

Delivering the Promise You Just Made to Your Newest Distributor

The 7 Triggers to YOUR business makeover and what you need to master them

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1171 words | 5 pages

When you started your network marketing business, you were bold, optimistic, totally convinced of your future success.

Then you started “doing it”.

You made a list of people that you knew were “going to be great at this”. And with a shaky voice and sweaty palms you actually invited them to hear about your business. Then, with a combination of tenacity and luck somebody actually, eventually “got in”

Now, after several months – or several years – in the business all of that fundamental stuff is old hat. You’ve lived it, taught it to all 10 or 20 (or if you really stuck with it – 30) of your personally sponsored teammates and dozens or more under them and perhaps have even been invited to teach it from stage or on a teleconference or on a CD.

But something is wrong.

In spite of your mastery in showing people how to build a network (and if you really told the truth) your business is stagnant. Sure you have a pretty good group – but the money isn’t growing and the freedom that you were chasing when you first got in has become more and more elusive.

You don’t really have a network marketing business as an independent

contractor/distributor. You have a network marketing “job”.

There's enough money for it to hold your attention. You'd certainly never let go or quit. But you also know that what you are promising new people – you know, the promise of abundant freedom of time and money – doesn't really seem as close as it did when you didn't even have a group. The believability of what you are promising is starting to fade and you are wondering when it will turn the corner.

If I am talking to you, then you are leaning in to this message real hard right now – maybe even holding your breath – hoping I have a simple, magical cure for how to get from “almost there” to fully over the goal line.

Well, there is a cure but I'm not sure it is magical though it is simple. So here it is:

You can turn your business into a true and authentic representation of what you SAY your business can do for people if you follow sound business principles that are not typically taught in network marketing.

It will take 400 days – a little more than a year – and an unwavering commitment to build your business like a real business so that your income is a real, predictable and sustaining income.

“400 days?!” you say.

Yep. I bet – if you are indeed who I am talking to – you have been in longer than 400 days and you also know that if you had the right pathway or system or idea or method...another 400 days would be plenty worth investing in to really put your business over the top.

If I'm right – and I know I am – in 400 days you will be able to:

- predict that your income will grow in the next year and the next
- double or triple your income by leveraging customer and associate retention rather than depending on new recruitment to hold your volume
- spend more time working with established teammates than you do on recruiting new ones
- never again have to depend on a new promotion or incentive plan to spike your declining income

Curious about what you do in the 400 days?

Well there's nothing hidden. Here's the formula: you must dedicate yourself to an "Extreme Makeover" by following a process of business and self "reinvention". That makeover process is built on fundamental business principles I call ***The 7 Triggers***.

The 7 Triggers, in a nutshell, are gateways to wealth in any business.

The principles apply to network marketing as much – or more – as they do to any business. They are as follows:

Trigger One: ***Authenticate***. Get real with your goals, your reasons, your work/life balance and your message to the marketplace. Business has little patience for poseurs and you have to stop being one.

Trigger Two: ***Concentrate***. Make some new goals, reorganize your time and focus your effort and resources in the places that matter most. Stop the feel-good stuff and hyper-focus on the things that build business.

Trigger Three: ***Differentiate***. Sing a different song and stand out. Your business goes nowhere if it sounds like all the other over-used hype that slaps people in the face everyday in our marketplace.

Trigger Four: **Resonate**. Master putting your actions where your mouth is and learn to serve others through example, messaging and genuine support. Servant leadership is not the goal, it's the starting place.

Trigger Five: **Accelerate**. Get better at finishing stronger than you start. This applies to your efforts and goals, the relationships you are building and the momentum you are building for your business.

Trigger Six: **Innovate**. Wake up your creativity and your imagination. Make it fun, make it unique and stay on-message – but put a spark with it!

Trigger Seven: **Duplicate**. Duh. But wait: how good are you *really* at coaching and mentoring? It is an art and a science – don't think you already know about what you don't know what you don't know. This is serious stuff – and calling yourself a coach without being trained as one is business suicide.

Simple? Yes. Easy? Nope.

So here's the punch line: I'm betting you as much as you might relate to or even understand the 7 Triggers, you probably can't master them by yourself.

To truly master the 7 Triggers, you need:

- **A coach** with experience in guiding business people to extreme levels of success
- **A small group of like-minded leaders** to hold you accountable
- **A structure** to which you can bring your internal resolve to truly make your business successful.

A 7 Triggers Mentoring program begins in April – sponsored by The Network Marketing Magazine – but you must apply. Spaces are limited and we will only be working with *real* network marketers with *real* businesses and a *real* commitment to success. Game?

To request an application, email sdailey@primefocuscoaching.com.



Steve Dailey is the Founder of PrimeFocus Coaching and AchievementBridge, Inc. Upon graduating with a Bachelor of Science degree in Exercise Science from Colorado State University, Steve Dailey launched his first career as a professional swimming coach. During what he calls a "laboratory experience in human performance, psychology and motivation" he built "feeder" programs for aspiring national level swimmers in Colorado, Oklahoma, Illinois, South Carolina and Texas.

Most recently, Steve has focused his passion for coaching in developing high-yield achievement systems for Sales Professionals, Business Executives and Entrepreneurs that include web-based tools, leading edge coaching methods and executive "coach mentoring" programs where business leaders learn to be effective coaches to their own teams. You can find out more about that at his website: PrimeFocusCoaching.com