

# Income Producing Activities

*“Make a stronger connection to your prospects, customers and team.”*

## **Make 5 New Contacts a Day (can be online or offline)**

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Use the C.L.A.M. formula to meet 5 new friends a day online. **C** = Comment on a post, preferably a compliment or communicate something in common. **L** = Like or Love a post. **A** = Add the person who posted as a friend. **M** = Message the person you added and introduce yourself. For offline, start by saying, “Hello.”

## **Make 3 Pieces of Content on Social Media**

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This attracts prospects and can be any type of post on any platform. Just be consistent with your content and schedule. You can post same or similar item on Facebook, Instagram, TikTok, etc. Lives and reels/videos are almost guaranteed to be viewed.

## **Invite 5 People to Look at or Listen to a Presentation**

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Ask 5 people if they would be interested to take a look at your company video or listen to a brief conversation with you or your friend.

## **Have 3 Prospects Watch a Video or Attend a Presentation or Get on a 3-Way Call (this is after the invite)**

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You want to get at least 3 people interested to learn about your business or products everyday. You may find it hard to get 3 people when you first start out, but if you do the IPAs for 1-2 weeks, you will find it easier as you will have more people to invite and follow-up.

## **Follow Up with Any 5 Prospects**

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These can be new or those old prospects that have disappeared on you.. Check in with them. Get caught up with what’s happening in their life. This is not a sales call, it is building a relationship chat.

## **Deliver 3 Coaching Pieces to Your Existing Members**

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This keeps your existing members interested and informed of you and your products. This may be done on a one-on-one basis or in a group Messenger Chat.

## **Give 5 Minutes a Day to Your Distributors for Training and Encouragement**

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Training and encouragement is crucial in maintaining a strong team of distributors. Stay consistent in helping them understand the products and the business of direct selling. Be there for them when it gets a little tough for them and celebrate with them on their WINS. Do one-on-one meetings as well as group training.

## **Remember the 3 Fs**

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In your conversations with prospects, use the 3 Fs: Feel, Felt, and Found. “I understand how you feel. I have felt the same way. I have found that....”.

The power of “53” when found repeating in your life off and on is that you are being advised “there will be major changes in your life”. These changes are coming about by the fact that you are seeking to improve your life. Your wishes and optimistic assertions support these changes and “53” guides and support you.