

## Calendar Mapping (Part of Business Planning)

### A. Prepare

#### 1. Must know goals:

##### a. Income goal for the next 12 months:

(ex. Realistic Goal: (ex. 100K = \$1,923/week)

Visionary Goal: (ex 200K = \$3,846/week)

##### b. Customer Goal for the next 12 months:

(ex. 120 customers = 10/monthly)

##### c. Distributor/Agent Goal for the next 12 months:

(ex. 20 direct in 30 days with the 90 day run – total 30 directs for the year)

##### d. Rank Advancement for the next 12 months: (core rank building is key)

(ex. Realistic- Ruby

Visionary – Diamond)

##### e. Event Attendance for corporate events:

(ex. Average \$1,000 earnings for each person at events)

(ex. 50 people = 50K, 100 people = 100K)

#### 2. GET YOUR PLANNER... WHATEVER WORKS FOR YOU

(ex .daytimer, large wall, both, etc.)

### B. The YEAR – AT- A GLANCE CALENDAR & DAILY METHOD OF OPERATIONS

#### 1. Record major corporate company events first – the lifeblood

#### 2. Record Vacations/ Escapes and Non-Negotiables

#### 3. Everything else falls around those:

#### 4. Regional/local/recruiting/training/presentation events fall around those

#### 5. High Season Event Campaigns for Customers-

a. New year kickoff- ClubFit Challenge

b. Valentine's

c. Mother's Day/Father's Day

d. Ready for Summer/School's out!

e. 4<sup>th</sup> of July

f. Back to School

g. BLACK FRIDAY/CYBER MONDAY

h. Christmas/Holiday

#### 6. DAILY DMO'S:

##### a. Personal DMO's

(ex. Exercise, meal prep, meditation/prayer, personal development)

**b. Business DMO's:**

MUST decide:

1. Which 6 days a week will you work? (ex. Sunday's off)
2. How many hours (ex. 2 minimum – 16 hours maximum) for Prospecting and Recruiting - Initial and Follow Up activity for New Customers & New Biz Partners) (ex. Follow up Friday...)
  - a. New connections (ex. 5 connections- friendships – partners)
  - b. Follow ups (customer and agents)
  - c. Follow through with old connections (ex. once every quarter)

**c. Social Media DMO's (be consistent with Social Media):**

1. Stories everyday on all 3 (TT, IG, and FB)
2. A reel a day
3. Content daily
4. FB Live (ex. 5-10 min once a week)  
(stockpile audios and videos made once a week for daily distribution)

**d. Weekly MO's & Monthly MO's**

(ex. Monday night opportunity pres, Tuesday night opportunity zooms, Free your mind Fridays, Sat morning team trainings, etc.)

- To be successful with you daily DMO's you must be consistent and treat it like a job.
- MUST KNOW your prospecting sequence for customers and new agent recruits.
- Must keep it simple and duplicatable.
- If you don't plan, you'll run around like a chicken with your head cut off.
- Plan your work AND work your plan.
- Set your schedule and stick to it. Life will go so much smoother if you plan it out.

**“IT'S YOUR JOB TO MANAGE THE CALENDAR, THE CALENDAR THAT YOU CREATED...THEN BECOMES YOUR BOSS.... TREAT IT AS IF IT IS YOUR JOB TO GET RESULTS YOU WANT.”**

## **BONUS CALENDAR TRAINING:**

7. Fill in as you go... the following events:
  - a. home meetings/demos/wow parties/product samples
  - b. zoom meetings
  - c. luncheons (for professionals)
  - d. recruiting campaigns or 90 day runs
  - e. prospecting by occupation campaign
  - f. International/Long Distance campaign-connecting with 10 people outside your area contest in your team
  - g. Social media touches campaign
  - h. Entrepreneur Events where you have a speaker and your table is in the back for more info
  - i. Networking Groups
  - j. Super Saturdays (online or local)
  - k. Team Culture Building Events (bowling, dinner, to group getaway retreats to Seacret Escapes together)
  - l. Charity Drives
  - m. Presenter Schools/Workshop (ex. Who wants to learn how to do a presentation?)

8. **Prospecting Sequence: MUST KNOW EACH ONE SEPARATELY FOR AGENT RECRUITING AND FOR CUSTOMERS:**

Step 1 – Basic overview company sizzle – less than 5 min.

(they check out what we do, what's our product/a little bit about the opportunity)

(decide on your script- example- "check this out and send me a thumbs up after you've looked at it)

Step 2: The Tool Belt- easy access for duplication:

(another more detailed video, phone call, coffee 1 on 1, social event, zoom, samples, etc.)