

Business Strategy For Opening a New Market from Scratch in 6 Months.

The first step is to make a declaration to yourself and your team. Here it is:

We will open the _____ market in the month/year of ____/____

We will sponsor a **Hotel Event** (weekday evening opportunity meeting and Saturday business training)

at this location: _____ .

The guest presenter(s) will be: _____ .

We will have at least _____ members and guests in attendance for the opportunity presentation and at least _____ members at the Saturday training. NOTE: For hotel meetings, 30-40 people is a bare minimum, anything less than that is not worth doing. The bigger the crowd, the higher the sign-up ratio.

Before we give you the strategic outline of exactly what you need to do in a timeline format, we need to cover a few other things. First, the assumption is you are alone in your market -- that right now, you are the only committed Life Force member in your area. If you have some other committed people, you will have to adjust the schedule accordingly, or simply shoot for bigger numbers!

The most important point of this whole document is this:

Before you can attract core leaders to help you build your new area, you must BE the core leader you are looking for!

That's the first step. In order to be that leader, you start with the 10 Core Commitments. You must embrace the 10 Core Commitments and execute each commitment FULLY *yourself*.

Here are the 10 Core Commitments:

1. Get Started Right
2. Consistent Daily Action – 2 exposures per day (part-time)

3. Follow-up
4. Attend All Local Events and Conference Calls
5. Attend the International Convention
6. Build Your Core Team
7. Recognize Advancements
8. Practice Daily Continuous Learning
9. Write a Vision
10. Be Here In One Year

Here's a summary of what it means to BE a core committed leader:

1. Get Started Right

Every new member needs a Getting Started training with their upline. Some members use the 10-Step Pattern for Success as their Getting Started Training. Others use a different approach. Consult with your upline on the Getting Started Training that's being used in your group. Team Crown will be creating an audio Getting Started Training shortly. It will consist of CD's and a simple booklet for new members.

For members that use the 10-Step Pattern for Success, here's a short list of the critical components of the 10-Step. You should be crystal clear on the following items:

1. Your personal goals
2. You are consistently taking the product
3. Your hours of operation are outlined
4. Your 6 month, 12 month and 24 month income targets are established
5. You understand the basic work flow
6. You know who your upline is and how to use them to grow your business

7. You have purchased the business building tools from Sound Concepts (both packages)
8. You understand the basics of the compensation plan,
9. You have made an initial list of 20 names and you understand how to do a simple exposure with each of them,
10. You have a 30 day commitment for your business in terms of how many members or customers you intend to enroll.

Note: if you have been around for awhile, you need to set a new 30-day goal when you start this project to open your area.

2. Consistent Daily Action – 2 exposures per day (part-time)

This means that you commit to at least two new exposures each and every day (feel free to take Sunday's off). This can be on the phone, via email, in person, someone you bump into etc.

An exposure is best done with a simple tool like a CD or a recorded call. Go to <http://www.teamcrown.net> for the latest up to date information on the conference call schedule.

An initial exposure can sound like this: "hey Bill, if you've got 15 minutes, I've got something I want to show you. You may or may not be interested, but either way, after you see this, I want to follow-up with you and see what you think." That's an exposure. An exposure is not a presentation. It's an invitation to a presentation.

That first exposure can be a generic industry CD. It can be the Body Balance DVD. It can be the daily conference call. The point is that the exposure leads them to a presentation of some kind. The presentation may be one-on-one with the flip chart, or it could be 2 on 1, or an in-home meeting. It could also be at a larger hotel presentation. These are all examples of presentations for prospects.

The commitment here is for 2 exposures EVERY SINGLE DAY. Do this for 2 weeks straight and watch what happens to your business! **You can't ask others to make this commitment if you are not willing to do it yourself.** This is the most important commitment in the 10 Core Commitments. Do it. Teach it. Coach it. Done. It's as simple as that.

2 daily exposures, 6 days per week, is 600 exposures per year for your business. If you have 5 people on level 1, all committed to the same thing, that's 3600 exposures for your business. If you have 25 people on level 2, in one year, with no one doing more than 2 exposures per day, your team will expose 18,600 people to the Life Force business. If only 3% of those people joined, that would be 558 new members in your downline after one year. That's the power of 2 exposures per day! Now start to imagine what happens to your organization as your downline grows and all your core leaders are passing along these core commitments to their teams!

3. Follow-up

You simply MUST follow-up!! That means you follow-up with every exposure. It also means you follow-up with customers, members, info seekers, and even people who say no after the presentation. Even the "no's" need a periodic future exposure because some of them will come around if you keep it on the radar screen. Get a system and use it. Manual or computer – do what's easiest for you, but just make sure you do it.

4. Attend All Conference Calls and Local Events

This is a MUST commitment. Your people won't be on the calls if you're not. Events and calls are critically important for your business. So do this yourself and then require it of every member of your core team.

5. Attend the International Convention

Leaders attend EVERY Convention. Period. How successful you are is based on how big your income is. How big your income is will be based on how many people in your group are with you at the International Convention!

6. Build Your Core Team

Your core team is defined as those people who have agreed to commit and execute the 10 Core Commitments. Meet with this team on a weekly basis for accountability, trouble shooting, story telling, encouragement, etc.

7. Recognize Advancements

As your people advance, do additional special recognition for your advancers. When they hit Silver, take them out for a special acknowledgement dinner to a fancy restaurant! Let them know you see

them as the next Platinum in your group and you are committed to helping them get there. Do something special for each rank. Ramp it up as your leaders hit the bigger ranks. Make it fun and exclusive. Make it so that some folks in your group will want to advance just so they can get your special recognition.

8. Continuous Learning

Take 15-20 minutes per day and read or listen to personal development materials. Get with your upline for suggestions.

9. Write a Vision

Take the time to write out a present tense vision of what your life will look like, feel like, taste like and smell like when you hit all your goals. All the writing should be in the present tense as though it had already happened. If you are a visual person, create photos that represent your vision and post them all over your home office. Make sure the vision is vivid and moving. It needs to be an outcome that you would give anything to create. Read this vision daily. If it doesn't move you emotionally each time you read it, re-write it!

10. Be Here In One Year

Simply surviving your first year is an important goal. There will be ups and downs, but seeing yourself in a minimum of a one year commitment is essential to success. Most of the quitting takes place in year one. Don't be one of them. One thing's for sure, everyone who has made it big, survived the first year.

OK – if you can be committed to the 10 Core Commitments, and you can do all the actions of the 10 Core Commitments, then you are ready to open a new area!

The next step is to cover the actual outline of opening a new area from scratch...

Here's the outline...

6 Month Outline for Opening a New Area

Month # 1 _____

- **ACTION STEP: Massive Level 1 Action** – Exposures, Presentations, 10-steps, repeat -- add new customers, members, and serious business partners (your core team members) to your first level.
- **GOAL - Have team of 4** by month end – committed to the 10 Core Commitments number and in action with 2 exposures per day!

Month # 2 _____

- **ACTION STEP: More 1st Level Action, combined with 2nd Level Support.**
- **Communicate weekly** with core team to plan end of month event and update progress on team goal and number of exposures, presentations and 10-Steps.
- **GOAL - Have your first in-home meeting towards the end of the month with 10-20 people in attendance!**
- **Have a new core team of 6 to 10** - committed to the 10 Core Commitments number and in action with 2 exposures per day!

Month # 3 _____

- **ACTION STEP: More 1st Level Action combined with 2nd and 3rd Level Support.**

- **Communicate weekly** with core team to plan events and update progress on team goal and number of exposures, presentations and 10-Steps.
- Book hotel rooms and schedule speaker for event.
- **GOAL – Have two in-home meetings with 10-20 people each!**
- **Have your core team up to 12 to 15** - committed to the 10 Core Commitments number and in action with 2 exposures per day!

Month # 4 _____

- **ACTION STEP: More 1st Level Action, combined with 2nd and 3rd and 4th level support.**
- **Communicate weekly** with core team to plan events and update progress on team goal and number of exposures, presentations and 10-Steps.
- Announce Hotel Event on TeamCrown.net
- **GOAL – Have two in-home meetings with 10-20 people each!**
- **Have your core team up to 20 people** - committed to the 10 Core Commitments number and in action with 2 exposures per day!

Month # 5 _____

- **ACTION STEP: More 1st Level Action, combined with 2nd, 3rd, 4th and 5th level support.**
- **Communicate weekly** with core team to plan events and update progress on team goal and number of exposures, presentations and 10-Steps.
 1. **Print flyer for Hotel Event – Massive inviting!**
 2. **Organize team for Hotel Event registration process, testimonies, set up, money management etc. (STP and Saturday Training)**
 3. **Confirm details and room set up for Hotel Event**
- **GOAL – Have two in-home meetings with 10-20 people each!**

- **Have your core team up to 30 people** - committed to the 10 Core Commitments number and in action with 2 exposures per day!

Month # 6 _____

- **ACTION STEP: More 1st Level Action, combined with 2nd, 3rd, 4th, 5th and 6th level support.**
- **Communicate DAILY** with core team to update all event details, and update progress on team goal and number of exposures, presentations and 10-Steps.
 1. **Massive inviting to the event!**
 2. **Organize team for Hotel Event registration process, testimonies, set up, money management etc. (STP and Saturday Training)**
 3. **Confirm details and room set up for Hotel Event**
- **GOAL – Have three in-home meetings with 10-20 people each!**
- **Have your core team up to 30 people** - committed to the 10 Core Commitments number and in action with 2 exposures per day!
- **Open pre-registration process**
- **HOTEL MEETING – and BUSINESS TRAINING at the end of the month!**

Great job, you did it!

And while you've been so busy creating and building for the event, your group is probably close to Platinum! As you do your in-home meetings, make sure you continue to meet weekly with your core team. You can also do a weekly in-home training for the new members who are coming in as a result of all the outreach. The schedule could look like this:

Tuesday Night: Presentation Meeting (in-home) -- 45 minutes

Wednesday Night: Core Team Meeting (via phone or face-to-face) -- 1 hour

Thursday Night: In-home Basic Training – 1-2 hours

