



What is the DMO Formula?

You've achieved your **Power3 Rank** OR you're well on your way. Now it's time to create your own personalized **DMO** (Daily Method of operation).

There is a simple formula to create the perfect, productive, and profitable **DMO**.

VISION + IPA = DMO
Vision + Income Producing Activities = Daily Method of Operation

You can have the best methods or systems on the planet but if your vision isn't where it needs to be it's going to take a lot longer to achieve your goals.

It doesn't matter if this is your first business or you are a seasoned and successful Network Marketer, to be successful we all must do our **DMO's**.

"The successful person has the habit of doing the things that failures don't like to do. They don't necessarily like doing them either BUT, they are willing to do them anyway."
-Stephen Covey

DAILY METHOD OF OPERATION

Vision - What do you want?



Retirement



Time Freedom, Family Vacations & Memories



Extra \$ a Month

Once you identify your vision you need to **-See it -Write it -Say it -Share it!**

- You can create a dream board.
- Write it on your bathroom mirror.
- Visualize it before you go to bed at night.
- Do what ever you can to put it at the forefront of your memory multiple times a day.

Next, you need to adjust your **Environment**.

- Choose an accountability partner (this could be the person who referred you or a leader). Text your accountability partner your DMO update every day.
- Block or unfriend any social media contacts who bring negativity into your life. Any time you think of something negative, write down 3 solutions. You need to retrain your thoughts.

Discipline is a muscle that needs to be exercised!

Self discipline is the center around all success. 99% of people are not willing to do what it takes to make their dreams come true.

Something as simple as food and eating is not about your body as much as it is about your mind. It's about getting command of your mind to be able to choose actions that are in your bodies best interest.

Everyday we are choosing things that are not in our own best interest. Are you setting up your environment to win? If you want to stop eating a certain food, it helps to not have that food in the house, so you change that environment.

In life we must all suffer one of two pains: the pain of discipline or the pain of regret. So choose wisely.

LEADERS JUST DO THE BASICS BETTER!



Income Producing Activities (IPA)

There are 3 tiers of IPA. Tier 2 and 3 are absolutely important but without tier 1 you are throwing gas/fuel on an empty flame, or on plain dirt expecting a huge fire (Success).

Tier 1

- Talking to new people (If you're not talking to new people, you're not working in this business)
- Third party validations (People need to hear another voice)
- Add to your lead list (How are you supposed to talk to new people if you're not adding new people to your lead list) These people can be friends on social media, knew friends you make in private FB groups that you share a common interest, the appliance repairman, or the nice lady you met at the grocery store.

Tier 2

- Reach out to team members (Of course this is important, but you're not going to have any team members if you're not doing Tier 1)
- Nurture current leads/relationships (Reach out to people. Be a human first and a marketer second. Wish people a happy birthday, if you notice someone went on a trip ask them about their trip, check in with them see how they're doing.

Tier 3

- Team Trainings (Attend or watch team trainings)
- Personal Development (Read a book, listen to podcasts)
- Studying anything relevant to the company (Learn about the products and services)

DAILY METHOD OF OPERATION

1- New People. The number one most important thing you can do is introduce people to either your business opportunity or products. Make a minimum goal to share the teaser video with one new prospect each day.

2- Reach Outs. This is part of Tier 2 nurturing, when you wish people a happy birthday, get reacquainted with old friends, start a conversation with someone at work that you normally don't converse with etc. You can also make a goal to add 3-5 new friends on FaceBook, write someone a letter, or pick up the phone and call an old friend. During these reach outs you most often won't talk about the business.

The business will naturally come up during your second, third or fourth reach out. Sometimes it comes up on your first reach out and that's okay but not typical.

3- Post. If you are on social media and want to be social you need to post, like, and comment. Make a goal to post X amount of times a week. 80% of the time you should post personal stuff and 20% of the time it can be business related BUT don't overshare.

4- Personal Development. Make a daily minimum goal of 5, 10, or 15 minutes of personal development.

We need structure! We are used to being told what to do by our parents, our boss, or teachers and then all of the sudden we have the freedom to do what we want but we don't have the discipline.

Now that you've created your DMO's you need to schedule the time. It may take you a day or two to get the timing down and your time may change up slightly depending on your schedule, but for the most part you want to create a time to do your DMO's that is consistent.

**GOOD LEADERS HAVE VISION
BUT GREAT LEADERS GIVE VISION.**