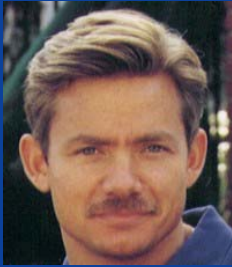


Build MLM Part-Time

by Tim Sales

www.brilliantexchange.com



Special Points of Interest

Make a single decision to do your business. Your business is not a "project" - it's a way to retire.

As a part-time networker, you have three assets that must be budgeted well: money, time and attention.

Start each day with Daily Operating Procedure (DOP)

1. Read your goals
2. Transfer a task (that will get you closer to your goals) to your To-Do list.
3. Prioritize your tasks.
4. Schedule your tasks.
5. Do first task to completion.

This bulletin covers how to build a huge organization in Network Marketing and make a lot of money **PART-TIME**.

If you are currently juggling life, job, AND network marketing - I know your struggles. I also know how to get you out of it.

I personally started out in my network marketing career part-time while in the US Navy. I reached over \$60,000.00 per month by my 24th month while still in the US Navy. Then I went full time and took it to over \$150,000 per month.

The biggest mistake you can make while reading this Bulletin is to think something I've written is less important. If you discount something here as, "I've already heard that," or "I know that already," or, "That doesn't apply to me," you're risking a lot. I didn't write anything here that should be left out.

Make a Single Decision

The first thing you MUST do when doing the business part-time is DECIDE to do it—no matter what you have to do or what you have to learn. If you don't make this decision first, you will constantly be doubting or questioning yourself. You will also not attack every problem with a "solve it" mentality. Have you ever been given a job to do, but it wasn't really firm? Let's say, you were watching TV and your mom said to you, "You should be doing your homework." Notice the word "should" in that statement? "Should" creates a tiny escape, doesn't it? So you think, well, she didn't say I HAD to do my homework right now. So with that little escape, you kept watching TV. When I say that you need to make a single decision, I mean leave yourself NO ESCAPES.

I know this probably seems obvious. But you and I both know there is doing something... and then there's DOING SOMETHING! So this is not something you're going to "try." Not something you're going to

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"see" if it works. You're going to do it, and complete it.

I've seen distributors in my organization work their part-time business like they work on a project around the house. Your network marketing business is not a project. It can give you the greatest thing in the world - your time. It can give you true financial freedom.

Make a single decision to do it, and a single decision to learn whatever you must to get effective at doing it.

Your Three Assets

Whether you're working the business full time or part time you have 3 resources. I prefer to call them assets instead of resources. **The person working the business part-time has to be more efficient and effective with these three assets than a full time person.** Your three assets are money, time and attention. Let's discuss each briefly.

Money is a thing you can exchange for things you want or need. It's best thought of as something you use, trade or barter for something else.

Time is your second asset. There is a limited amount of time per day, a limited amount per year and a limited amount in your lifetime. But worrying about how little time you have left--wastes time. Begin using time as an asset. Start each day knowing you have 24 hours to "use."

Attention is your third and final asset. The definition of attention is: The ability or power to concentrate mentally. Time and attention go hand and hand with effective people. Optimally, where there is time being spent, there is also attention being spent. Your success is largely determined by how much of your attention you can devote at any one given time. Attention is easily dissipated and dispersed. Multi-tasking is praised today, but often dissipates what one is doing.

Each person in this world has these three assets to use. Whether one fares well or does not, in any field is dependent on the use of these three assets. Here's the funny thing. Why do some people make \$10,000 a year? And some people make \$10 million a year? It can be logically assumed that the person, who makes \$10 million a year, is being 1,000 times more effective with their assets of money, time and attention. And by the way - I didn't pull that 1000 out of the sky. A person making \$10 million a year is 1000 times more effective than a person making \$10,000 per year.

Budget your assets

The definition of the word budget is: To plan in advance the expenditure of. You've probably mostly heard the word "budget" around

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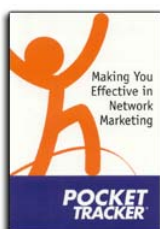
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money so let's start with it. You budget or plan in advance how you will expend your money. Pretty simple. "I'm going to put away \$100 each month for 12 months and go on vacation." Or "I'm going to allocate \$300 per month towards promoting my business." Each of these examples demonstrates budgeting of money.

How might you budget time? If you set your alarm clock to get up at 7am - you're budgeting or planning in advance your time. If you set a window of time, say from 7pm -9 pm as time that you will work your business, that's budgeting your time.

How can you budget attention? Earlier I mentioned that time and attention go hand in hand. Perhaps a better way to say this is time and attention go hand in hand OPTIMALLY. See, sometimes people are present physically - but their attention is not there. Physically they're in location A; mentally (in their mind) they're in location B, C, D, E, and F. They've allocated the time to be in location A, but they've not budgeted or allocated their attention to be at location A. So the key or the trick with budgeting attention is when you allocate your time - also allocate your attention to be there. If you budget your time to work your business, HAVE ALL YOUR ATTENTION THERE. When you allocate time to be with your family, have all your attention there and NO WHERE ELSE.

How I Personally Budgeted my Money in the Beginning

Obviously being on a military salary didn't leave me a lot of money to spend on my business but that was okay--everyone starts somewhere. I started out allocating or budgeting \$400.00 per month of my military income towards promoting my business. But what I also did, was I allocated future earnings. Whenever I made profits, I put all of it towards promoting my business.

Promoting my business included activities like running newspaper ads, sending out post cards, buying leads and lists of names, buying memberships into organizations where I could meet new people, etc. This also included buying videos and audiotapes to send to prospects that would do the "presenting" for me. I purchased about \$100/per month of tapes. To me, this was a very inexpensive use of [the asset] money as it was allowing me to use my other assets better (too bad I didn't have the online movies back then-- would have saved me a lot of money!). Much of my success is attributable to how I used tools to "be in front of prospects," even when I was at my regular job. If I could get 50 videos out each week (which was my target - 10/day), then I was being highly effective without being there.

So, of the \$400 I budgeted to promote my business, \$100 went to buy-

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ing tools, \$250 went to running ads or buying leads, and \$50 went to me buying books, tapes and educational items so I personally got more knowledge and became more effective.

How I personally budgeted my Time and Attention

I had to work my regular job (Navy) between the hours of 7am-5pm. I left my house at 7am and returned at about 5pm. So, my window of time or my allocation of time to work my business was from 5pm till 11pm Monday through Friday. I could squeeze about 45 minutes to an hour of network marketing business during my lunch hour if I brought my lunch with me - which I did most days. My local group did a ½ day training on Saturday - so that left me the remaining ½ day on Saturday and all day Sunday to work my business. Tuesday night I normally did an in-home meeting, Wednesday nights was the weekly business opportunity meetings.

I Already Had a Full Schedule!

Something I will share with you. My life was already full! Before I started my network marketing business it wasn't like I didn't already have all those time slots used up. Meaning, after I got off work I would go to the gym, I would have karate class, I had night school and on the weekends I would play golf or go on road trips with my friends or I would go home to see my family. All very important to me.

In fact, one evening I was driving back from a weekly business meeting and started doubting that I could do the business. My excuse was that I really didn't have time to work the business. I called my upline and told him that I didn't think I could continue because of how "busy" I was. I gave him my whole story. He said, "Tim, you just have to decide what you really want." He also recommended I write down how I spent my time. So after we got off the phone, I decided to see where I used my time. I thought I knew how I spent my day because I was with myself all day!

I started keeping a record of every 30 minutes. I set my electronic watch to chime every 30 minutes then I would note what I did in that prior 30 minutes. Yep- I used it all up. But being completely honest with you I saw that I had quite a bit of piddle time in there. I also noticed I was very rarely THERE with my attention. When I was playing golf, I was thinking about my business or work. When I was at work, I was thinking about whether I was going to work-out chest or legs when I got off work, or I was thinking about my in-home meeting later that evening. When I was working my network marketing business my attention was often on worrying that I wouldn't succeed, or concerned what people at work thought of me doing MLM. So basically my attention was NEVER there - wherever THERE was.

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I decided to set my priorities on what I REALLY wanted. The word priority means *the order or sequence of importance or urgency*. In my own words that means - what am I going to do *first*. And then, what am I going to do *second*. And then, what am I going to do *third*.

And what I (personally) really wanted first was to not have to work in the Navy anymore. I wanted more money and wanted more freedom. I wanted to travel to exotic places (which the Navy did offer) but I didn't want to have to return to the ship when the Navy was ready to leave that exotic place. I figured that what I would have to make to feel comfortable leaving the Navy was \$10,000 per month as when I did leave I would be sacrificing my Navy retirement plan. I set that as my target - \$10,000 a month. I then came up with a statement of, "If it doesn't make me \$10,000 a month, I'm not doing it."

If what I REALLY wanted first was to make \$10,000/mo, then I would have to sacrifice the movies I would watch every week and the golf game that took five hours (minimum) every weekend. I put my golf clubs in the attic. I would cut my workout down from 90 minutes to just 30 minutes. I told my karate sensei I wouldn't be coming to class anymore. Learning to defend myself against an attacker had nothing to do with earning \$10,000 per month. I used to really enjoy shooting guns and would always attend gun shows on the weekends-I stopped that and sold most of my guns. I used to work on cars - I sold all my tools. I would do 50-100 mile bike rides on weekends with several of my Triathlon buddies; this also didn't get me to \$10,000 per month - so I stopped doing that and sold my bike.

Now, you might be thinking-there's more to life than making \$10,000 a month. But to me, there wasn't. Because of the residual income aspect of network marketing this would be a ONE TIME SACRIFICE FOR A LONG-TERM REWARD. And I was willing to put 100% of my non-allocated self into it. Meaning, my earlier career choices had allocated my time to be at the Navy between the hours of 7am and 5pm. I could not change that without first achieving \$10,000 a month. So to me, there was NOTHING more to life than making \$10,000 a month. AFTER I achieved \$10,000 a month, I could reinstate any hobby I wanted. But had I not made this all-out commitment, I wouldn't have attacked every obstacle, every problem, and every subject with the unquenchable thirst to solve it.

Magic Happened

It wasn't nearly as difficult as I had thought to give up all those things. Once the decision was made, it was really quite easy. But man, did it change my business. When I presented my business--people saw in my eyes that I was committed. I sponsored more people, and more

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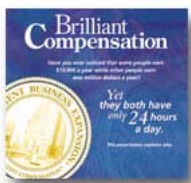
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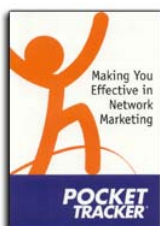
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committed people-because of my commitment. This of course increased my asset of money.

This decision also did pretty incredible things to [the asset of] time. I was able to get a lot more done with my time. When I would talk with my prospects or downline, I felt (and was) in control and very directional in my conversation.

Do you remember the definition of the word **attention**? It's *the ability or power to concentrate mentally*. And my ability to concentrate mentally increased dramatically after I made that landmark decision to make \$10,000 a month - FIRST before I did anything else. When I would talk to friends and family on the phone I was much more purposeful--I wouldn't be piddling around my room, washing dishes or doodling on a piece of paper. I WAS FULLY DOING WHAT I WAS DOING - FOCUSED ON THE CONVERSATION.

The point I'm really driving home here is that it was my decision and the follow-through of that decision that increased the time and attention assets. When you're not effectively using the asset of attention it's very hard to see that your attention is dispersed.

But just look at how dispersed my life was. I had a job - so my time and attention was on my job. Let's designate my job as [A] and I was spending time and attention on [A]; then I had my MLM business and let's designate that as [B]; then I had golf - [C]; then I had bike rides - [D], shooting guns - [E], movies - [F], and karate - [G]. So my money, time and attention were spread across A thru G. I wasn't being great at any of them. My desire was to achieve them all - but in reality - I couldn't achieve any of them because I was so dispersed.

As I look back, it was the single DECISION to DO the business that had the largest impact on my success. Could I have achieved my success without selling stuff and giving up my hobbies? I don't know. I think it was a big part of my success because it shifted my three assets into a **single** direction AT THE SAME TIME.

I honestly feel that success has more to do with what you **DON'T DO**, than what you do do.

Much Respect and Admiration,

Tim Sales

The remainder of this bulletin outlines my personal daily activities and how I scheduled my day. Please only use this as a guide.

Daily Operating Procedures

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First thing I do every morning is read the below items.

These are my Daily Operating Procedures (DOP).

1. Read my goals.
 2. Prioritize my "to do" list—based upon my goals.
 3. Do my A's (most important) regardless of the time it takes to complete them.
- I touch tasks one time and complete them.
 - I don't let distractions take me off of what I'm doing.
 - I make all decisions swiftly. Either: YES – NO – MORE DATA REQUIRED
 - I am the CAUSE of my day. I'm the gatekeeper to what enters my mind and what I think about.
 - I choose to put into my mind only those things which will further me to reaching my goals. I do not get entangled in small games and worthless arguments that rob my assets of money, time and attention.

Next, I read my goals

Here is an example of what I read (and do) for my business goals:

Concentrate my thoughts for 5 minutes on making \$10,000.00 a month.

To achieve it, following this plan:

1. Educating myself daily by

Cultivating my goals daily; Self-training daily 30min-1hour.

Plan it now!

2. Promoting my business daily by

Sending out Direct Mail, buying leads; Outbound calls leaving promotional messages; Running ads in newspapers and magazines; Meeting new people (creating new ways to meet people); Dialing the phone.

Plan it now!

3. Being effective by

Connecting with people; Setting appointments; Selling products
Sponsoring people; Training new people.

==> All expenditures are to get me to \$10,000.00 per month. No toys and hobbies. Buy only assets that build my business.

==> I will attract to myself the business partners that will make my goals a reality because of my willingness to contribute to others.

Items in red are the activities that I transfer to either to my "To-Do" list, or I transfer it directly to my schedule. If it goes to my "To-Do" list it gets prioritized - and may or may not make it to my schedule. How I prioritize, how I deal with distractions, how I choose which items I put on my schedule is on the audiotape called, "Get Organized!" Available at www.brilliantexchange.com/getorganized.

Example of Part-Time Schedule

January 9

7 am	Rise, read DOP
	Exercise
8 00	Breakfast - (pack lunch & snack)
	Travel to work- call Jim (downline)
9 00	
10 00	Regular Job
11 00	
12 00	Make 5 invite phone calls
	Write ad, place ad,
1 pm	
2 00	Regular Job
3 00	
4 00	
5 00	
	Travel home- invite calls & downline
6 00	Admin (return emails, messages, paper work, etc.)
	Dinner
7 00	THIS IS PRIME TIME!!! ONLY TALK TO PROSPECTS. NO DOWNLINE. (downline's prospects okay) EITHER NEW PROSPECTS OR FOLLOW -UPS.
8 00	
9 00	
	Call (downline) - Kim, Susan, Todd
10 00	Reply to emails, buy Leads, order more videos
	Package & label videos

To Do	
A 1	Write new ad
B 2	Call sister
B 3	Grocery Shop
C 1	Get oil changed- car
B 1	Place product order
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Money Activities	
	Cultivate Goals
	Self Training
	Direct Mail
	Leaving Messages
	Advertisements
	Meet New People
	Dials
	Connects / Incoming
	Appointments Set
	Retail Sales
	Sponsored People
	New Reps Training

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Today's Plan

Today's Plan			
7 am		To Do	
8 00			
9 00			
10 00			
11 00			
12 00			
1 pm			
2 00			
3 00			
4 00			
5 00		Money Activities	
			Cultivate Goals
			Self Training
6 00			Direct Mail
			Leaving Messages
			Advertisements
7 00			Meet New People
			Dials
			Connects / Incoming
			Appointments Set
9 00			Retail Sales
			Sponsored People
			New Reps Training
10 00		For detailed information see <i>Pocket Tracker</i> ® at www.brilliantexchange.com © 2003 Brilliant Exchange, Inc	