

We've come to the final set of skills and steps needed to build a huge M.L.M business which is training your new distributors.

This is another of the vital skills you will want to develop and the first place to start is actually with yourself - because you need to make sure you've started correctly. You can't expect your downline to do what you haven't and aren't already doing.

So first, make sure you're using your own products or services. Seems like a no-brainer and yet you'd be surprised how many distributors *don't* use their own products. Use them and enjoy using them!

Then, decide exactly what you want to achieve with your business. Get clear on your goals and write out your plan of how you're going to achieve them. I recommend that you create this plan from the list of 13 money-producing activities I have identified in my *Pocket Tracker* tool. I'll tell you more about this tool in a moment.

Lastly, commit to developing your communication and inviting skills. This will be an ongoing process. Try role-playing with your upline to get practice. You can also practice being an effective communicator with family and friends without talking about your business.

The bottom line is that you can't teach what you don't know or what you don't do. And to be a great coach you must also coach the *right* things. The best way to do this is to know where people are having problems and then fix those specific problems. That's why I developed the *Pocket Tracker*.

Focus and Train on the 13 Income-Producing Activities

As I mention above, there are certain activities that produce income. Make it a point to focus only on these activities and train your downline to do the same.

Here's a quick list of the 13 income-producing activities:

1. Set clear and specific goals and cultivate them on a daily basis
2. Self-train which includes developing communication skills, inviting skills, etc.
3. Doing direct mail promotions
4. Leaving voice mail offers
5. Running ads on radio, TV, the internet, or in newspapers and magazines
6. Meeting new people
7. Dialing prospects, whether they answer or not
8. Connecting/speaking with a prospect
9. Inviting and setting appointments
10. Presenting the business whether one-on-one, a hotel meeting or giving out videos or audios
11. Selling products
12. Sponsoring new distributors
13. Training new distributors

Track and Train Your Way to Success

Each of the above activities are important pieces to the money-making puzzle. Remember, to be a great coach you need to know where your people in your downline are having problems.

For example, are they having a hard time meeting new people, or perhaps they have call reluctance and are resisting picking up the phone and making calls.

When your downline is tracking these 13 activities, you'll know where they're having challenges and can then help them with these specific problems.

To help you with all of this, I created a simple tool that tracks how focused and successful you and your downline are in doing these key activities. It's called *Pocket Tracker* and it makes tracking daily progress a very easy thing to do.

When you train your distributors to focus only on these activities, and train them to use the *Pocket Tracker* to monitor what's being done, you'll quickly see where they need help.

Pocket Tracker will reveal where in the process your downline is having a difficult time. This enables you to coach them where they need it most - on the right things.

Create Duplication and Succeed