

## **90 Days Can Change Your Life!**

Ninety days can turn everything around. A focused 90 day burst of energy that is focused, planned well and executed precisely can take you from earning nothing to average then from average to extraordinary then from extra ordinary to a legend in your field.

People over estimate all the time what they can get done in a week or even a month but they completely underestimate what they can do in a 90 day period.

I was listening to another network marketer talk the other day, his name is Eric Worre. He talked about how he had invested in some company and how eventually the company went under and he lost everything. At that point he decided to get back into network marketing. He came up with a 90 day game plan and went at it as hard as he could for 90 days. So in Jun 2005 he started the 90 day burst. At the end of the 90 days he made over 80 thousand in commissions. What is really impressive is over the next 6 years the business generated from that 90 day burst earned him 7 million.

I have talked with numerous other network marketers that did the same thing and also had tremendous success by just having a concentrated 90 day burst to get things going.

The first thing we must do to have a successful 90 day burst is to set some goals. You must establish your motivation, why are you about to do what you are about to do. What is your end game?

### **Step 1 - Set Goals**

So we need to set some goals.

- Maybe one of your goals is rank advancement. You want to make a breakthrough. You want to walk across the stage at the convention.
- Maybe it's to grow your team; to grow by a certain number; to see your team members grow their business and have success. Help team members make it to the next rank.
- Maybe it's cash. Maybe you just need to make something happen.
- Maybe you have a prestige goal. You want to be someone; you want to have success; to be a leader.

### **You need to write these goals down!**

Write down your goals, if you want to accomplish anything over the next 90 days; Personal recruiting goal; rank advancement; etc. Write these goals down. Get them clear in your mind. What would it mean to you to accomplish that goal? What would it mean to you if you had that rank advancement? What would the extra cash mean to you? What would it mean to you to lead the team to accomplish their goals? What would it mean to you if you weren't crawling in network marketing, or debt or unemployment? What would it mean to you to have a successful 90 day blitz?

## Step 2 - PreLaunch

This is the most critical and overlooked aspect of the 90 day game plan; Your Pre-Launch phase. The time you are going to start. It's during this time that you can be the most influential; you can grow your team.

Create a very detailed description of what you want to do on your "Launch" date.

Let's say today is Jan. 1<sup>st</sup> and your launch date is March 1<sup>st</sup>. You have 60 days to prepare for your launch your campaign. You need very detailed description of what it is you are going to do on Mar 1<sup>st</sup>. Your job during the pre launch is to recruit as many people into the campaign as you can. Build a team; build influence; build excitement; get people behind your campaign.

For example I call you up and say, 'listen we have to sit down, we have to talk because I am about to launch something amazing. It's not launched yet but I'm going to launch on Mar 1<sup>st</sup>. On March 1<sup>st</sup> we are going to do this, we're going to do this, and we're going to do this. Just lay out what your plan is. It's going to be amazing; it's going to be exciting! Right now I am putting together the inner people that are going to help with this campaign. Let me sit down with you and show it to you.'

If you talk to people about what you are about to do instead of what you are actually doing the recruiting will go up. You will recruit 5, 10, 15, 25 people personally by just telling them your story and the detailed description of what the campaign is going to be. 'I'm putting together my inner circle for this launch, I am looking for people that are serious, excited, and engaged; people that can see the vision of what we are about to launch.' Then after you show them ask, 'is it to you is it compelling to you; Yes or No? Are you in or out; Yes or No? I'm looking for an inner circle do you want to be a part of the inner circle because I believe the inner circle is going to do very well financially; Yes or No?'

Here is what it is going to take to be a part of the inner circle:

Create a checklist of what they need to do. They got to sponsor x number of people, they got to get some tools, they got to sign up in the program, get on an auto-ship, get engaged in the program, create their team. SO now are you in or out?

So you use this detailed description to create your inner circle you will be able to help them to create their inner circle. So get 20 people and teach them to get 10 and by launch you've got 220 people. 220 people with you on launch day; 220 people engaged, motivated, with you, excited. They are going to roll through the 90 day game plan with you.

See how compelling this is. If they come on board after the launch they don't feel like an insider as much, they don't feel special as much; they just feel like they are part of a group. But the inner circle created in prelaunch is amazingly powerful.

## **Step 3 - Launch**

Have a 90 day plan ending with a big event.

Have a goal for the event, must be big! (Super Saturday, etc)

You and your inner circle must recruit, motivate & inspire, get laser focused.

Lay out the plan, go all out

Month 1

X, Y, Z

Month 2

X, Y, Z

Month 3

X, Y, Z

Big Event

## **Event**

Find Location

Produce Flyers

Create and Event Page

Cool Tickets

Book Speakers

Promo Work

Get speakers on conference calls

Get speakers to do video's to put on event page

Get speakers to do webinar to promote event

The initial purpose of the event is to move people into action leading up to the event. Once at the event the purpose of the event is to promote the next event 90-120 days later (3-4 per day)

Once per year do an all out 90 day push personally, the other events you should "appear" to be all out while helping team members to become leaders by doing their 90 day all out push. No one can keep up the momentum all year but 90 days per year divided into various team members builds huge.

## ***All Out Massive Action***

If you want to change your life something's got to change. If you want things to get better you've got to get better as Jim Rohn would say.

All out massive action means that you have to go negotiate with your family and say for this 90 days I'm not going to be available. For this 90 days I'm going to be working as many hours as I possibly can. For this 90 days I'm not going anywhere, watching TV, surfing the internet etc.