

How to Open Any Market in Four Weeks

PREREQUISITES

- Rich compensation plan, if it's not six figures, go back to the drawing board
- Plug and play system that can be easily duplicated
- Verifiable testimonials
- Establish profile for "successful business associates" (SBAs)
- Easily duplicated passive system to fill funnel

WEEK ONE

- Identify target market
- Identify home base
- Implement Passive Campaign
- Establish hard points and soft points in schedule

WEEK TWO

- Implement Active Campaign
- Continue Passive Campaign
- Go-No-Go decision by FRIDAY, must have minimum of 5 quality people booked from active campaign, 25 people from passive campaign

WEEK THREE

- Leverage Active Campaign
- Increase Passive Campaign if possible
- GOAL: 20 quality appointments, 40 additional from passive campaign

WEEK FOUR

- Land in-market Monday
- Active Campaign Appointments Mon PM thru early Tue PM
- Passive Campaign - filtration - TUE PM through WED PM
- THUR combine Passive/Active Campaign
- FRI set points of accountability

POST CAMPAIGN MGT

- Motivational Call Monday
- Accountability/Incentive Call Wednesday
- Gory & Glory Stories/FRI afternoon

Like they say "Rinse & Repeat" ... I've opened 20 markets 2 times with this model. Used variations of the model in different comp models. Minimum ROI is break even in 30 days, 10X ROI in 3 to 6 months -->drive incentives and compensation to make it happen.