

# YOU WANT TO GROW?

**THERE is an SIMPLE MOMENTUM you can create  
VERY FAST!**

$$5+2+2 = 9$$

- FIVE Personals
- TWO Seniors from those FIVE in the same month
- TWO more Seniors from LAST MONTH'S NEW (or for MARCH only, 2 more from anywhere, but from now on—this will be WHERE we will account for the last 2 in the 5+2+2 equation!)

What does that look like? Well when you add min. 9 new UNIT MEMBERS at average \$1200 initial order (USE NEXT STEP cd!), there is **\$10,800 in NEW PRODUCTION!**

## **GIVEN:**

- IF you're a larger unit, you'll be adding more NEW and you'll have more NEW PRODUCTION to add to your solid BASE production!
- The more established your CONSISTENCY and STAR programs are within your

BASE, the stronger your BASE production

Since those 2 givens aren't the majority, let's look at from a different angle—Suppose your base production is 'only' \$4,000:

(You can take your base production and do the add on math for these NEW. You can increase the # of NEW and increase the WH. Production coming from NEW!)

\$ 4,000

\$10,800

**\$14,800 UNIT PRODUCTION**

From that, probably \$8,000 is your Personal Team [one of the components of the **SHAWTIME ADVANTAGE!!**]

So, let's take a look at WHAT the CASH benefits are to **5+2+2**

\$1,924. = \$14,800 X 13% [Dir Commission]

\$1,040 = \$ 8,000 X 13% [Personal Team]

\$ 500 = Unit RECRUITING BONUS on 5+ qualified

\$ 300 = Personal Recruiting Bonus on 3+ of them  
personals -this adds \$3600 CADILLAC production on top of the \$14,800 =

**\$18,400 CADILLAC production!!**

\$1,400 = Volume Bonus on the \$14k Unit production

**\$5,154 00 Total Commission as a SALES DIRECTOR!!**

When you do this March, April, May and June, (or ANY 4 months) you can definitely increase that base amount from \$4,000 EVERY SINGLE MONTH and based on your follow through with NEW CONSULTANT'S Second orders, Third Orders, your PROFIT Program and how big a deal you are making out of all these aspects of BENCHMARKS FOR SUCCESS there is NO LIMIT to what can happen here!

**IF, it remained ONLY at \$5,154. for the FOUR MONTHS, that is @ \$21, 000 !** If you did that all TWELVE months—that is close to \$75k with ANY subtle exponential increase at all!

*Since these BENEFITS radically change your CURRENT Status, IF I WERE YOU, I'd be prioritizing HOW to do the ACTIVITY to produce that GOLD MEDAL so I can get TWO of them to SENIOR faster than lightening! AND, I'd DUMP EVERYTHING that didn't contribute to this result!*

**CAN YOU HEAR ME???**  
**(I'm screaming now!)**

**OK, NOW...LET'S LOOK AT YOUR GOLD MEDAL CAPACITY!**

- 1. We're not dragging people in for the sake of an agreement and a #.**

2. **People RECRUIT Close to the PRODUCT.**
3. **WHAT is your BOOK 10 Capacity right now?** WHAT is booked? WHAT is coached? WHICH of the classes are PRE-PROFILED (did you get the guest list w/I 24 hours? Do you have questions to ask them when you call? *All this is on my site on **NEW CON PAGE** if you're looking for what to say...*)
4. Are you doing the **FOUR POINT RECRUITING PLAN?** Are you doing a **1-1 Close** at your SCC? Are you BOOKING a NEW Class (**BOOK the Second TEN to be held the 16<sup>th</sup>-30<sup>th</sup> from the FIRST FIVE you hold between the 1-15<sup>th</sup>!!**)
5. What is your urgency, vision-cast and follow through AT and FOLLOWING the Skin Care Class?

## **NOW LET'S LOOK AT YOUR 2+2 CAPACITY!**

1. What is your **Pearl** Program-- your **Senior Consultant** focus? Is it a big deal in your unit? Is it included in EVERY NEW CONSULTANT CONVERSATION you have? Do you have a gorgeous DISPLAY of all new Consultant rewards and prizes that they can win out and visible at EVERY UNIT MEETING and NEW Con education?
2. What incentive or reward or RECOGNITION do you have in place to meet the NEW CONSULTANTS top 5 influencers the WOMEN in her life during first week-2 weeks [max] that she is in business?
3. How do you 'promote' **RED JACKETS** and their

exclusive place in your Unit? Do you have one 'dressed up' in front of your Unit Meeting? Are there reserved seats for REDS? Do they have special privileges, special roles in the unit meeting, time with you (over and above the other Consultants access)? WHY would anyone WANT to be a RED JACKET in YOUR unit? How do you verbalize it?

4. What about **CARS**? How do you 'sell' the CAR Program?? Is there a vision and an elite understanding of CAR DRIVERS and choosing to step into that space? Are you communicating this from a D-I-S- and C position on-going? How? Who else would notice or agree?

**NOW, LET'S LOOK AT YOUR \$1200 INITIAL ORDER CAPACITY! [GOING FOR STARS—EMERALD, \$4200 AND PEARL!]**

1. What are you saying about initial INVENTORY to NEW CONSULTANTS? Listen to yourself!
2. Are you consistently using **NEXT STEP** cd or the hotline right away?
3. What is your FOLLOW UP from NEXT STEP again, WHAT are you SAYING? What are you EXPECTING? How much time lapses? Do you do inventories w/ spouses when possible?
4. Do YOU have min. \$4000 classic line on shelf? IF you don't, you won't be selling many STARS to your Unit Members! LEAD by Example!

NOW, if those questions ARE in place, GREAT! If they

aren't, GET THEM IN PLACE! Don't freak out and stall out. FIGURE IT OUT! Really guys, hiding and whining aren't appealing to you. STOP, figure it out. Place it in a SYSTEM (a System creates a method and a time so you have the ability to repeat it over and over and over without having to remember if you said phrases that work each time over and again) BRAINSTORM with another smart SHAW DIRECTOR BUDDY and let's GO HERE!

IF that isn't rocking you, let's keep going~! Your TIME! Whatcha doin' w/ it? **WHAT DO YOU NEED TO LET GO OF DOING** in order to **HOLD TEN CLASSES** to MAKE ROOM FOR **5+2+2** so you can do the above 1-5 well? ANSWER THIS QUESTION !!

1. Dishes, housework, laundry?
2. Deliveries
3. Office work—welcome letters, newsletters, all that stuff that somebody else CAN and should be doing!
4. Sleep? I gave up sleep to take a few jumps forward! Once I had delegated, Sleep was the thing... Not permanently, but for a season! I'm guessing you could delegatemore first!

# FIRST THINGS FIRST and **5+2+2**

is really FIRST! IT REALLY IS!

- When you do this March, April, May and June, your name goes in a DRAWING for \$650 in DALLAS !!
- When you do it and have min. 10 NEW every month **AND** you complete your BEST Unit Club over last year, I will give you \$500 CASH in Dallas!

5 Personals X 4 months = 20 Personals! You're STARING National Court of SHARING in the FACE!!!

You'll be TOTALLY OT Cadillac if not TOTALLY FINISHED with it by June 30!!

You'll have moved min 40 NEW PEOPLE in and through your UNIT in 120 days!! Imagine the MOMENTUM!!

Consider having min. ONE Abundant worker Earning her car and doing her own 5+2+2 and WATCH out! Or 2 Consultants or 3 or 4 joining in! BUT LEAD BY EXAMPLE!!!

**5+2+2 [+1]**

**It's really up to YOU!**

**What is your PRIORITY  
today?**