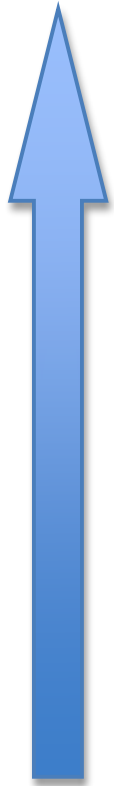


M O M E N T U M



How to Create Momentum By Jared Overton



Creating momentum in your business can happen to anyone, anywhere, and at anytime. It's a simple function of starting with stage 1 and moving up the chart. To create momentum, your ultimate goal is to attend the National Celebration WITH members of your downline! When you have achieved this level you WILL be earning a healthy residual monthly income.

Stage 1

If you have struggled getting people to Stage 2, or Weekly Events, then those results are directly correlated to lack of activity in Stage 1. The 2 on 1 Flip Chart Presentations are the basic building block for your business. Your primary focus should be to spend ample time Monday, Tuesday, or Wednesday setting up Flip Chart Presentations for the rest of the week. When you are doing 4-6 personal Flip Chart Presentations per week, by week 3-4 your newest associates should be setting up their own Flip Chart Presentations. Within 1 month you should have a dozen+ Flip Chart Presentations each week occurring in your group.

Below are 3 examples of how to use the “Power Call” method with your UPLINE to set up these flip chart presentations:

<http://www.youtube.com/watch?v=rpzXroeZLuQ>

http://www.youtube.com/watch?v=6D0Hr_FLVhw&feature=related

<http://www.youtube.com/watch?v=YVLx9klyMZA&feature=related>

Stage 2

By properly advancing to this stage you should definitely have people in your downline participating in Weekly Events. These participants will ‘roll over’ from all the activity in Stage 1. Some of these distributors will show up just to watch and others will bring guests. It’s important to note that many of these distributors might be attending this opportunity for the first time since they just recently joined. A new distributor attending a Weekly Event is as good and productive as a guest attending a Weekly Event. However, if that distributor continues to attend weekly events without any new guests or new distributors, then he or she has not been successfully implementing Stage 1.

It’s important to consider that if you are opening a new area, these weekly events are most likely not taking place. By successfully implementing Stage 1 for 30 days, you’ll have enough people to support a weekly event. Try setting a date for your first weekly event 30 days out from the time you start Stage 1.

Here is what a typical Weekly Event looks like:

<http://www.youtube.com/watch?v=FDPTyTIHkoA>

Stage 3

Weekly events feed into Monthly events. Typically these events happen every 4-6 weeks. These events include not only a great opportunity event on a larger scale, but also training. These events should be ticketed events. They should be fun, motivational, and exuberate camaraderie. Typically the entire event lasts about 3 hours. The event should also be promoted throughout the month at EVERY Flip Chart Presentation, Weekly Opportunity, or any other opportunity to

promote. Promoting, while successfully implementing Stage 1 and Stage 2, will result in a successful monthly event. Below is footage of promoting a couple local Monthly Events as well as footage from an actual local Monthly Event.

Promoting:

<http://www.youtube.com/watch?v=w7IY9deg-9Q&feature=related>

<http://www.youtube.com/watch?v=akHwTXkR2j0>

Actual Event:

<http://www.youtube.com/watch?v=x2lNFxbB0Pk>

Stage 4

As your group develops and your downline attendance at the Monthly Events grows, you will consequently have members of your downline attending the Semi-annual events. When you have at least 25 members of your downline travel and attend these events your monthly income typically will be between \$5,000-\$10,000 per month. These events are particularly important as it gives your downline the opportunity to mingle with other successful distributors in the company. It will instill confidence when they see all types of people from all different locations finding success. They also get to learn from the best and top income earners from around the world. These Semi-annual Events are very hands-on and teach and show distributors EXACTLY how to do certain things to grow their groups.

Here is footage from one of these events:

<http://www.youtube.com/watch?v=Anlr-ldWluc>

Stage 5

When you and a group of your downline members are regularly attending the Annual Celebrations you will have a solid business that will pay you a life time. Having 10-20 downline attendees in your group at the Annual Celebration means you have approached or are approaching a 6 figure income. Annual Celebrations allow you and your group to meet, mingle, and get trained by the Executive Team. At these

events you'll hear about the Company's progress, the newest products, the best systems, and the future direction of the Company.

Here is a promotional link for the upcoming Celebration:

<http://www.mxicorp.com/events/>