Master Action Plan**

All goal achievement needs a plan. In order to achieve your objective, you must first identify what is required to achieve the goal. With this business vehicle, your Master Action Plan (MAP), begins with you writing down everything you will do to gain exposure for your business and your product. Consider the following, and remember there are many things you can put on the list. The only ones you should put on the list are the ones you know you will actually do.

3 Part DVD, Flip chart, Health Awareness Survey, Health Seminar, Product Show, Web portal, Webcenter, Cosmetics

## **19. Daily Action Plan**

Your Daily Action Plan (DAP) is extracted from your MAP. If you listed the Health Awareness Survey (HAS), Product shows, and 3 Part DVD on your MAP, then you will move those items to your daily plan. When working the daily plan each item is prioritized using the A-Z method, with only one letter per item. Each item must support exposing the business or the product.

For your product show, your daily activity will include the day you make up the list of those you plan to invite to your party, the date you'll send the invitations, the date you'll follow up on your invitations, the date you host the party, the date you follow up with those who completed the HAS while attending the party, and the date you delivered product to those who purchased product while at the party.

The daily plan is about connecting the dots from every item on the MAP to the daily details needed to accomplish the task.

In the rest of our lives, we check certain areas on a regular basis. We check our cars to make sure they have gas, we check to make sure we have bus/train fare, we check our clothes for the next day. Working your DAP requires you to check on your business activity every day. At the end of the day, you review your plan and see whether you did what you identified as a priority on your list. If you conduct your review and find that you worked your L & M items, but didn't work your A's, B's & C's, there is a good chance that your actions won't lead to goal achievement even if your plan is sound. Doing the necessary items on a daily basis is like exercise for your business. When you begin the process you won't see the results for a while. When you take a "break" and interrupt your daily activities you are really starting over and may be worse off because you may get discouraged.

When wondering what to do on a daily basis, remind yourself of what you did to make your first sale or gain your first business associate. Identify what worked for you and become really good at doing what works.

## **20. Self-discipline through self-talk**

Accountability has a lot to do with having someone else "in your face" and that can be beneficial. However, the other person is not always there and we can gain even more from working on ourselves.

Self-discipline through self-talk is not the same as affirmations. Affirmations may be useful, but in this case, you know things about yourself that others don't know. You know what you are not doing and you know whether you are keeping your word to yourself. This is about you getting "in your own face."

Moment to moment effort is needed to replace years of habits in avoiding the details necessary for success on a daily business. Always ask, "What else could I be doing right now that would help me achieve my goals?" Do I really need to dust the table or is it better to make the phone call to follow up with the person I left the 3 part DVD with one week ago. Am I really so tired that I need to sit here and watch TV for 2 hours, or could I use the time to send HAS/catalogs to people on my invitation list? Is what I'm doing the best use of my time?

Self-talk involves a commitment to continuous questioning of our activity. With serious effort you'll begin to anticipate the questions and won't even do the things you know you ought not to do in the first place.

Not engaging in self-discipline is the same as giving in to RG's version of the "man in the mirror" – "Mirror mirror on the wall. I don't want to face the facts at all."



## **21. Allow only incremental rewards for incremental results**

While it is important to reward our efforts, any rewards should be proportionate to the achievement. We need to think clearly and think long term. Remember, we are working a Master Action Plan.

Consider the situation where you've identified 3 way calls as something you will do to build your business. You make 3 calls and then you take 3 days off from building your business. Or maybe you complete the pay cycle once and you buy a new car. Those are disproportionate rewards.

Making a habit of disproportionate rewards can lead being broke at a higher level, and while you may eventually become rich, you will miss the "building wealth" objective.

## **22. Focus on the facts**

- Fact - Network marketing works
- Fact - This business vehicle is legal
- Fact - This business vehicle is legitimate
- Fact - People have been paid
- Fact - People are still being paid
- Fact - Your product of choice works
- Fact - There are still people choosing to become associated with this business

## **23. Believe in the possibilities**

Possibilities:

- I could follow the system consistently
- I could use the tools appropriately and consistently
- I could care enough about others to share my story
- I could believe I deserve success

I will do all of the above. (It is possible) True goal achievement without belief and action is impossible. Temporary success won't be sustainable.

## **24. Hold on to your enthusiasm**

Remember you are always on display. You must look like your own your own business.

"Walk the walk" = appearance is healthy, vibrant, and well groomed

"Talk the talk" = avoid the language of "broke/lack/wanting"

Remembering who and whose you are is like the childhood reminder to “mind your P’s & Q’s.” Although there are several explanations as to what the saying originated, for most of us, it means, be on your best behavior.

Wherever, you are, it is important to realize that even though you don’t know who is listening to you or observing your actions, you do know that you are there, and everything you say and do affects your belief and ability to achieve your goals.

## **25. Spend Time Alone**

Schedule time alone in at least 30-minute increments where other people, TV, music, etc, will not distract you. Bring paper and pen or pencil to write down your thoughts and feelings on the following:

- a. Think about where you are
- b. Think about where you want to be
- c. Think about what you want to do with your life
- d. Think about who you want to help

Use the time to clarify your purpose and get in touch with the reason you will commit to doing the “system requirements” necessary to build this business. Remember, the commitment is the pledge you make to yourself.

Doing these 25 steps consistently will result in increased exposure for your business and your product, and will lead to increased volume and new business associates for your organization.

If you won’t do these 25 business building steps for yourself, what will you do for your future?

**Business Life Cycle - “Increased activity = increased confidence = increased competence = increased results”**