



## What are 12 Understanding's to Greater Business and Life Outcomes?!

### How Important is the Right Daily Repetition in YOUR Success?

This knowledge paper outlines many facets, areas, truths, stories, and understandings important to your success in life. The content points to four main areas in your life which impacts you the most!

- What You Desire.
- What You Think and Believe.
- What You Speak.
- How You Act!

**Review all the information below and apply for your greater outcomes in life!**

### Understanding 1: Four Business Phases -- What to Expect in Your Own Business, Sales, and Building Teams

Every person in a business will go through four phases of their business growth. When a person reaches the fourth phase, he or she has obtained a solid foundation.

If a person does not grow to the third and fourth phase, he or she will eventually leave their business or industry. The people that quit carry the mindset: sales, having your own business, and building a team of people does not work. Either these folks recruited a lot of people that did nothing, or they did nothing themselves, they could not fill their own prospect client pipeline, did not follow up with prospects, or did not target the right people and organizations.

Keep in mind: The highest paid people in the world are either salespeople, marketing, entrepreneurs, or business owners.

**What are the four phases, and which one are you at?**

#### Phase 1

**The first phase takes place in the first 30 to 90 days or so.**

Below are some of the thoughts a person will go through:

- If I could get this person to do this, obtain a client, get that big billion-dollar company, I will earn some great income.
- When I find connectors, those who know how to network, people who get my business, I will be financially on my way.



- Everyone will want to do this! I will find a certain number of people and organizations. This will be easy!

People who start are usually driven by excitement, which is great! The excitement is good. Some recruit other salespeople because of this excitement, only to find that the new people have joined because of their excitement. These people did not join because of their understanding of the opportunity, your business, the industry you are in, and their own personal goals and reasons (the why behind why they are doing this).

Also, certain prospective clients agree to see you because of this excitement only to become dead-end opportunities that go nowhere.

## Phase 2

In the **second phase**, which takes place after 90 days, new business owners / salespeople begin to realize that finding a certain number of people is not the answer.

**It's all about developing people.** This is where most people quit because they realize this takes work and personal development. And, because they have lost focus on the long term (not being value focused), they think, "I have not earned a lot of money". This is where you must find out why each prospect, team player, and staff person want to be a part of your business or be a client that values what you bring to them. Each person must learn, implement, and teach a system that works. Each person starts to realize they are not the reason, issue, and that they are not duplicable.

Some of the thoughts at this stage are:

- I spend all my time recruiting / prospecting people who do not do anything after they become a part of my business. I must not have what it takes. I must figure this out.
- I market and sell and plant seeds to gain clients and have had some interest, but I have not gotten the results I have wanted.
- Maybe I should quit because I have only ....
- Why did so and so client do this or why did the company I thought would do something not?
- The amount of income I have made in proportion to the time spent has not been worth the effort.
- I will never retire from this business if I must always sell, market, and recruit staff and obtain new clients.
- Why does so and so do what they do and have such success, and I can't?



Those who make it through the second phase realize that they have gotten plugged into a team, leaders, and a system that can be duplicated by others (especially important). The most effective systems are the ones that find emotional reasons within their prospects.

**This is the why behind the goals.**

In other words, when you ask someone why they joined your company, decided to sell for you, or become a client, each person will tell you many things. It could be curiosity, an extra amount of income .... These are goals. The why behind these goals the prospect and the team player can only provide? You cannot provide this to anyone. People must want this to succeed.

**Phase 3**

In the **third phase**, sales, recruiting staff, prospecting clients, and enrolling clients becomes a rhythm.

Confidence in prospecting, recruiting, selling, and engaging clients begins to emerge. **The difference between dollar focused and value focused is learned.** This phase takes place from about 120 days to 1 year.

In this phase, frustration begins to set in, which hopefully drives them to the next and final phase. Their thoughts go something like this:

- My recruiting and selling are not hard. It is natural.
- I understand that recruiting and selling is only the beginning. Mentoring and providing solutions to each person is the answer.
- I am tired of recruiting people who do not have any reasons why they want to develop sales for my business, and I am tired of prospective clients who waste my time.
- I would not have wasted my time with so and so if I knew they were not going to do anything.

**Phase 4**

In the **fourth phase**, team players are professionals in this industry.



They exhibit a unique difference between prospecting and recruiting. Many of those they recruit go to work and produce and prospective clients become productive clients. The predominant attitudes with the professional are:

- I enjoy qualifying people.
- Enrolling people the right way provides rewards beyond comprehension. I will not waste my time chasing people. My prospect must qualify before I will spend my time working with them.
- I require prospects to sell me on them before I ... I genuinely enjoy helping people overcome their challenges with the solutions my team can provide.

The above attitude can be seen in many top money earners.

### **Some of you are wondering, "How do I get to the fourth phase?"**

It is not difficult, but it takes work. If you develop and use a system of organization, follow up, sales, mentoring, prospecting, and other areas, you will find the answers about how to develop **relationships with the right people over time**.

**It is a numbers game.** Do not let anyone lie to you. You need to be consistent like any business to succeed. You need a daily plan of action that you carry out every single day, every week, every month, and every year.

The more people you contact (email, call, inform, etc.) every week and follow up with people you have presented, the quicker your success.

If you want to speed up the one to two years to less time, you will have to work more hours, focus, apply more marketing and advertising dollars, and build your sales team quicker.

### **People are busy. People have problems (what I call opportunities).**

You must show people that YOU can be trusted before they will become a part of your team, become a client, and refer others. This all takes time, emails, leaving messages on their voice mail, and any other method of follow up.

When a person says "no", do not give up. It is only one more no to yes.



You must find your why. Your why will carry you through the times that are difficult? Where do you want to be in one year? Write down your goal and pay the price.

### **In Summary**

If you get this, you will be 80% there. This means you must be consistent over the next 12 to 24 months with yourself and with people.

### **Understanding 2: Daily Success Steps**

What do you do daily for the next twelve to sixty months to grow your business, create a value-added team, and create long-term relationships, and increase revenues and income?

1. Follow your business system (sales, marketing, follow up, goals, etc.).
2. Support your team, your staff, your salespeople, and your clients.
3. Email and call each person every so often to say thank you ... what can I do to help you? We call this servant leadership.
4. Communicate with your team and the company on a regular basis -- Communication equals success!
5. Use the phone, email, and social media to establish success.
6. Lead and direct live calls and any recorded messages to develop your staff, team, prospective clients, and clients.
7. Never quit! "Steady plodding brings prosperity" and "do not despise the day of little beginnings".
8. Listen to as many new ideas, encouragement, and direction as possible. Then, apply these ideas, test them, and apply the tools that work.
9. To become successful in your business, learn from those who have done it before. Example: If you want to become a millionaire, get around those who are a millionaire (not people who are broke or middle class or make \$100,000 per year). Just like a Medical Doctor; to become an MD, you will spend time in residency around MD's who will mentor you.
10. Get it in your mind and heart "things take time". Anyone who has ever succeeded in any business worked consistently for more than 12 to 60 months.
11. Listen to people! Acknowledge people. Talk less and listen more. Become more aware of those around you. This will help you to see what the need is and where you might fit in to provide solutions without selling.
12. Total commitment plus total focus equals total success - word of mouth will always outperform any other types of marketing and sales.



If you do this on a regular basis, your business will grow, and you will have a solid foundation of success.

### **Bottom Line**

Listen to more people and say less.

The key is to tell the story as many times per day as possible. If you do not have a story about your business, find one and make sure everyone has this story to share. The person who shares the story more wins quicker. You are not a salesperson ... you are an information giver filling a need.

The person you are talking to may need - extra money; to belong to something; education; training; earn a full-time income; or many other assortments of reasons. All that you are doing is to fill the need.

### **Understanding 3: Financial**

#### **Those that live the life they want pay the price!**

The price for getting up when you want, vacationing where you want, living where you want, eating what you want, paying cash for what you want, giving money to whatever charity (cause) you want, and on and on....

#### **Do you want time and money freedom?**

#### **A price is paid up front!**

This means you must make a choice to do what it takes to get there! You will make this decision every day until you arrive at your goals. Then, as you are succeeding in some of your goals, you will add other goals to your list. Goals are not stagnant but should continually be growing just like your life should continually be growing and changing.

This means you understand, or will understand, that your business is a numbers game! You understand you will have to go through many people to get the few who will become your committed staff, team players, strategic partners, and your loyal client partners!

To do this quicker, you will need to spend more time and more money on a regular basis!



All business owners understand that for business success, new representatives, new customers, and new staff (if you are growing), must be found on a regular basis to stay in business. Your business, like all other businesses, requires growth for success.

Keep this in mind as you are building your business and its foundation over the first 12 months to 60 months!

#### **Understanding 4: The Power of Systems**

##### **You must have a system to succeed!**

We would like to highlight someone who did this well.

#### **True Story**

In 1954 a man named Ray was 52 years old. He mortgaged his house and invested his life savings to buy the exclusive rights to distribute a machine that could mix 5 milkshakes at one time. He dreamed of wealth.

Ray heard about a hamburger stand in California that was running 8 of these machines. He headed for San Bernardino to see for himself. If he could find out how they were selling so many milkshakes, perhaps he could share the idea with other restaurants and sell a lot of mixers.

#### **What He Saw**

Ray had never seen so many people served so quickly when he pulled up to look. Seizing the day, he pitched the idea of opening several restaurants to the brothers who owned the restaurant, convinced that he could sell eight of his multimixers to each one.

#### **History!**

By 1963, more than 1 billion hamburgers had been sold, a statistic that was displayed on a neon sign in front of each restaurant.

Ray Kroc, building on a restaurant management system developed by the McDonald Brothers, revolutionized the restaurant industry. He did it by refining operations into easily replicable processes.

#### **Can you begin to see the picture?**

Instead of simply supplying franchisees with milk-shake formula and ice cream, Kroc sold his new partners a system. We have this 100% Automated System. All you must do



is plug\_and\_play by activating the Steps in all the sections in this training on a regular basis.

This was how McDonald's created a chain where a store in Delaware and a store in Nevada could serve burgers of the exact same size and quality. Each with the same number of pickle slices and the same-size dollops of mustard and ketchup, each on a similar tray alongside potatoes deep-fried for the exact same length of time.

It defied all traditional logic.

McDonald's, now a worldwide icon, is operated almost entirely by teenagers, working at nearly minimum wages, who know nothing about the restaurant business! Yet the success rate for these hamburger factories is virtually 100%! The McDonald's system creates that success, and it is completely independent of the skills or abilities of the employees.

### **Thing have changed!**

Most fax machines are not being used as they were in 2005! So are the Big Mac and fries! As you glance around the room you see that everything is different. The home you lived in before your journey to the past is completely different than what you grew up in. In 1960, most homes had no garbage disposal, a microwave was a luxury in 1985, a CD player was non-existent in 1995 for the normal consumer, a memory stick was unknown in 2000, and so forth. What started as a personal computer is now migrating to new applications and mobile technologies.

### **Racy Kroc's System**

You see, McDonald's system does not teach kids to cook French fries. It teaches them to push a button, twist a dial, drop a basket, and listen for a bell. Almost anyone can be taught these steps. And the steps create the same fries in Denver, Colorado, as they create anywhere else in the world!

It is all about the: system, same tools, ingredients, steps, brand, with the same results.

In other words, everyone needs to be on the same page, presenting your business, story, solutions, and foundation the same way so that each client's needs are met with sterling, quality, and long-term relational results.



Ray Kroc's system has been deemed the ultimate example of duplication. Even the system itself has been cloned many times by other companies like KFC, Burger King, and Taco Bell, all with similar results.

#### **What do all these companies have in common?**

1. They provide consistent value to their customers.
2. Everything they do is clearly defined in their operations manual.
3. Their success does not depend on just one person. Each team member, staff person, and partner refer to the system for implementation.

#### **You can't change history.**

But you can learn from it and use what you learn to change the future.

#### **Your Business – Must Have a System**

If you are going to achieve the kind of duplication that leads to real success, then you are going to have to have a method that does not depend on the level of just skills.

#### **Keep Things Simple**

Like it or not, a lot of the "ordinary" people who became wealthy from business, if the truth be known, understood and understand simplicity without knowing it. They kept things simple and went out to others and showed them how to keep things simple.

Barring a major stroke of luck, your success depends entirely on people being able to tell the story – your story – your companies' story. Do you have something in place that motivates others to tell the story? If not, you need this in your system.

**Develop your system or utilize the system your company already has. Then, plug in, review, set your goals, focus, and implement with action!**

#### **Understanding 5: 12 Essentials**

##### **The importance of a warm market**

It is important to express to new team players of a business the importance of a warm market. A lot of successful business is based on people communicating with people they know (warm market). You, as the owner, executive, manager, and /or leader, along with any staff / team members should use their warm market to promote the company, and to establish a strong, secure, and prosperous foundation.



Attitude and enthusiasm are quite important when approaching your warm market. The greater your beliefs in what you are doing the more chance of success.

### **You are an information giver, not a salesperson**

Your goal is to provide information to a prospect and educate them on the benefits of your business and the strength of the company. After this it is up to the prospect to decide if it is the right time for them to join as a client or join your team. No convincing or selling is necessary. You do not want to sell or persuade, but rather to offer information, and let the person come to a decision on his or her own. As important as the initial contact, regular email follow-up is important.

Every person in the organization should be a storyteller, an information giver, a solution provider, and a relationship developer.

### **Communication**

Get to know your TEAM (Together Everyone Achieves More). Talk to those you want to build a relationship with. In other words, "Success is a collection of good relationships" (J.C. Penney). Email and call your team on a regular basis letting them know you are there. From this, as you develop your team and clients, your success will come when your team members and clients have success.

### **Stick with one system and one company**

Duplication is the most important thing in building a successful business. Your job is to have a system that works. This system must be simple so that everyone in your business can follow it and be able to teach others who can follow it.

### **Teach self-reliance and leadership**

This is probably the most important aspect a person needs in any successful business. You cannot drag anyone to the finish line. You are responsible to give your team the tools, the knowledge, the support, and training them to be independent leaders. This in turn will breed other independent leaders.

\*\*\* It is vital to train your team well and teach them to be independent\*\*\*

80% of your day should be spent prospecting and recruiting team members and clients.  
20% of your day should be spent supporting those who are a part of your team.



### **Do not lend anyone money**

You want to seek out and work with people who are willing to invest in themselves and make a commitment. Success depends on believing and investing in you. If someone really wants to improve their situation, they will find a way.

### **Do not offer before making a commitment yourself**

Along those same lines, please forewarn a prospective team member to NOT under any circumstances try and offer this opportunity before they have committed to building a prosperous business, understand what the company provides, know the strengths, and is willing to work overtime.

### **The spouse / partner**

A big killer in business is spousal rejection. If you know a person who has a husband or wife or business partner, who has influence in the decision-making process, invite them both to hear about your business before they start working with you. Inevitably, if one sees it, he or she will go home and try to tell the other one.

### **Meetings**

Engagement and involvement with conference calls, webinars, Skype calls, one-on-one mentoring, and in-person meetings are vital to accountability, goal setting, staying engaged, and moving forward in any business. If a person is not engaged, the chances of success are very slim.

### **Rejection**

Business is a numbers game. The more people you talk to, the more successful you will be. Also, by talking to large numbers of people, each individual person begins to matter less and less. Those that say "no" will be easier to take because of those that say "yes."

### **Be there for your team and clients**

Answer any questions they may have, give them encouragement when they need it, go over strategies, and teach them to go out and develop your business with you as a TEAM! Leaders are people who get the job done because they want success for themselves. If someone is going to be successful in any business, they will be successful with or without you. If someone is going to fail, they will fail with or without you.

Teach people your system and show them how to make it work for them.



### **Do not quit!**

The major thing that can make you fail in business is if you quit.

### **Invest in Your Business**

#### **Making money requires investment**

There is no easy way to tell people the truth! It takes money to make money! If goods and services are not purchased (in any business), there will be no money earned, no profit made, and no business to work in the future!

We hesitated even placing this in this training section, but there are so many people that believe that they will succeed without time given and money spent.

The bottom line: If you do not lead by example, very few other people will do the same in your team. Thus, your income results will not be good in this business and/or in any other business.

### **Whatever you do, do not waste your time and other people's time!**

Life is too short!

### **Understanding 6: 12 to 60 Month Success**

#### **Turning new people into leaders**

When a person signs up in your team, joins your staff, and becomes a strategic partner what do you do next? Do you sit back and think that you are set?

Do you leave it up to each person to succeed on their own?

No.

It is up to you to offer your new team player help. Email and call them and let them know you are there to support them with email tagging; answers to their questions; help with their goal setting; accountability; 3-way calling; conference calls; Skype calls; encouragement; regular communication; and anything else that will help them succeed.

Your support and understanding can make the difference between keeping and losing a new player.



### What do you do with a new team player?

1. Refer them to your training website and the company website for training -- They will learn how to be successful with your business.
2. Email a few other people in your team asking them to welcome them. This shows the person that there is a team they can depend on.
3. Call them by phone and welcome them to the team. Help them set their 12-month and 60-month goals. Set up a time to do calls with people that they know (have them write up their warm market list - friends, family, businesspeople, etc.) to obtain clients.
4. Ask this new team player to read everything they can on your website, your system, and any other papers, documents, brochures, and information you have. This will show them what to do, how to email, how to follow up, and how to build a profitable business.
5. Email your team players on a regular basis.

### Communication is the difference between success and failure.

The only people that ever succeed are those who persist and work steadily during hard times. If your new team players are going to succeed, they need to be committed for 12 to 60 months!

Make sure you communicate with your team on a regular basis. Let them know you are there for them. People do not need a lot to succeed ... For many, just knowing that you are there is all they need.

### Total focus + Total dedication = Total success!

#### Understanding 7: Repetition

Perception depends upon follow-up. This is so important, but very few people follow through....

Children are born knowing what follow-through is about, but by the time adulthood comes, it is forgotten by most. Follow through is the ability to keep on asking, asking, and asking. If any of you have children, you know what this means. Learn from the children.

**Below is an example of what successful** marketing, sales, and advertising must go through (this is email, opportunity cards, newspaper ads, magazine ads, etc.):

- The first time a person looks at an advertisement, it is not seen.



- The second time the ad is noticed.
- The third time there is a consciousness of its existence.
- The fourth time there is a remembrance of the ad being seen before.
- The fifth time the person reads it.
- The sixth time the ad is ignored.
- The seventh time the person reads it through and says, "Oh brother!"
- The eighth time, "Here's that confounded thing again!"
- The ninth time the person wonders if the ad amounts to anything.
- The tenth time the thinks; "I will ask my neighbor, friend, co-worker if they have tried".
- The eleventh time the person wonders how the advertiser makes it pay.
- The twelfth time the person thinks - "perhaps it may be worth something".
- The thirteenth time the person thinks it must be a good thing.
- The fourteenth time the person remembers that they have wanted such a thing for a long time!

**Special Note:** Email ads take more times to be effective, because most people receive more email than anything else.

Does Thomas Smith's simplistic model have any support today?

Ebbinghaus, studying memory, concluded that the more complex and the longer the message, the more it needed to be repeated to get retention. Research since that time has confirmed the conclusion. Repetition with variation is, however, desirable. Repetition is necessary because there are many competing messages.

### **Understanding 8: What Do People Want?**

For your success, you must think about everyone else's success first.

If you provide the following for your team and those that you enroll in the future, you will see success in your life in all that you do:

#### **Support**

To uphold, serve, endure, defend, and keep a person going.

#### **Commitment**



An agreement or pledge to do something in the future - It is an act of committing to trust with another person.

**Focus**

Center of activity, attraction, and attention point of concentration – this means having or giving the proper sharpness of outline due to good focusing.

**Communication**

Communicating information to your team, Information exchanged between individuals through a common system.

**Acceptance**

This is the approval of another; to receive another; to believe in another.

**Responsibility**

This is the quality or state of being responsible. It is moral, legal, mental accountability, reliability, and trustworthiness; something for which one is responsible (burden).

**Leadership**

This is the office or position of a leader; Capacity to lead; Leaders.

**Honesty**

This is the uprightness of character and action. It is an active and anxious regard for the standards of your profession, calling, and/or position; Fairness and straightforward of conduct; Adherence to the facts; Sincerity.

**Steady**

This means to be firm in your position - unfaltering; stable, uniform; not easily disturbed or upset - Dependable.

**Diligent**

Steady, earnest, and energetic application and effort.

*"There is a price to pay for all things in life – success - failure. The reality is it takes more energy for failure than success. (Ted Landgraf)*

*Which road do you want today?" (Ted Landgraf)*



Choose what you want and give it your all!

### **Understanding 9: Leadership**

#### **What is a leader? What is leadership?**

What does a leader mean to a business, a community, and a family? To begin with, there are a lot of misunderstandings about business and how to succeed in business, build committed teams, recruit the right staff and team members, attract long-term clients, increase revenues, and earn a substantial income....

A lot of people think it is luck ... they think it means recruiting massive numbers of sales people or going after mass prospective clients ... getting the top position in the company ... being in at the ground floor (when a company launches their business) ... the compensation plan ... a few dynamic sales people belonging to their team ... investing \$10,000's in marketing ... going after your warm market (friends, family, business associates, church people, etc.) ... the best looking website on the Internet ... and just about anything else you can imagine....

For the most part, the above reasons are not true.

**The real facts about any business** you will ever build, start, and/or represent are "Steady plodding while looking for the right people brings long term prosperity".

This is where most people give up and quit. Why? Because the first 90 days are all about learning about your company or the company you are representing, learning about the opportunity, building your team, supporting those you enroll in, and starting to prospect for clients.

Because of this, most people will not make any money (if any) in the first 90 days. This is especially true, if you have never succeeded and/or been involved with your own business before.

Most business millionaires earn most of their income from a few people and clients. This all takes time to find the right people, develop the relationship with each person, create your story or share the story you already have, and develop the clientele.

#### **What is leadership?**

The definition of a leader is a person that leads. The definition of leadership is the office or position of a leader. It is the capacity to lead.



**The definition of lead:** Direct a person on a course or in a direction; to bring a person to a conclusion (their goals); to act or serve as a leader (you serve your team); to provide direction or guidance.

The greatest leader and most successful leader are the one who serves the most. You must be willing to support, communicate, email, and be there for anyone in your business, your team, and your clients. If you do this, people will begin to trust, work, and feel empowered because you are there for them.

### **Understanding 10: Success Truth**

The story and principles below are the absolute truth.... Please read it several times and get it into your mind and heart.

Any business you start and/or represent will have these same factors for your success or failure...

The **people who succeed in business do the following** (many people who succeed do not have college degrees, do not have a high IQ, do not have money, and do not live in a very good place...):

- Keep going no matter what.
- Stay focused with their company for the long term (no such thing as get-rich-quick).
- Do not ever put down other companies and do not pillage other companies.
- Do not get caught up in hype (going to the newest and greatest).
- Keep representing their company even when there are company problems.
- Keep recruiting, prospecting clients, and developing markets every month no matter what the results.
- Give at least a 60-month commitment to work their plan and company.
- Support every single person in his or her team (help them succeed).
- Communicate with the team.
- Do not complain about problems (fix them).

### **The real key for your success**

- Find a company or start your own company that you think will be around for the years to come.
- Find a product/service that is affordable (global).



- Establish a compensation plan that is fair for your team / staff.
- Find a team that you feel will support you and will give you the truth.

Commit yourself to making it happen over the long term!

**Making it happen is your desire that is fueled by your dreams, which are goals that make that dream happen!**

You must do whatever it takes, because no one else is going to do this for you.

I am reminded of a person who earns more than \$10 million per year and has for years...

He was a college dropout. He did not know how to talk to people. He did not have any experience in business. He was broke. He did not have a suit. He did not have a home. He did not have any money.

**BUT ... he had a dream!**

He joined a company in 1982 by selling some of his things. He worked, dreamed, cried, prayed, and worked for 6 years straight full time on top of his construction job. That was back in 1982.

By 1988, he was earning millions of dollars every year because he did not listen to others tell him he could not. He encouraged himself, focused, worked hard, and learned everything he could from others.

He learned a lot more by falling on his face many times.... During this process, he learned the secret of his success and now lives the life that most dream about, but never does anything about.

If you really want something different in your life, you must take massive action, come up with your plan, write your goals down and not let a single person get in your way. This starts with you and will spread to others as you continue working on YOU. As you affect others more, you will learn to become a servant and do what it takes to help others succeed.

### **Understanding 11: Wealth Principles**

There are three understandings that have created more millionaires ... The 3 principles below will change your life IF you apply them.



**The rule of 72**

Divide 72 by the percentage (return on your investment) and you will get the amount of time it takes for your money to double. This same principle can be applied to time.

**Example:** Invest \$1,000 one time at a 12% return. Divide 72 by 12% and it takes 6 years for your money to double.

- 6 years = \$ 2,000
- 12 years = \$ 4,000
- 18 years = \$ 8,000
- 24 years = \$16,000
- 30 years = \$32,000
- 36 years = \$64,000
- 42 years = \$128,000

**Where do you start earning most of your money – the end of this time frame.**

**The 20 / 80 Rule**

This rule states that 20% of your customers / team players will produce 80% of your business, your volume, and your income.

**What does this mean?**

You must determine where to spend your time. We are in business to help people, but we need to spend our time wisely with people who really want something for themselves.

**The rule of doubling**

The way business works is illustrated in the example below. You start your business and build your team and clients one person every month for 46 months.

Here is how the numbers play out:

Month-----Total team players, staff, and clients

- 1 ----- 2
- 9 ----- 4
- 17----- 8
- 25----- 16
- 33----- 32



41----- 64  
49----- 28  
57----- 256

The numbers are staggering beyond this point. When does your growth start? At about the 8<sup>th</sup> to 9<sup>th</sup> month. Most people quit between their first 90 days to 120 days. Why? People want instant results but forget about Business 101.

**Most businesses do not make a profit until the 3<sup>rd</sup> to the 5<sup>th</sup> year.**

### **Understanding 12: What Must You Do?**

The information below is for your success. It is not meant to discourage you, but to point you down the correct road, thus giving you maximum success in the shortest period. Is it worth the price for success in your business?

### **Decide to pay the price and live the life you desire.**

#### **Succeeding big...**

Any business and anything you do in your personal life can be compared to farming. You must plant seeds, invest time, invest money, and care for those seeds you have planted. When a farmer plants these seeds at the beginning of the farming season, these seeds are not left to their own care. Fertilizer, water, and many other components go into creating a bountiful harvest. The same is true for those that save money.

Some folks save money every month and invest that money in favorable places. After so many years, the amount of money in their saving is large because of the compounding interest. Unfortunately, there are some people who think they can amass a fortune without planting the seeds that grow a fortune. Planting seeds (money, time, effort, ideas, etc.) must take place on a regular basis for your life to become a plentiful harvest.

**The points below will give you an outline to follow for your maximum success....**

- 1. It takes money to make money in business.**  
Money and time must be exchanged for a product and/or service on a regular basis to see financial success.
- 2. Learn the business with eagerness.**  
Seek out those succeeding and learn what they are doing. Do a little homework about your industry, the market, your compensation, what people are looking for, etc. As you do this, your belief will increase, and you will have enthusiasm. As you learn, you apply what you are doing, and become a teacher. Remember the



importance of conference calls; training calls; 3-way calls; challenges that arise; having a Success System; and other things.

3. **Our Steps for Success System.**

As you **read our Steps for Success System thoroughly**, do what it guides you to do, apply the principles, and you will have success over time. Remember that this portion "Success Requires Repetition" is only one part of many areas in our system.

4. **Have creative enthusiasm.**

Most businesses are capital (money) intensive or labor (employees) intensive. Work within your business to create a system and model where this is minimized. Enthusiasm means strong excitement of feeling; something inspiring zeal or fervor. Being creative will help you discover new, better, simpler, and easier ways to achieve your goal of success. The most important task is to find a way that works best for you.

5. **The desire to see other people succeed.**

Showing other people how they can succeed, realize their goals, earn more money, and anything else that is important to them is critical. Why? Your direct proportion to your ability of helping others see their goals become reality equals your success. Your team will need your guidance, support, development, and know-how. If you do not have all the experience, what you have in enthusiasm, passion, and belief will make the most of the difference. Also, the leadership team is there for anything lacking. The essence of successful business is "People Helping People".

6. **Time.**

Time is the only asset everyone has in equal amounts. Each of us - successes and failures, rich or poor, young, or old, employed, and unemployed - has exactly 24 hours per day, 168 hours per week. The more time you invest every week, the more results you will see faster. In home-based business, you duplicate your efforts by bringing others into the business. Successful people know that time can be found for what they really want to do. Since most of us really want to earn more money, making the time investment is no problem.

7. **Handling Challenges** (known as so-called problems).

As you grow and succeed, you will have challenges arise. How you approach and handle these challenges will determine how large your business will grow. When challenges take place, look at them as potential opportunities to be honest, create more solid relationships, and build trust because of your desire to support and help and find a solution.

8. **Communication**

This means being in front of your team players on a regular basis... email, phone, social media, etc. Giving your team ideas, support, offering help, and anything else.



It means letting them know that you care about their success and fulfilling this with your actions.

### What is Your Daily Repetition Leading You Too?

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