



## 48-Hour **FastStart** Plan of Action

### **The Basics**

This 48 Hour *FastStart* Plan of Action shows you how to quickstart your new home business. When you follow this plan and successfully complete the steps, you will see how simple it is to begin earning income and building your new organization!

To build your business and a solid residual income, you must keep it simple. Do three things: **gather** Customers, **sponsor** Representatives and **teach** others to do the same. Do them consistently. The most successful people in network marketing (and the ones with the highest incomes) are those who gather, sponsor and teach every day.

### **Gather Customers**

To jumpstart your new business, you will need customers. Share the business with the people you know. Sort your prospects using the marketing tools provided in the your members area, choosing from the wide selection of Flash Movies, professionally designed websites, banners, headlines, flyers, opportunity cards, pre-recorded messages, opportunity presentations and more. **Work with your sponsor** to build a system that works for you. Don't try to explain the business – let the marketing tools do the work for you!

After your prospect has seen the business opportunity, they will join, ask for more information, or tell you that the business is not for them right now. Work with the prospects that are interested and help them reach a decision. Thank those that are not interested for their time. Be sure to ask all prospects if they know anyone that would be interested in the products or business opportunity. Do not spend your valuable time trying to convince uninterested prospects. If they are interested, they will jump at the opportunity!

### **Sponsor Representatives**

To build your organization, you need to sponsor new Representatives. Make them an integral part of your winning team. Give your new “business partners” the tools and support they need to build their organization. As a sponsor, you are responsible for providing personal guidance and coaching to help each new Representative jumpstart *their* new business. Show them how simple it is to build their business and start earning income. And soon, they will be off and running on their own!

### **Teach Others To Do The Same**

Lead by example! The fastest way to succeed is to set an example for others. Be consistent and persistent as you continuously **gather** new customers, **sponsor** new Representatives and **teach** others in your organization to do the same. When others see your financial success and the incredible benefits of using a proven, simple and repeatable system, they will follow! Duplication is what gives you the power to accelerate the growth of your business.



**Complete the following prior to your 48 Hour Training:**

- ☑ Personal Goals Sheet
- ☑ Time Management Sheet
- ☑ Prospect List Sheets

**Important:** Do not contact anyone by phone or in person until after your 48 Hour Training is completed.

## **Develop Your Goals in Writing**

*Does goal setting really work?*

### **The Yale Graduating Class of 1953 – Study**

- ◆ 3% had put their goals in writing
- ◆ 97% had incomplete goals or none at all!

### **Twenty years later...**

💰 The 3% who set goals had 10 times the incomes than the other 97% *combined!*

- *Dreams become goals when they are written down.*
- *Find a goal big enough to inspire you... something that will cause you to unleash your power.*
- *Goals give you a vision that keeps you pressing on.*

***“Whatever the mind of man can conceive and believe, it can achieve.” - Napoleon Hill***



## Personal Goals Sheet

**What's Important to You?** (Circle all that apply)

Early Retirement	New Car	Vacation Home	Favorite Charity
New Home	Travel the World	Helping Family	Children's Education
More Family Time	Debt Free	Time Freedom	Financial Security

Others: \_\_\_\_\_

Dream. You just won the lottery for \$5 million. In order of priority, what would you do or buy with that money? (Be specific)

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What is your most important goal?

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My monthly income goal in **3 months** is \$ \_\_\_\_\_ on Date \_\_\_\_\_.

My monthly income goal in **6 months** is \$ \_\_\_\_\_ on Date \_\_\_\_\_.

My monthly income goal in **1 year** is \$ \_\_\_\_\_ on Date \_\_\_\_\_.

My monthly income goal in **3 years** is \$ \_\_\_\_\_ on Date \_\_\_\_\_.



**Time Management**    **W** = Work    **R** = Recreation/Family Time    **B** = Business Time

Time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6:00 - 7:00 am							
7:00 - 8:00 am							
8:30 - 9:00 am							
9:00 - 9:30 am							
9:30 - 10:00 am							
10:00 - 10:30 am							
10:30 - 11:00 am							
11:00 - 11:30 am							
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9:30 - 10:00 pm							



## Developing Your List of Contacts

You have three great sources for finding your first customers: your warm market, referrals, and the cold market. Your **warm market is made up of personal acquaintances** - people that you already know. These include your friends, relatives, co-workers, neighbors and others close to you. Your warm market is your immediate sponsoring strategy. Why? Most people know several hundred people!

Don't be afraid to contact your warm market. They know you, like you and will certainly be interested in hearing what you are up to. They are your best prospects and the people you want to help the most. Remember, you have an incredible opportunity that offers a multitude of benefits. Will they be upset if they learn about the business from someone else and missed out on thousands of dollars because you didn't share it with them? How would you feel if the roles were reversed and they didn't share the business with you?

Your warm market is an untapped resource that can provide you with a multitude of **referrals to expand your warm market**. How? Each person on your warm list has his or her own warm list of people. Their reference is an "implied endorsement" for you and your business opportunity and products. Use your warm market to open new doors!

The **cold market** is a huge pool of talented strangers, many of whom are looking for more time, money and freedom. More on the cold market later.

If you discovered a gold mine with an unlimited supply, whom would you tell about it first? Always remember that you are offering people the gift of Wealth and Freedom.

### Misconceptions about making a list:

**Misconception 1. "I have to know the business before I can approach anyone."**

**Answer 1:** That's what your sponsor and team leaders are for.

**M2. "I have to be successful before approaching prospects."**

**A2:** Use the stories of your sponsor and team leaders. Every successful person started out in the same place... at the beginning, with no team. If you wait until you're successful, you never will be!

**M3. "I don't know many people."**

**A3.** It's not whom you know but how many people they know and then how many people they know, and so on.

**M4. "I don't want to sell to my friends."**

**A4.** We are in the business of connecting, not convincing. Show people how this business can benefit them. Respect your family and friends enough to let them make the decision for themselves.



## The DOs and DON'Ts of Making a List

- ◆ DO make your list as long as possible
  - It's your game plan
  - The longer your list, the greater your posture
  
- ◆ DON'T ever prejudge anyone
  - You can't tell who will be the stars until you give them the opportunity to step up to the plate
  - Those people you decide not to contact will end up on someone else's team

## Steps to Developing Your List

- ◆ Use the memory jogger to make a list of at least 50 people that you know on a first name basis.
  - In addition, you can use the Yellow Pages as a memory jogger. Start with the letter A and ask yourself, "*Who do I know who is an Accountant, a Banker, a Carpenter...?*"
  
- ◆ In the left column, identify those people on your list who:
  - Are Successful (S)
  - Are a "People" Person (P)
  - You have Strong Influence with (I)

**It's time to make your contact list!**



## Memory Jogger

### ***Who do you know who is a...***

Golf Pro	Manager	Business	Bank Teller	Electrician
Physical Therapist	Salesperson	Owner	Real Estate Agent	Plumber
Chemical Engineer	Politician	Network Marketer	Nurse	Restaurant Owner
Student	Teacher	Printer	Receptionist	Journalist
Accountant	Social Worker	Baseball Player	Lab Technician	Dancer
Electrical Engineer	Actor	Video Store Owner	Telephone Lineman	Artist
Bartender	Police Chief	Attorney	Surgeon	Plant Foreman
Bank Manager	College Professor	Basketball Player	Architect	Salesperson
Computer Programmer	Podiatrist	Group Home Manager	Company Executive	Financial Planner
Fire Chief	Airline Pilot	Pediatrician	Secretary	Graphic Artist
Business	Carpenter	Chiropractor	Announcer	
	EMT		Contractor	
	Flight Attendant			

### ***People in your life...***

Parents	Day Care	Sisters	Landscaper	Best Friend
Hairdresser	Provider	Mechanic	Uncles	Children's
Optometrist	Brothers	Supervisor	Mailman	Pediatrician
Neighbor	Attorney	Counselor	Dietitian	Accountant
Grandparent	Barber	Aunts	Aerobics	
Doctor	Insurance	Minister	Instructor	
Dry Cleaner	Agent	Pharmacist	Cousins	

### ***Who sold you your...***

House	Business	Carpets/Tile	Jewelry	Storm Windows
Car/Truck	Clothes	Aluminum	Telephone System	Air Conditioner
Furniture	Vacuum	Siding	Lawnmower	
Boat	Cleaner	Vacation	T.V./Stereo	
Office	Curtains	Package		
Supplies	Computer	Groceries		

### ***Who...***

is on your Christmas list  
 is very ambitious  
 is the life of the party  
 is considered a leader  
 is known by everyone  
 is a Consultant or Trainer  
 was in your wedding party  
 is from an old job  
 is in a high profile job  
 teaches your children  
 runs a local deli

is a fashion model  
 runs a local bagel shop  
 are your golf partners  
 do you play cards with  
 has a booming business  
 are your college friends  
 is in a Fraternity/Sorority  
 is active in your church  
 wants more out of life  
 is a business owner  
 has a very stressful job

do you respect  
 is from civic activities  
 are your parent's friends  
 is President of PTA  
 recently had children  
 rides to work on the bus  
 edits a newspaper  
 do you go to games with  
 is friends with the family  
 is health conscious  
 is active in local politics



