



PLACING

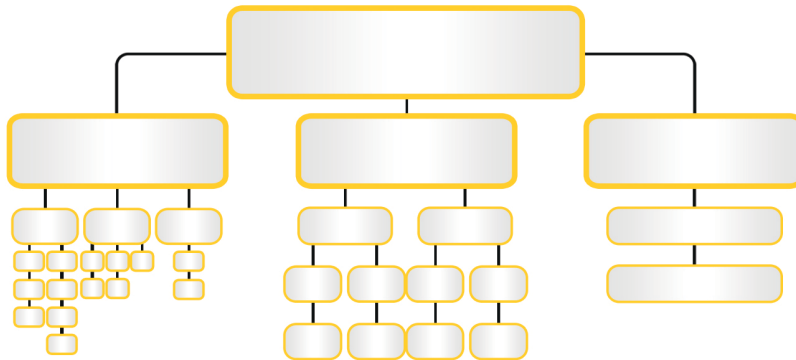
SHOPPING AN APP & FEAR OF LOSS

PLACING PHILOSOPHY

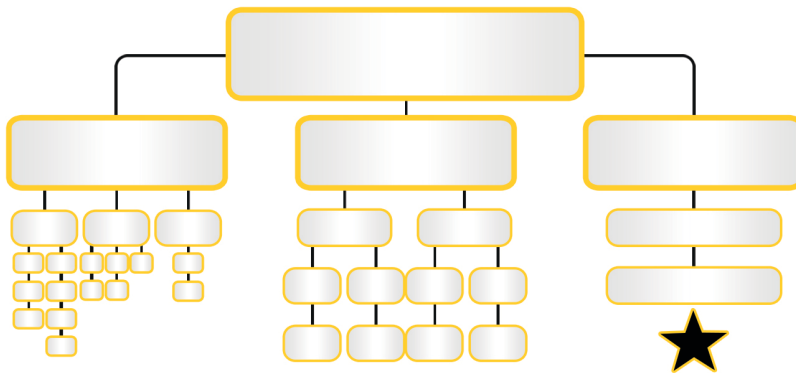
Placing your personal recruits to structure your business properly, in order to maximize your business's *Income, Momentum, and Stability*.

- 1 Whenever you have a new associate to place, take a snapshot of your team and identify which one of your three legs is the strongest, which is the medium and which is the weakest of the overall leg. How do you determine a leg's strength?

BASE IT ON **DESIRE** **COACHABILITY** **WILLINGNESS TO WORK**



- 2 Place your new recruit in the weakest leg out of the 3. Identify the strongest sub-leg within that weak leg, and place your personal recruit on the bottom of it (the strongest sub-leg).



This placing philosophy creates better retention, stability, and added overrides from the extra momentum this can cause.

BONUSES

- Fear of Loss** Call through your prospects and let them know of all the great potential of this new recruit and that if they get started NOW, you will place this associate on their team! Hello Performance Club!
- Shop w/ App** While you are shopping with your own application, have the person on the bottom of the leg you are placing in shop with your new associate's application too! Their prospects can also be incentivized to join the team NOW with your new recruit placed on their team. This way, you can turn one recruit into two or three! And then place associates accordingly down same leg.