



Getting Serious About Building Your Business

When I look over the volume that is being generated by distributors in our company every month, I am simply in awe!

First of all, because of the rapidly accelerating growth of the daily volume company-wide. But secondly, because so many distributors don't seem to understand the real value of what they have. With all of that volume in your own downline, it makes sense to place and/or keep yourself on autoship so that the growing volume will not flush!

Significant Benefits in Taking Action

Take a few minutes to check on your own accumulated volume, and do the simple math that shows you just how much money it represents in commission to you if you get serious about motivation and take action to build your lesser leg!

I know what some of you are thinking right now—sure, it's easy for you to say, because you're already successful. Baloney! It's not really so much easier for me. The biggest difference is in Consistent Daily Action! Every day I take action to build my business. I take action to help my downline. I take action to support my distributors. And that's the biggest reason for my own success.

Don't take my word for it. Most of the experts in network marketing stress the value and the power of Consistent Daily Action. From people like John Milton Fogg, editor in chief of Upline Magazine, Mark Yarnell, author of several best selling books on network marketing, to trainers and MLM coaches like Michael Clouse and Dean Garrison, the universal key to success that they put forward is Consistent Daily Action.

Sure, setting your goals is important, being enthusiastic about our company, our products and our compensation plan is invaluable,...but all of that goes right down the drain if you don't take action.

What Action Should You Take?

But what action should you take? When? And what can you do to take actions that will yield the desired results?

Well, how about this? It's a proven technique. Start with 5 calls to new prospects per day, plus 5 follow-up calls with people whom you've already contacted, people who've received some information from you, either by phone, or that you have sent to your web site, or to one of our conference telephone calls, or who have attended one of our opportunity meetings, and so on. Do this for 5 days of every week.

You can pick your 5 days – they don't have to be consecutive. (Weekends can be a good time to connect to a lot of people, so don't hesitate to try a weekend day.) Make those 10 calls every day - 5 days a week, whether you *feel* like it or not and see what happens.

One thing I can guarantee. You're going to have a lot of people who say no! Just don't let yourself become discouraged. Don't stop calling. Just keep on talking to people every day, 5 days a week. Just as religiously as you eat breakfast, lunch & dinner every day.

That's simple, isn't it? There's no need to make it complicated. Do this Consistent Daily Action 5 days a week for 6 months, and your business will be generating a nice monthly income. In 12 months, you can double that! The odds are in your favor!

Learn To Manage Your Consistent Daily Action

Now, what I've just outlined is only part time effort. You can add as much as you want—you should add as much as you can manage—to this Consistent Daily Action. Add two or three three-way calls to prospects. Add 10, 20 or 30 emails per day to your warm market, or to opt-in leads.

According to Upline Magazine, the batting average for most beginning Networkers is one prospect enrolled and doing the business for every 15 or so approached with a presentation. Naturally, the more you do, the sooner you will 'connect' to people who will come aboard to do the business. And when they see that you are taking Consistent Daily Action, they will follow your lead.

But look at a little more math for a moment. Many of you already have a significant amount of volume in one of your legs. So, every time you bring in three new people that you place in your lesser leg, you earn a commission cycle. How many times a month do you want to cycle?

Calculate The Benefits

Pick a number. 5? That means you need 15 distributors purchasing \$100 in sales volume each month. To bring in 15 new distributors, you need to contact and make a presentation to 225 people (taking the averages into account). If you're making 25 calls a week, you may reach your goal in two weeks (9 days to be precise).

Just as important, you need them to be on autoship, so that once you have them in your downline, they keep producing volume. That's another reason why you need to be on autoship, leading by example.

Now you should add some more Consistent Daily Action, this time to help your new distributors do the same thing you did. When each of those distributors brings in 15 new people each, you will have 240 people in that leg. Assuming that the volume in your major leg continues, your new distributors will have helped you to reach 80 cycles a month, or 20 cycles a week. If they follow your lead, and have the same success, you could reach this goal in less than a month.

At the same time, if you continue making your own new prospect calls every day, you're building even more, and you can place them in whichever leg that needs the volume to keep your own commissions growing. This is just one example of the power and potential of Consistent Daily Action.

The Real Secret To Achievement

Now you know the Real Secret to Achievement. It is simply making this Daily Action a habit, something you do without conscious thought.

There's no question of "What will I do today?" You already know what to do, and that's your Consistent Daily Action. Isn't it time to get serious about building your network marketing business? It's to your own advantage.

Jimmy Smith