



[AIO Elite Team - Backbone Document](#)

[The Foundation to the entire 1-2-3 System to Active Duplication](#)

[Proper Sign-up](#)

At the sign up make sure the new rep:

- Is on ADP. [Automatic Delivery Program]
- Is sent a Welcome email [send copy to desire@mike123.net] If you can't send an email right away direct them to the {enter team site here}
- Is told to just work through the Step One, [VITAL~ stress of printing Backbone doc.]
- Is informed and scheduled to be on a 1-2-3 system call overview call **XXX_XXX_XXXX**. This is really a requirement for all of us. [There are a minimum of 3 a week to choose from. Best case scenario? 3-way them into their first one and get them on at least one more.
- Is encouraged to review step 2 in the 1-2-3 System to Active duplication
- Is introduced to 2 or more team partners
- Is taught that we never get off the phone without scheduling the next appointment.**
- Lastly, we schedule the first Coaching Call.

******Keep this page handy during sign ups to insure getting people started right******

On the following few pages you will find a series of simple checklists that will guide you step by step through our 1-2-3 System to Active Duplication

These checklists, [also known as the 'Backbone Document'], are literally a blueprint for success. Two or more team partners, [1-2-3 System to Active Duplication] guide new reps through these checklists insuring that everything is clear and eliminating the possibility of errors. This makes success inevitable which is why we call it the 1-2-3 System

Assure everyone you enroll that while it may look like a long list most people easily complete the homework in a couple of 50 minute sessions. Team Partners and the sponsor support each new rep with two 20 to 30 minute coaching calls during initial training. We also provide conference call training on this system several times per week and we urge you to plug yourself and your new reps into those as soon as possible and often. This simple system has a proven track record and is the quickest way to realize your dreams.

This **primary** objective of the 1-2-3 System to Active Duplication is that it effectively helps **standardize, organizes, professionalize** and **galvanize** your business. In essence, we show you



the formula for success and then work it with you over and over and over again; in a nutshell that is why it is called the 1-2-3 System.

- It is referred to fondly as ‘The Back Bone Document’ because it helps you stay inside the ‘center’ of the 1-2-3 System to Active Duplication Just like a franchise we show you the formula and successful reps work the formula with you over and over again, leaving nothing to chance. This is known as the 1-2-3 Pattern. **[Tell me more – What is the 1-2-3 Pattern?]**
- We never do anything alone and that’s why we preach, ‘**Never get off the phone with a rep or a prospect without booking the next activity.**’

TRAIN, RE-TRAIN, RETAIN

- A. **Schedule Conference Call Training: Kick-start your franchise by listening to a 1-2-3 System to Active Duplication 101- Orientation Conference Call. Maximize our trainings by following along with the Backbone Document in front of you so you can make notes.**

PLEASE VISIT THE WEBSITE WWW.AIOELITETEAM.COM

FOR MORE INFORMATION ON

101 CONFERENCE CALLS

DATES AND TIMES

OR

or you can take advantage of the Pre-RECORDED ORIENTATION

101 call the number below at any time

Call: Xxx-xxx-xxxx



Step 2 ~ Definite Major Purpose

*A Definite Major Purpose [DMP] is the starting point of all achievement.
--Napoleon Hill*

Your first personal coaching session is a 15 to 20 minute call.

The primary focus of this session is setting goals that help you obtain your DMP.

CONFIRMATION

- A. **Step 1.** During your first personal coaching session, two or more partners make sure you went through and understood Step 1.
- B. **Names.** Next, we will mail 10 information packs out for you to people you care about and whose health may be of a concern to you.
- C. **Meeting Partners/Leaders.** Your sponsor will continue introducing you to more Success-mates[®], effectively working the 1-2-3 pattern. Be proactive!

DEFINITE MAJOR PURPOSE

We never go beyond this step with **ANYONE** without a written goal statement. This is really where Standardizing begins and a genuine 'SUCCESS' mentally emerges.

- D. **Completed Goal Statement.** During this section we will be helping you create a Definite Major purpose and putting your goals in writing. ***If it is not written, it is not true***
 - We will help you with a simple goal setting exercise. No one makes it without a Definite Major Purpose, [A BIG WHY] [proof? Tell me more}
 - The #1 reason for failure is No DMP or written goals. The #2 reason is a POA --- Plan of Action
 - How to utilize the [Goal Setting Template](#). When you open the Goal Setting Template you will notice some simple guidelines for achievement levels and income. Simply fill in the yellow area's (insert link here).
 - Once you have completed the [Goal Template](#), email it to your sponsor and desire@mike123.net. **Please type your phone number and name in the subject line.**

SCHEDULE

The difference between knowing what to do and doing it is whether or not we schedule it.

- E. **Essential.** Schedule completion date for emailing your goals. (24-48 hrs)



Step 3 ~ Be Prepared ~ approximately a 30 minute session

It's not that winners do certain things ~ it's that they do them in a certain way.

- Here are some simple things we can take care of in a matter of minutes.
- Just like a franchise we need funding, office tools and tools that will explain the business for you known as 'third party tools'. This allows you to earn while you learn.
- Third Party Tools, also known as TPTs, are CDs and websites that explain the business.

FUNDING

- With the HBBTA ~ Home Based Business Tax Advantage ~ the average person will keep an additional **\$2,000-\$15,000** they are currently paying in taxes ~ EVERY YEAR.
 - This *re-capturing* of some of your tax dollars through the generous government incentives for home based business owners creates any and all funding you will need ~ year in and year out.
 - MLM Tax Helper is already set up for a home business and guides you through the process of organizing and professionalizing your business.
 - Make certain you add the "Stop Giving Your Money Away" E-Book
 - MLM Tax Helper painlessly guides you through the steps to claim every one of the lucrative home business tax deductions. See a demo – you will love it.
<http://mlmtaxhelper.com/>
- A. Ordered MLM Tax Helper <http://mlmtaxhelper.com>

OFFICE TOOLS

- B. 3-way calling and back-up voice mail ~ call your phone company
- C. Telephone headset (essential, about \$20.) **Appointment book**
- D. High-speed or DSL internet access
- E. Check into the many Flat Rate calling plans.



TPTs ~ THIRD PARTY TOOLS

The beauties of TPTs are four-fold plus!

- TPTs make Perfect Presentations for you ~ **every time**.
- TPTs let you leverage your time.
 - Several suspects reviewing the information with no effort on your part once you put a TPT in their hands.
- TPTs have proven and predictable success rate.
- The TPT approach is easy to do and easy to teach ~ it duplicates.

TPTs that we need to order:

F. **A PRESENTATION SITE IS NEEDED.** It's a terrific tool that will save you time and money. '

G. Purchase a simple domain name <http://godaddy.com> {Team partners will show you how}.

H. **HIGHLY RECOMMENDED Personalized Packets.** Needs to be created

- Personalized packets come with literature, a personal note from you, your website address, your phone number all nicely packaged in a personalized envelope. **READY TO GO!**

1) **Order** 25 Personalized Packages.

- Both tools are equally effective and serve exactly the same purpose in our simple 1-2-3-Step recruiting system.
- Ask sponsor or upline for the [Indications for Usage](#) and plug into the 102A Conference Call.

2) Order DVDs{need created}

NOTES AND QUESTIONS:



Step 4 ~ Get Ready ~ Allot about 40 minuts

There are names and everything else.

- This is when we stop getting ready to get ready and actually get ready.
- Regardless how you obtain names, we bring every ‘suspect’ through the 3-Step Plan as a team.
- We show you the formula and work it with you over and over again ~ we provide the proven system and support via the 1-2-3 Pattern; you supply names and numbers.

WARM MARKET

- Without question the fastest way to build income for yourself and your new reps, is with the warm market.
- There are two fundamental ways to work your warm market. One is the Simple 3-Step Plan and the other is home kick-offs.
- A. First we create a list. Print **tickler list** ~ start writing. Also use Indications for Usage Page
 - **Experts agree ~ DO NOT CONTACT YOUR WARM MARKET ALONE!**
 - Training 102A and 102B are specifically designed to create more suspects for you. See calling schedule and plug into these as quickly as you can.
 - Your Team Partners work our simple 3-Step Plan with you.
- B. Using home kicks-offs.
 - Fun, fast and the Quickest Way to manage ~ listen to 1-2-3 Training 20d
 - **DO NOT CONTACT YOUR WARM MARKET ALONE!**
 - Home kick-offs are effective and they duplicate very quickly.
 - Watch the Videos at (need to create)
 - **NATIONAL ADVERTISING**
- C. Purchase Leads Option.
 - Just like warm market leads. Team Partners work these with you.
 - There are several different lead generators available.
 - Always consult with people in your upline who are successfully building this way **BEFORE** making a decision because our experience will save you time and money.

LOCAL COLD MARKET ~ A VIRTUAL DIAMOND MINE

- D. Business Card Approach for building names.



NOTES AND QUESTIONS:

Step 5 ~ Get Set Up

*A Definite Major Purpose + Written Plan of Action + Consistent Effort = Success
– W. Clement Stone*

Your second personal coaching session is a 20 to 30 minute call.

We will help you write a Plan of Action during this session and construct a schedule that is customized around:


- Your needs
- Your DMP
- The amount of time you can dedicate to your business on a weekly basis.
- Your current work schedule and your lifestyle.

Included in your customized written Plan of Action [POA], we build together:

- Personal development time
- Ongoing education & training
- Sharing our product and opportunity effectively to the maximum number of people as efficiently, professionally and quickly as possible.



REVIEW

- E-mailed goals** 
- Completed each component of Step 2 Step 3 Step 4

PERSONAL DEVELOPMENT & EDUCATION

- A. First we will schedule one hour a week for personal development, [10 minutes. per day].
- B. Attitude is everything and our drills are a proven method of keeping your attitude at 100%.
- C. The next step in building an effective “Plan of Action” is scheduling your training via conference calls.
- D. Register with your upline for the next National Event – **ESSENTIAL FOR EFFECTIVE GROWTH**. Winning Tip: Only real shortcut in our industry

SHARING

*The Main Thing is to keep the main thing the main thing.
The main thing is sharing the product and the opportunity.*

- Your team partners will help you plan your work then work your plan with you.
 - E. First we will review your names list and continue helping you build it, deciding on how to best approach your top 20 suspects.
 - F. Next we will help you make a decision about home kick-offs.
 - We’ll schedule two kick-offs if this method is selected.
 - G. Then we schedule the remaining hours for making 1-2-3-Step Plan calls with your success team.
 - **Remember, if it is not written it is not true.**

CONGRATULATIONS ~ IT’S GO TIME

NOTES AND QUESTIONS:



Step 6 ~ Go ~ Setting it all in Motion

What lies behind you and what lies before you are tiny matters compared to what lies within you. ~ Emerson

- Should we introduce people to the product or the business first? **It is not important**
- What is important?
- Consistently introducing new people to what you are doing with your Team Partners.

HOW OUR BUSINESS WORKS

There is one key component in our business and 3 simple steps. The Key Component is a Destination [Your DMP/goals] and a Plan to achieve them.

The 3 Steps are:

1. Contact Suspects [called 'Suspects' until we determine interest level]
2. Get the interested folks information & set a follow up appointment.
3. Contact Suspects after they have reviewed the information with a **Team Partner** and collect decisions. When people say 'yes' we simply teach them to DTST ~ **Do The Same Thing.**
 - Team mates set appointments and collect decisions with you – this takes the pressure off you and sets in motion the CORRECT pattern of success.
 - This is the 1-2-3 System to Active Duplication.
 - Experienced reps helping inexperienced reps with the Main Thing because the **main thing is to keep the main thing the main thing.**
 - As your confidence begins to grow you will start 'sharing' the product and opportunity with others for others.

FOLLOW UP WITH PRODUCT USERS

- A. Schedule time to contact product users twice a week the first two weeks and make certain they are using the product correctly.
- B. Learn and use the referral method.

NOTES AND QUESTIONS:



Step 7 ~ Continue building knowledge and your business.

It's what we learn after we know it all that makes a difference.

-- John Wooden

Now that you have a week of study, started to feel comfortable and are in a routine, let's share a few training tools and tasks to help develop winning habits, increase product knowledge and grow your business. It is an essential period in your development.

KNOWLEDGE

- A. Learn our system. The courses numbered in the 200s are to help you learn and improve particular skills. They will accelerate your Path-2-Diamond.
 - Consult with your partners to accurately determine your needs.
- B. We recommend the 300 courses once you are closing in or at national director. Their function is "how to better manage yourself and your business once you have a growing group".
- C. Continue to investigate <http://www.aioeliteteam.com> and you will find lots of great documents there.

FOCUS

- D. **KEY:** Talk to the reps you sponsor daily and someone from your upline daily.
 - Talk to your reps about their goals.
 - Talk to them about National and Impending Events ~ the Short Cut to Success.
 - If you make calling, impending Events and the DMP of others a daily habit, **the dividends will be bigger than you can think.**
- E. Get two new names and numbers a day and talk to at least one new person a day.
- F. **Keep yourself and your team in a cocoon.**

ADMINISTRATIVE

- G. **Print out an application from the members' area and forward it to the company. It is a company requirement.**
- H. Set aside 30 minutes a month for you MLM Tax Helper <http://mlmtaxhelper.com/>



NOTES AND QUESTIONS:
