



## THE 8 STEP SUCCESS SYSTEM GUIDE

The purpose of the 8 Step Success System is to provide each PLG Partner with a Proven, Predictable, and Profitable “How To” Guide to Personal Success (GPS).

This formatted system has been in operation since the foundation of our industry back in the nineteen fifties. It has created countless millionaires and above average income earners. Its principles and action steps are timeless, and all those that apply these Steps to their PLG business will have the potential to reach and achieve their Dreams and Goals.

This system provides a duplicable method that anyone can follow, and copy. Your success is Not dependent on copying people or personalities but rather on imitating and executing a proven system and method.

Just as a Franchise Model would market and employ a Formatted System for absolute success ...so do we employ this 8 Step Success System.

We wish you Much Success on your journey of “Mastery” and the Duplication of these 8 Steps .

### **THE 8 STEP SUCCESS SYSTEM GUIDE:**

#### 1) Establish Dreams and Goals

- “The Future Belongs To Those Who Believe In The Power of Their Dreams” - Eleanor Roosevelt
- “Make No Small Plans, For They Have No Power To Stir The Souls Of Men” – Victor Hugo
- Dream BIG DREAMS
- See the End From The Beginning /Begin with the end in mind
- Own The Dream of “ Uncommon Freedom “
- 2 Objectives Of A Dream a) Motivate and b)Anchor and Carry you through adversity
- A Goal is a Dream With a Deadline
- Write down your Dreams/Goals and read aloud twice per day( Morning & Night )

#### 2) Develop A Business Plan

- Most People Don’t Plan To Fail, They Fail To Plan
- A Plan is an Action Strategy To Reach Your Goals and Dreams
- A Dream Without Action Is a Fantasy
- Steps 4 & 5 of The 8 Step Success System comprise the 3 Step Plan Of Action – this is the PLAN to set and execute. Review these fully in Pyur Life University.
- 3 Step Plan Of Action: CONTACT, SEND, FOLLOW UP

- YOUR Plan should be focused around Recruiting and Building a Team i.e. How many new people contacted today/week? How many presentations per day/week? How many new recruits day/week? Etc.
- Make a True 2-4 Year Commitment and Fill Out Commitment Letter From Pyur Life University
- Subscribe To The PLG Marketing System – Optimizes Your Ability to Consistently Expose Numbers of Prospects

### 3) Make a Name List

- 80% joining MLM do so through people they know: 20% through Cold Market
- Use your Smart Phone Contact List and Memory Jogger ( available in Pyur Life University)
- Must Be A written List of 100 Names ( 10-20 names for IMMEDIATE List )
- Don't Prejudge or Edit Who to talk to – all names go on list
- Prioritize List (Number each Person on List a 1-4 )
  - a) People you know, love, like and trust
  - b) Successful People/Movers & Shakers – 'Chicken List' – Recruit UP Principle
  - c) Dissatisfied People
  - d) Everybody Else on the List

### 4) Contact and Share The Business

- 4 Contacting Points
  - a) Compliment
  - b) Create Curiosity
  - c) Control Yourself Form Answering Questions ( Just set appointment to watch videos or meet with you)
  - d) Commitment To Watch Videos or Meet With You
- Familiarize Yourself with the Invitation Scripts from Pyur Life University
- Be Brief and Be in a Hurry, too busy to give full details now
- Be Enthusiastic and Positive – Prepare yourself Before Contact
- Speak With Strength and Confidence
- Only phone people When You are " UP " and Prepared
- If working by phone / online send to your replicated site or marketing site (otherwise meet face to face and do an Opportunity Overview Presentation)

### 5) Follow Up and 3 Way Phone Call

- 2 Questions To Ask Prospect ;
  - a) Did you watch Video? If no, "Can you watch now "- then call back asap.
  - b) Do You Want More Information? If yes, tell them you are running now but want to set up a time shortly to talk – then you arrange to have one of your upline leaders on call with you.

- During 3 way you introduce Leader to prospect and EDIFY the Leader greatly ( causes prospect to listen at a higher level)
- After Introduction and Turning over to the Leader, YOU mute your line and do not speak until the Leader asks you to.
- The Leader will seek to get “ RCR “ ( Recruit-Customer-Referrals )from the Prospect
- The Leader will make the prospect “Feel Good” about You, Themselves, The Company, The Opportunity

#### 6) Start Up and Duplicate

- Go To Pyur Life University Through Your Back Office and watch Video under TRAINING for the Getting Started Interview and Download the document on the Getting Stated Interview Guide. Also, download and fill out the Commitment Letter, making a serious 2-4 commitment to your PLG Business.
- Have Your Leader Conduct a Getting Started Interview With Your New Prospects Until You are Trained and Able To Duplicate – it is IMPORTANT that YOU Acquire Your Own Strength and Skills and not borrow forever from your Leader or you will become “ Crippled “.
- Understand The “DUP LOOP” (Process: TELL, SHOW, TRY, DO) – Each NEW Partner Needs To Become a Duplicating System Leader
- GET New Partner Into IMMEDIATE ACTION Of Exposing People To THE PLG Business Opportunity
- Make Sure you and your new partners are subscribed to PLG Marketing System to optimize the consistent exposing of NEW people to the PLG Opportunity.

#### 7) Personal Growth and Development

- Jim Rohn said “The Personal Growth Comes Before The Fortune“
- Must Be Continually Working On YOU! - Your Self-Confidence, Belief,
- Must “Master You“– Disciplines and Habits
- Read PMA Books (Positive Mental Attitude) - LEADERS ARE READERS -Look in PYUR LIFE UNIVERSITY for Recommended Reading Book List

#### 8) Build The Culture

- The Definition of Culture is ... A way of life of a GROUP of People; the characteristics, values, beliefs, and behaviors they share.
- Our PLG Culture is one of: Hopes, Dreams, Possibilities, Leadership Integrity in ALL Things; Empowering People in Health & Wealth Development. Personal Growth and Development, A System Running Culture, A Hero Making Culture
- HOW TO BUILD A CULTURE? Become a Participator (not a Spectator), ATTEND ALL EVENTS, Plug In To Win Attitude – Get YOUR TEAM Plugged in, Attending All Events, Involved, Become a True Believer of our Mission / Crusade and Dream (Uncommon Freedom). Fall in Love with Your PLG Business and Everything About It.