

Duplication

Duplication is the most important concept in your business. To have an organization grow with or without you, everything you do must be duplicable – meaning something EVERYONE else could do. It is important to use a system that everyone from the newest rep to an SNSD can use. Remember: The people run the system; the system runs the business! *You want a system driven business, not a personality driven business.*

There are some basic keys to duplication:

1 – Be yourself: Act the way you would usually act but add a little something. Be excited, but not over the top! You do not want to scare people off. *You want to make them curious, not cautious.*

2 – Show, don't tell: Use the company pieces in your presentation and conversations. Third party pieces allow the prospects to see the information objectively, unfiltered by their impressions of you. You can share your enthusiasm and your opinion about the business, but let the brochures and PowerPoints present the facts. Let your prospects see you reading the piece and they will think "I can do that."

3 – Keep it simple: The objective is to get a large number of people to do a few simple things over and over again. The more you add, the more complicated your business becomes, the more unlikely it is that you will see your business duplicate and grow.

Duplication will happen by going through the trainings and fundamentals many times, each with a different mindset and from a different perspective.

Go through the training as:

- Student
- Assistant – you are learning as one preparing to teach
- Student Teacher – you are learning by assisting the teacher
- Teacher – you are now teaching students
- Master Teacher – teaching the teachers to teach teachers

Repetition is the mother of learning!

Duplication is the most important skill set. Without it you will never have true freedom. Duplication does not mean everything must be done the same way with the same concepts and approach. It does not mean saying a presentation word for word like everyone else. There is room in the system to develop your own style. Duplication means using the system and concepts to allow the prospect to see themselves successful in the business.

Don't just do what works, do what duplicates!