

THE ACTIVITY SUCCESS FORMULA

TWO EXPOSURES PER DAY

The key to building a successful home-based business (network marketing) is exposing NEW people to our product and opportunity. If you aren't doing new exposures DAILY, it will be extremely difficult for your business to grow. Next, you have to pique the interest of new prospects in order to have new people looking at your presentation.

Remember, your team is watching you, and if you aren't exposing new prospects, they won't either. The true magic happens when you get a large group of people doing a few simple things, consistently, over an extended period of time (with a great positive attitude).

The Power of 2 Exposures Per Day or "2-a-days"

This means you get a minimum of two people a day to check out a presentation. Now, what is the game plan with these daily exposures? Are you willing to commit to doing two exposures each day if it means gaining financial freedom in the future?

ACTIVITY FORMULA

What if you had on your TEAM...

- 2 SERIOUS people + YOU x 2 exposures per day = 6 exposures per day.
- 6 exposures per day x 30 days = 180 exposures per month.
- 180 exposures per month x 12 months = 2,160 EXPOSURES TO PROSPECTS per year!

That would yield for the YEAR about...

- 648 NEW CUSTOMERS (3 out of 10 prospects typically purchase the product, or 30%. Of 2,160, that equals 648.)
- 216 NEW BUSINESS PARTNERS (1 out of 10 prospects typically join the business, or 10%. Of 2,160, that equals 216.)
- 324 NEW SALES FROM REFERRALS (Get 5 referrals each from 648 customers = 3,240. You will average selling at least 1 out of 10 referrals. 10% of 3,240 equals 324.)

Your example as a leader is extremely important. What if hundreds of people on your TEAM copied this formula and it made you hundreds of thousands or millions of dollars? You are the one your team is watching and copying, so if you aren't seen doing the 2-a-days consistently, nobody else will do them either. Keep in mind 9 out of 10 people on your team are not motivated and lack discipline, and they will NOT commit to doing 2-a-day. You are looking for the 1 out of 10 who will lock arms with you and just do it! Lead by example and work with the willing.

The Compound Effect

The compound effect is critically important to understand. It means that doing little actions over an extended period of time goes from seemingly NO effect to an EXPLOSION. For example, if you took a penny on the first day of the month and doubled it every day for that month (all 30 days), how much would you end up with at the end of the month? One cent, two cents, four cents, eight cents... actually you would end up with \$5,368,709.12 at the end of the month!!!

Watch what happens to this penny over thirty days!

Day 1	\$.01	Day 16	\$ 327.68
Day 2	\$.02	Day 17	\$ 655.36
Day 3	\$.04	Day 18	\$ 1,310.72
Day 4	\$.08	Day 19	\$ 2,621.44
Day 5	\$.16	Day 20	\$ 5,242.88
Day 6	\$.32	Day 21	\$ 10,485.76
Day 7	\$.64	Day 22	\$ 20,971.52
Day 8	\$ 1.28	Day 23	\$ 41,943.04
Day 9	\$ 2.56	Day 24	\$ 83,886.08
Day 10	\$ 5.12	Day 25	\$ 167,772.16
Day 11	\$ 10.24	Day 26	\$ 335,544.32
Day 12	\$ 20.48	Day 27	\$ 671,088.64
Day 13	\$ 40.96	Day 28	\$ 1,342,177.28
Day 14	\$ 81.92	Day 29	\$ 2,684,354.56
Day 15	\$ 163.84	Day 30	\$ 5,368,709.12

In the beginning, you'll be doing a lot of activity that doesn't seem to be paying off. The results kick in further down the line. After 12 months of building your business, making \$40 per month isn't very exciting. But as this penny keeps doubling, you will see how your business turns into \$100,000's then millions. ALWAYS keep this vision in mind, so that you will be excited about the tiny wins in the beginning that are seeds leading you towards your biggest goals.

The Activity Success Formula - 2 Exposures Per Day

So hopefully you're convinced that you now have the model to build on. Focus on the ACTIVITY, not just the results. If the team is doing this activity, the results WILL come. Have contests to see who can keep their daily streak going the longest. You can do fun celebration activities for only those who are in this "2-a-day club." Remember ... the magic happens when you get a large group of people doing a few simple things, consistently, over an extended period of time (with a great attitude). You must develop a 2-a-day team culture. Get fanatical about it.

"I began doing 2-a-days years ago. But I wasn't consistent. I wasn't religious about it. I basically did it when I felt like it. Then I heard a million-dollar earner teaching the concept again and I got sold on this plan. I finally committed to doing it with consistency. And I began recruiting more people than ever. But here's what's cool. Little by little, I noticed a few people on my team who had been hearing me talking about it start to do this as well. Six months later, I could see the duplication happening. I had about 40 people on the team doing 2-a-days. At that point, with 80 exposures a day (2,400 a month), we were recruiting more than 50 people a month. That's when I hit the six-figure income mark. This concept works!" -- Six-figure earner in Network Marketing.

The Power of Networking

Always remember that network marketing is not about YOU conquering the world by doing an insane amount of work all by yourself. (That's true in traditional business or in the corporate world.) This is about a lot of people each doing a little bit. It's about exponential growth through duplication. BE the person who IS doing the disciplined work, and be the example for others to follow. If this is done on a consistent basis, you will watch your business and income EXPLODE much sooner than you expect.

DAILY ACTIVITY GOAL FORMULA

Volume Goal



Average Points
on initial orders from Customers or
Social Marketers



Number of people that should join
in order to hit your target

(Example 3,000 points ÷ 150 = 20) In order for 20 people to join, you must talk to 200 people using our rule of 10 (1 out of 10 will buy or join) which = 200 Exposures

of exposures
needed



of days left in
the month



of DAILY exposures you must
do in order to reach your goal.

(Example: 200 ÷ 31 = 6) In other words, you must expose 6 people per day for 31 days in order to do 200 exposures. This should then bring you 20 new social marketers or customers and therefore you will hit your RANK GOAL!