

# Building to Success 21 Days at a Time

*Think in small measurable steps that you can do. Success is built on simple things done over and over. First aim to make your first check, then to make one every cycle of four weeks, then one every week. How do we do that? Our lives are full, but if you use a golden minute here, a spare moment there and refocus your priorities just a little, it will make a huge difference in the long term.*

*There are two parts to the challenge, one in person and one by mail. The numbers are to do 21 each. You may scale this to be fewer or more. The expectation is that of every 21 people we will find at least one who is interested in what we have, right now. More may come with follow-up later.*

## **The 21 Day Challenge: The Basic Building Block**

### **Step 1: Prepare 42 sets of tools to hand out**

- **MAKE SURE each** individual item in the package has your contact information on it. It may be passed to other people who will have questions.
- The package can contain any selection of tools you like, but limit it to only two items so that it is simple and inexpensive.
  - **Success From Home magazine!!!**
  - Contains a DVD called "The Usana Difference"
  
  - A Health and Freedom Newspaper
  - Passport CD
  
  - A Health and Freedom Newspaper
  - True Health DVD
  
  - True Wealth brochure
  - True Wealth DVD
  
  - A Health and Freedom Newspaper
  - True Wealth CD
  
  - A Health and Freedom Newspaper
  - The Usana Difference DVD

### **Step 2: Make a list of 21 sharp, positive, opportunity-oriented people**

Twenty-one. No more, no less. Choose people you know who might be interested in earning an extra stream of income. Don't put them on the list unless you think they might be interested.

### **Step 3: Drop 21 sets of information in the mail to your list, and call them**

- Call the **same day** you mail the package. This is important. Tell them you've sent them a package of information and ask them to be looking for it. This will ensure they don't throw it away.
- Tell them the material is self explanatory and is about a way to add an additional income to their family. Ask them to please review it and ask if it would be ok to call them to get their reaction. Tell them, "I'm looking for one person who wants to improve his or her life dramatically. My goal is to help that one person start earning income within 30 days. When I call I am not going to try to get you to buy or get into something. I just want your honest reaction to the material. So if the information doesn't get you excited then this isn't for you. I'm calling only to ask you what you thought. Just tell me frankly what you thought, negative or positive. It makes no difference to me. The only thing that will (be a problem/upset me/be offensive) is if you won't return my calls. So when I call, just tell me straight, "This sounds good, let's do it, or let's get some more information, or you know, this just doesn't sound like me."
- Leaving a message is ok here as long as it will not be misdirected by family members. Leave it on a cell phone if you must leave a message.

### **Step 4: Commit to yourself to pass out one packet each day for 21 days**

- Make it a habit, no matter what. Do you think you can do that? Notice how many people you interact with every day. You go on errands and see or meet someone at the grocery store or the cleaners, when you work out, at the kids' school, at work, at a meeting, in the mall. Think of what you do each day and how many people are in your day as a natural thing.
- Here is your assignment: Hand out one of these packages to an interested person every day. How will you know if they are interested? Ask! After you break the ice, ask, "Have you ever thought about adding an extra stream of income to your life?"
- If you get a yes, say, "So have I. In fact, I've decided to do something about it. For the next 21 days I'm going to hand information to one person each day to help me find someone who would like to create some extra income. I've got some great information that I'd like to give you. Will you go through it?"
- Get their name and number
- Set an appointment to call them back! This is an important step and is often neglected. Ask them when they will be able to go through the material and set a date for very soon after that. Suggest a time and write it down while you are talking to them so they see the purposefulness of your intent.
- Just before you leave, or as you are writing down the appointment or contact info say this, "Whether you want to do this or not is not important. I'm just looking for one person who wants to improve his or her life dramatically. My goal is to help that one person start earning income within 30 days. When I call, I'm not going to try to get you to do this. If the information here doesn't get you excited, then this isn't for you. I'm calling only to ask you what you thought. Just tell me frankly what you thought, negative or positive. It makes no difference to me. The only thing that will really offend me is if you won't return my calls. When I call, just tell me straight, "This sounds good, let's do it, or let's get some more information, or you know, this just doesn't sound like me."

### **Step 5: FOLLOW-UP**

- ***This is the most important step. It is the difference, the edge between success and failure. You cannot expect people to just jump in. We all are busy and most***

*of us need multiple exposures to a new idea for it to sink in. Here's how to follow up.*

- **Note that 80% of the people in Usana got in after multiple follow-ups. Five or seven follow-ups may be needed. Remember, your goal here is the relationship. You are guiding them to necessary information for them to make the right decision FOR THEM.**
- Call them on schedule
- Just ask them what they think, it looks good, need information... what do you think? Then just listen. Listen like you are interviewing them for a job to see if they could do it.
- Provide requested information promptly. Set another follow-up time if needed.
- If this is a person you know and they are negative or just not interested, make them an ally. Tell them how important this is to you, for your health the health of your family and for your finances. Then ask them to be a cheerleader for you. To encourage you if you get discouraged and rejoice with you in success.
- Those who persist in follow-up are the ones who will go across stage getting recognized for new pin levels. Never neglect follow-up. And follow-up on the follow-up.
- Keep records of your contacts person by person and what you discussed. Write down each follow-up.

#### **Step 6: Increase your probability of success**

- **Do a three-way call:** Include your sponsor or upline in the follow-up and you will add moral support, add credibility to the process and improve your success rate dramatically.
- **Meet with them face to face:** Lunch together for a more extended conversation is valuable. Also taking them to local Usana get-togethers will help them see the kind of people Usana attracts.
- **Use the Resources:** Build credibility by directing them to the Usana web site for the flash movie presentation on Usana, the Usana manufacturing process movie, WebCasts by successful associates or perhaps even a Webcast by someone in their field. Also training conference calls, or Patti Roney's global calls on Tuesday nights are available for exposure to the many quality people involved in Usana. They all offer great credibility.

#### **Enjoy results:**

This is designed to help you discover two sharp people. It should result in you receiving your first check within your first month in the business. If you will repeat this and teach it to your people, you will begin to receive checks every week.

This is the first building block. Doing it yourself.

Now, teach someone else how to make \$100. Repeat that and you can build a significant residual income.