

Dale's Quick-Start Method to Direct Marketing Success

When new people join my team I immediately give them a list of things I know they can accomplish right away. This builds confidence, loyalty and the foundation for a successful business.

1. People never accept that they are their own boss, so I tell them within a week they should come up with a name for their company, so they can take pride in their business.
2. I give them a blank calendar and tell them the only thing they can put on it are things they do to build their business. This stops them from being distracted by other things, like hair appointment.
3. I ask them to have a list, within 24 hours, of 50 people they know they can market to—and within 72 hours, to have 100 people on that list.
4. I tell them to clear seven to ten hours a week on their schedule to devote to the business.
5. I encourage them to focus on commitment—not to me or the company, but to themselves and their company.
6. It is my firm belief that the people who make it in any business have a very strong purpose for making it. I ask people to sit down and write a very serious letter to someone they love and respect, telling them the real reason they are doing this business. If I can get them to put it in writing, they'll make it.