

A Track to Run On

The Success By Design Business-Building System

By Russ DeVan

MY EXPERIENCE OF BUILDING NETWORK ORGANIZATIONS is that people set goals that aren't measurable. You know, you want a big car, you want a big house, you want a big this and that's that?
That's not what works.
I wanted something I could duplicate and coach people on, which they would in turn duplicate with their organization—a system that created productivity and kept people on track to meet their goals.

I BELIEVE PEOPLE FALL out of Network Marketing because they don't have a track to run on. As a result, they leave a lot to, "Gee, I hope I'm in the right place at the right time . . ." and, "I hope this product is good . . ." and, "I hope this works. . . ." To get beyond that, you need a system that leaves nothing to chance, nothing to wishin' and hopin,' or the lottery. . . .

I employ the system right after someone has committed to getting in the business; they've filled out their paperwork, placed their first order, they're getting started in the business—that is the time to discuss the system with them. I do that in a 45- to 60-minute set-up coaching call. That's where we outline the system for the first time, go over and through it, then I give them homework, 'cause the system requires they participate and fill in the blanks.

The purpose of the system is to create a *Duplicatable Effort*—the effort you put

forth in your business personally every month, what you're personally responsible for. Not necessarily what you buy, but what you're personally responsible for creating in terms of product volume being moved.

It's comprised of three areas:

- ◆ Promotion
- ◆ Enrollment
- ◆ Consumption

I don't start someone in the business unless they're willing to make some kind of a commitment for themselves in these three areas to qualify for the time and the coaching and the effort that I'm going to put towards helping them succeed.

1. Promotion

When someone starts in a business, I say, "Okay, what product excites you?" That's important, because people lack focus when they join a company that has more than one product. If people try to sell the entire

SUMMARY

Duplicatable systems are a simple idea but difficult to put into practice correctly. A good system can create momentum and stability in your organization that will serve it well. In this article, Russ DeVan shares his successful system.

line—which some of them think they're *supposed* to do—they're making a big mistake. They need to concentrate on *one area* and select a *couple of products* that they can really get excited about promoting.

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Once they've done that, I ask, "What's the minimal amount of that product that you're willing to be personally responsible for promoting each week and each month? How much...? Are you gonna' sell one bottle of this and one bottle of that a week...? Is that your goal?"

I tell them keep it really simple. Remember, it doesn't matter what you do. It's what you're able to show somebody else *how to do*. So, if it's only two bottles of something a week, that's fine, because you're still growing your business by creating volume—even though it's only a little bit of volume, it is duplicatable.

Most people usually say, "Okay, I can sell one bottle of this and one bottle of that," which adds up to \$50 wholesale a week—and in most cases that means they're making \$30 in retail profit, but that's not what's important. The important thing is they're willing to commit to a \$50 a week wholesale effort. That's \$200 in wholesale per month through their own promotional effort.

So, they're willing to do whatever it takes and be responsible for \$200 worth of promotional retail volume a month.

2. Enrollment

I teach people to always use the way *they* got in the business as the standard for how they enroll other people.

If you started with \$600 worth of product for whatever reason—because it qualified you for this or that, or because it was what you wanted to sell, or because it's what it cost, whatever—then that's what you're going to duplicate. Why would you want to put somebody in the business that did less than that?

That's your standard for how you enroll people: "You start the way I did."

So, let's assume somebody says, "Okay, I started in the business for \$600."

I ask them, "Then are you willing to enroll one person per month the same way you got started?"

That means that even though they're buying the product, you're the one putting forth the enrollment effort, so that counts as *your* duplicatable effort. You're responsible for \$600 worth of volume in enrollment.

3. Consumption

Whatever you're selling, whatever you're promoting, you better be using it. This validates its value to your customers. You'll find products in any line—whether they're the products you actually have chosen to promote or not—that you love to use. How much are you and your family going to purchase for your own consumption—not because you have to, but because you want to?

Some people purchase a product just to qualify and get paid. That's the only reason they purchase it, and \$100 worth of product just sits there. That's consumption too, but if



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you're *actually* consuming the product you're not losing money. You're purchasing a product that's creating volume and that still counts toward what you're going to duplicate when everybody you enroll in the business is taught to do the same.

So, let's assume that between you and your family you can use \$100 worth of product.

OKAY, NOW YOU'VE GOT \$200 on Promotion, \$600 on Enrollment, and you've got \$100 on Consumption. Total the three—that's \$900.

Now, even as simple as that sounds, and even though everyone agrees to it, it's unreasonable, and people will find ways to sleaze on it. So, what you do, is you take that effort and reduce it to the ridiculous.

What I mean is, whatever value you come up with, you reduce it to something that you're absolutely, positively sure can be duplicated. I tell people as a rule, to knock it down by at least two-thirds. If you had a \$900 effort, then you'd come up with a \$300 effort.

As soon as I do that with people, they say, "Gosh, that's not gonna' make me much money—just being responsible for \$300 a month." And they're absolutely right. But that's not what we're doing. We're building a structure for 1000 people who are all doing that. That's \$300,000 a month and from that volume, you will make a lot of money!

But first, the effort has to be simple, and it has to be something where people understand exactly what they're doing and what their assignment is. And their assignment is to Promote X, Enroll X, and Consume X, each and every month and teach their people to do the same thing.

ONE OF THE KEY REASONS I came up with the Success By Design System is that many people get confused about what they should do when they start in Network Marketing.

"Should I retail? Should I recruit?" No. Keep it simple. *Promote. Enroll. Consume.* It's the combination that's the duplicatable effort you're after.

IN THE NEXT ARTICLE IN THIS SERIES, "TRACK II," RUSS DEVAN TAKES THE SYSTEM THE NEXT STEP: MAKING A BUSINESS-BUILDING PROJECT OUT OF YOUR NEW DISTRIBUTOR'S GOAL, WITH VOLUMES, INCOME, AND MEASURABLE TIME FRAMES.

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