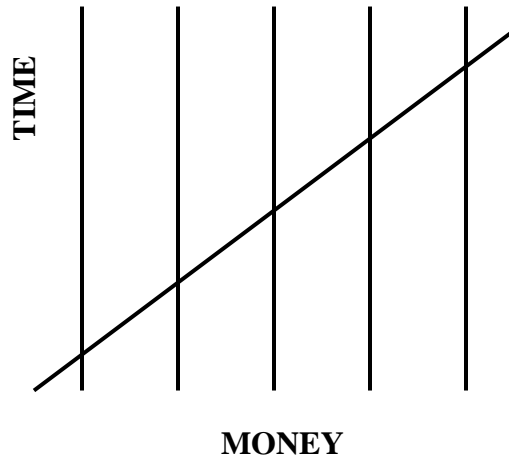


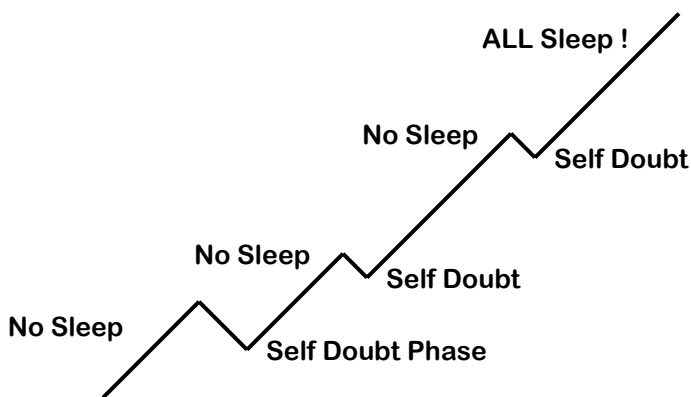
4 QUADRANTS / GAME PLAN OVERVIEW

THIS IS A BUSINESS!

- ❑ Is it hard?
- ❑ Are there ups and downs?
- ❑ *Is it worth it?*



PHASES OF THE BUSINESS



NECESSARY SKILLS

- ❑ **Marketing the Service/Membership**
- ❑ **Recruiting**
- ❑ **Building for Events**
- ❑ **Self Improvement /Personal Development**

Looking at the chart above, start with the top left. Understand that this is a business and business don't happen by themselves. Building a business is hard in the beginning but it gets easier as you learn and grow. All businesses have ups and downs so be ready for both. Is time and financial freedom worth it? Of course.

Now move to the top right block. In the beginning you will spend a lot of time to make a little money. In the end you will spend a little time to make a lot of money... forever! This is why you must treat your PPL business as important or more important than your job.

Go to the bottom left block. In the beginning you will be excited and have no sleep. Then you will have self doubt... Some people will say they are not interested. Some will seem interested and never do anything. Work through the ups and downs. The excitement will start again, every time you attend an event and every time you recruit a new person.

There are 4 skills that you will be learning in your business – The 3rd & 4th are the most important!