HOW TO RECRUIT 20 PEOPLE IN 30 DAYS!
WITH A 90-DAY “BURST” GAME PLAN

In his video Network Marketing Pro Eric Worre teaches us how to recruit 20 people in 30 days using a 90-day game plan using a “burst” of activity.

This document on how to recruit 20 people in 30 days, takes its inspiration from a powerful online training webinar performed by Eric Worre in February 2014. This training on how to recruit 20 people in 30 days is applicable and relevant to anyone in the network marketing industry worldwide. Applying this training could well be the single most important thing that you can do to create momentum and lasting results for your network marketing business.

Whether you are new to Network Marketing or a High Level earner the concept Eric Worre teaches in this video will take you and your Shaklee® business to a whole other level!

This webinar was full of great information, and I most appreciated how *real* he was with his participants. This business takes WORK. (We often joke that our industry is called netWORK marketing for a very real reason). But if you’re willing to commit — for only 90 days — the financial reward can be incredible.

Eric Worre has studied this profession and found that million dollar earners share common attributes. Eric discovered that these top earners all shared at least one significant factor that could be attributed to most of their success and wealth. They all at some point created at least one intense and laser focused 90 day recruitment blitz. This blitz would consist of consistent massive action for the duration of the blitz. This intense level of activity and massive action resulted in super-productivity within their businesses and typically meant that approximately 20 people were able to be recruited within the short time frame of the blitz (each 30 days).

Eric Worre talks about the significance and importance of being able to have short bursts of intense activity within your business so that you are able to create real momentum and literally create the altitude you need to be able to get your business off the ground. Recruiting 20 people over a short period of time is infinitely more valuable for your business than recruiting that same number of people over say a 1-2 year period. Eric explains how it is hard to create explosive momentum by merely recruiting say 1 person per month.

Eric found that the most successful network marketing leaders all decided at some point, to have short bursts of intense activity and action within their businesses, resulting in high recruitment numbers over a short time period. New recruits who joined during these “blitz” periods were essentially much more engaged and excited, they felt much more part of a thriving team and therefore retention rates were also better. Watch the video and take good notes!

During his study he also found a common trend with people who have been successful in this profession and that is that all of them have been through a stage where they have performed a burst of intensive activities!

★ 90% of high earners started their income when they took initiative and began the stage of high intensive activities. It was their Big Bang!
★ 6 Figure earners did the game plan once.
★ 7 figure earners did it multiple times!
Worre studied successful MLM-ers and determined 70-90% of income is attributable to a 90-day burst of activity. Worre even boasts that you can earn a 6-figure income by doing the below activity ONE TIME. That’s only 90 days of your life. Ready to get started?

Here’s what I learned…You need a 90-day game plan!

First, you need to understand what DOESN’T work…Network Marketing Myths:

1. **Slow and Steady wins the race.**
2. In Network Marketing Slow and Steady will starve you to death! In this profession you want to get off the ground **ASAP** and taking it slow will NOT get you off the ground! Slow and steady will never produce. For example, take a plane taxing down the runway it needs to be at 100% for a short time to get off the ground before the runway ends. Running the plane at 20% will never get it off the ground…
3. **I just want to recruit once a month** (never seen anyone “get altitude” or “get off the ground” do it with a goal of 1 per month.)
4. **Just Don’t Quit!**
   Many people believe that if they “just don’t quit” they will make a lot of money in Network Marketing which is NOT true!

A lot of Network Marketers buy Products and go to Conventions but “just not quitting” is not enough! **You need to Learn, Grow and Get Results! Give it 100%!**

**Success Loves Speed**
According to Eric Worre, the stat for bringing **20 new people on board in 30 days** you’re projected to have:

- 12 actually do something immediately (get customers and maybe recruit – 8 will disappear).
- 8 – in 90 days – are going to look like leaders and continue to work, learn and grow.
- 4 – in 12 months – out of 20 will continue to show up and grow (these will be the 80% you work with). These 4 will generate 90% of your income at 1 year (1 of the 4 will generate more than half of the income)
- 2 will be left that will produce and become top earners (and generate 90% of your income) at 5 years.

**Six figure earners are the ones who do the 30 day burst and 90 day game plan –Eric Worre.**

Here are the stats for bringing **20 recruits in 20 months (Slow & Steady)** you’re projected to have:

- 20 – Brought on board in 20 months
- 8 – Will do something in the very beginning.
- 4 – 90 days of dedication.
- 1 – 12 months of dedication.
- 0 – left in 5 years.
# How to Recruit 20 People in 30 Days Questions:

Below are questions from the video that you need to ask yourself before deciding to put in 100% to recruit 20 people in 30 days.

1. How much commission will you earn for bringing in 20 people as Gold Ambassadors?
2. Other bonuses from the same activity? Example: FastTRACK Bonus and so on…
3. How much will you earn in the next 12 months based on recruiting 20 people in your first month?
4. What would the life-time earnings be for recruiting 20 people in a short period of time?
5. Will you rank advance? What will that be worth to you?
6. What’s the example worth?
7. How will recruiting 20 people in 30 days impact your reputation?

Here is an example of what it would look like when you recruit 20 people (as Gold Ambassadors) in 30 days in your Shaklee business:

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Upfront Commissions (&quot;$50 per Gold Pack x 20 in 30 days&quot;)</td>
<td>$1,000.00</td>
</tr>
<tr>
<td>2. Other Bonuses</td>
<td></td>
</tr>
<tr>
<td>a. Power Bonus $150/15 PV points (3 Gold's) x 6 Power Bonus's Paid</td>
<td>900.00</td>
</tr>
<tr>
<td>b. PV Bonus – 250 PV/Gold x 20 Gold’s</td>
<td>1,000.00</td>
</tr>
<tr>
<td>3. 12 months earning from 20 recruits</td>
<td></td>
</tr>
<tr>
<td>2000PV x 4 Directors = 8000PV x 7% = $560/mo x 12 mo</td>
<td>6,720.00</td>
</tr>
<tr>
<td>4. Lifetime earnings - $6,720 per year x 20 years</td>
<td>134,400.00</td>
</tr>
<tr>
<td>5. Rank advancement – FastTRACK at $17,000/ Director x 4 Directors</td>
<td>68,000.00</td>
</tr>
<tr>
<td>6. Example to team of this worth</td>
<td>50,000.00</td>
</tr>
<tr>
<td>7. Reputation/Prestige – value within the company and to others</td>
<td>Priceless</td>
</tr>
</tbody>
</table>

**TOTAL VALUE FOR 30 DAYS OF INTENSE WORK** $262,000.00

**Sponsor 20 in 30 days Math**

- ★ How many people join per presentation? 20% (2 out of 10 will join after a presentation)
- ★ How many presentations do you need to do? 100
- ★ How many appointments to do 100 presentations? 125
- ★ How many calls do you need to make to set up 125 presentations? 300
- ★ How many do you need on your list? 500

**If you do that within 30 days…. Success Loves Speed!!!**

- ★ How many people join? 30-40%
- ★ How many presentations do you need to do? 60-70
- ★ How many appointments? 90
- ★ How many calls do you need to make? 150
- ★ How many on your list? 300
Preparation for 90-Day Launch
(tools are in Home Office Pro member center)

- What’s your level of commitment? Be totally focused!
- Clear your calendar & eliminate all distractions
- Determine what you are willing to Sacrifice for 90 days
- Negotiate with your family
- Create fresh list of 100+ prospects – Use **Memory Jogger**
- Determine 3-10 Marketing Methods – for finding prospects (we recommend buying leads from My Platinum Leads)
- Create your Week-At-A-Glance and transfer to your Planner Pad
- Read *Go Pro* book, if you haven’t already – review *Study Guide for Go Pro*
- Make a 90 day game plan vision board with what you will have at the end of the 90 days
- Review the information in this entire document
- Review 90-Day Game Plan Commitment document

**Project Launch Period:**
**RECRUIT 20 in 30 Days x 3 Months**

1. List
2. Invite
3. Present
4. Follow-up
5. Get Started Training

CONSISTENCY + PERSISTENCE
Continue through the STEPS 1-4 of the recruiting system!

1. Make a list
2. Invite
3. Present
4. Follow-up to collect decision

PROSPECTING
FOLLOW-UP
PRESENTING
Framework for 30 Day Cycle

1st 10 days — Contact Prospect, Invite, Present
★ 100% Effort during your committed time to work your business
★ Make friends with your phone
★ Use tools – Follow Recruiting Manual
★ Presentations – use online business presentation; send prospect to view online presentation or webinar on demand at your Star Achievers Team Home Office Pro
★ Send prospect to capture page to review online business presentation → Follow-up with call to send to Create Lifetime Income information video → Call back to interview and sign up as Gold Ambassador.

2nd 10 Days
★ Focus → Follow-up and collect decisions
★ 3-way calls with business builders who need help making calls or to “close” with mentor or upline
★ Other exposures – send to weekly Breakfast of Champions Conference Call to meet the Team.
★ Questions/objections

3rd 10 Days
★ Focus → Closing decision
★ Questions and Stories are key for closing

How Much Time Will You Work Your Business?

Daily Success Routine
• 80% of your time is spent prospecting and recruiting for yourself and your Team at least 5 days/week
• 20% of your time = other things (communicating with your team, training, prepare for upcoming events)

If you are PART-TIME, time spent recruiting (prospecting along with follow-up and presenting):

- 10 hours/week – 8 hours/week prospecting (1.5 hours per day)
- 2 hours/week on other things (30 minutes/day)

- 15 hours/week – 12 hours/week prospecting (2.5 hours per day)
- 3 hours/week (40 minutes/day on other things)

- 20 hours/week – 16 hours/week prospecting (3.5 hours per day)
- 4 hours/week other things (50 minutes/day)

If you are FULL-TIME, time spent recruiting (prospecting along with follow-up and presenting):

- 40 hours/week – 32 hours/week prospecting (6.5 hours per day)
- 8 hours/week on other things (1.5 hours/day)
LEAD GENERATION SOURCES (MARKETING METHODS) – See Leads Workbook
(Choose 3-10 methods)
1. Create your Master Prospect list - ALL Family, Friends and Acquaintances
2. Referrals
3. Buy MLM Leads
4. Networking events – Chamber of Commerce, financial workshops, etc
5. Living life and 3 foot rule
6. Bulletin Board Signs
7. Post Card Strategy
8. Facebook Friends of Friends – build relationships and connect with people
9. Linked-In
10. Facebook Groups
11. Meetup.com (Ray Higdon’s favorite way to build offline)
12. Trade Shows / Markets
13. Kids’ Sporting events
14. Street Signs and Car signs
15. Community Events

5 Steps to Create Endless List of Prospects
1. Make list of your Hot and Warm Market
2. Ask Hot and Warm Market for at least 2 Referrals
3. Practice and master the 3 foot rule
4. Choose 3-10 sources of new prospects
5. Get prospects from your existing team and their referrals

ASK QUESTIONS & LISTEN!
F: Family
O: Occupation
R: Recreation
M: Money or Message

1. Identify their possible WHY!!
“What possible value could my opportunity bring to this friend of mine?”

2. What do we have in common
“How can I connect with my friend on a deeper more meaningful level without attaching myself to the outcome?”
3 Steps System

Get a commitment and next appointment for every step of the process

INVITATION (how to invite) – See Recruiting Manual Scripts pages 16-26 and 32-37

Contact Them – Call or text

The number one rule to remember when contacting, inviting or following-up on people is to be authentic, be yourself. Feel as comfortable as you can when you are talking to them. Do not try to be smarter than your prospect. You want them to feel good at all times.

Use the Tools To Present

★ VIDEO presentation – RECORDED OR ON DEMAND:
★ Send prospect to your Business Capture page (www.LaunchYourFuture.com/username)

FOLLOW UP - See Recruiting Manual Scripts pages 16-26 and 32-37

As simple as it may seem, if you follow this line of questioning you are going to get definite answers. At the end what you really want is a YES (I want to start now) or a NO (not now). At the end of the conversation, make sure you are collecting a decision and commitment. Do not buy their excuses. Just keep asking questions.

QUESTIONS & OBJECTIONS – See Recruiting Manual Scripts pages 16-26 and 32-37

Get good at answering some simple Questions and Objections:

1. Can you tell me a little more?
2. What kind of company is it?
3. What is it that you do?
4. Is this MLM / network marketing?
5. Is this one of those pyramid things?

3 MAIN OBJECTIONS

1. I DON’T HAVE THE TIME: show me a reason why this is the exact thing I need to do
2. I DON’T HAVE THE MONEY: show me a reason why this is the exact thing I need to do
3. “I DON’T THINK I CAN DO IT”: show me how I can, how it is simple!
CLOSE AND SPONSOR See Recruiting Manual Scripts pages 54-75

FEEL, FELT, FOUND TECHNIQUE
When answering an objection, use the following technique
“...I know how YOU FEEL ...
I FELT the same way ...
UNTIL I FOUND ... (heard, seen, listened to...)”

Remember, 90 Day Burst Of Activity then maintenance to get you where you want to go.

Build toward an event. What is an Event?
1. Weekly
2. Monthly
3. Quarterly
4. Annually CONVENTION

Post daily on Facebook group https://www.facebook.com/groups/StarAchieversTeam90DayPlan/

Stay in touch with your mentor daily
5-10min DAILY check-in
   - WHAT can I do better
   - Call when you are “hitting the wall”
   - Check-in at events
   - Schedule times to work together (calls, meetings)
We hope that you found Eric Worre’s video on how to recruit 20 people in 30 days helpful and powerful training. This really could be one of the most important network marketing trainings that helps to take your business to the next level and beyond.

Find out more by watching the video at http://www.homebusinesshangout.com/2013/02/08/eric-worre-the-power-of-90-day-plans/

Final Thoughts

Network on purpose
Professionals network on purpose. It’s hard to meet new people if you’re hiding from the world. Get out there. Have some fun. Join a new gym. Have fun with a new hobby. Volunteer for a cause that’s important to you. Find places and organizations where you can meet new people. Not only will you enjoy yourself, but you’ll also meet incredible new people.

Decide whether this is something you feel is worth your time and efforts. What is your story? You’ll need to determine your “why” and how this 90 day project is going to change your life?

Action Plan to Recruit 20 People in 30 Days
  - Be clear on WHY you are doing this; what is your story? Example: I’ve been in Network Marketing for awhile and I’m going big. I’m looking for some people that want to run with me. I want to help people become debt free, make more money and be able to make more choices in their life.

What is your “Why”? 