

One Customer per week program

A simple approach to developing your core business is the one customer per week program. Everyone has the ability to develop a solid customer each week. By solid I mean a customer that will continue to use the products. Service will dictate how many customers become solid customers. Using this approach then in one year you would have 52 solid customers. At \$15 in income per customer, your income from your customer base would be $52 \times 15 = \$780$ per month.

If your desire is to grow a bigger business, then once you have achieved 20 customers you are in a good position to look for people who would like to make extra income. The reason you are in a good position at this point is because you have now proven what you would show them. At 20 customers you would be generating \$300 per month. This threshold is meaningful for a large portion of the population. You would have credibility in talking to others about how to earn extra income because you will have a successful business that you could teach them simply how to do.

Using this “One per week” philosophy, let’s assume you found 3 people to teach in year one. By the end of year 2 you would now have 3 people who each have 52 first level customers. Which means you would have 3 people that you introduced to the business who were earning an extra \$9360 per year. What this would mean to you is that you now have $3 \times 52 = 156$ customers on your second level. You would be paid 10% of the point value of all your second level customers. This is $152 \times 60 = 9120$ points. 10% of 9120 points is \$912. So at this point your income if you had no new customers personally and no other builders would be $\$780 + 912 = \1692 per month or \$20,304 per year.

Now let’s take this one step further for year three. Your first level builders, following this exact approach would have each found 3 builders in year one who wanted to make extra money. This would be 9 builders on your second level. In year three each of these builders would be gaining a customer per week and by the end of year three you would have $9 \times 52 = 468$ customers on level 3. The point value of 468 customers on level 3 at 60 points per order would be $468 \times 60 = 28,080$. You are paid 5% of the point value on level three. 5% of 28,080 is \$1404 per month. So following this simple model your income at the end of year three with no new personally sponsored builders or customers would be $1404 + 1692 = \$3096$ per month or \$37152 per year.

Very few businesses offer the ability to be profitable in the first few years. As you can see in this simple example, you are profitable immediately and making a very good income by the end of year three. This is all based on the one customer per week approach in year one and finding three people to help duplicate this.

Experience has shown that some people do more and some people do less so nothing works perfectly, such as the example I have laid out here. However this is an extremely conservative example. The important thing to grasp is that it is very doable for someone to find a customer per week, and it is not difficult to find people who would like to make extra money. In reality a business builder should continue to work the one customer per week and one builder per month approach until they have 12 first level builders who are actively growing a business. This example only uses three.

Another aspect not discussed here is that at some point in year one or two, the business builder will be participating in the “infinity” bonus program which pays beyond the third level and increase income dramatically.

There is also the potential for leadership bonuses at the Diamond level that this example would ultimately provide for.