

First Things First

Your Reason Why?

Well, I suppose the first thing to consider is "Why have you chosen to join Synergy Worldwide and what to you desire to achieve?"

At this stage, I do not require that you spend ages on Goal Setting. However, I believe it is essential that you write down in a simple statement what you specifically intend to achieve and by when. For example: "I want to earn £6,000 to be able to take the family to Disney next May" or "I want to be able to pay off my Credit Card debt of \$11,000 by the 31st of December. I will reward myself by taking my partner for a week in Gran Canary in February".

Having set your goal in writing, you need to share it with the people who you want to help you to achieve it. Email it to your sponsor or upline person you are working with. Remember, they can't help you get where they don't know you want to go!

Your Commitment

Now you have a specific purpose for your entrepreneurial endeavour, you need to decide NOW what TIME you are prepared to spend working on your new business. Yes... I did say WORK. This is NetWORK Marketing, not 'NOTwork Marketing' and in that sense, is no different to any other business. The foundation has to be laid and that means putting some real time and effort into your business. Whilst, the principles of Leverage will kick in, it all starts with you. Nothing will happen, until you take some actions to move your business forward. With your Sponsor make some commitments as to what time you are prepared to set aside to build your Synergy business. My own advice is to do a little often, rather than try to do a lot on a single day, with big time lags in between. I recommend DAILY action, even if only for a few minutes a day. Think of it like interest. A small amount compounded daily, can add up to a considerably larger result than a large amount monthly. There's also a simple principle... the more you do, the more results you will achieve and the more money you will earn. Email your availability to your sponsor, so he/she knows when it is convenient to assist you building your Synergy business.

The Waiting Room

Don't get caught up in the Waiting Room. Most people spend most of their life waiting for someone else to do something, something else to happen, or a better time, before they start to do something to move their lives forward. Whilst, there is no better time than NOW, there IS no other time but NOW. We live in a NOW world... yesterday has gone and hopefully in passing we have learned from the experience it provided. Tomorrow has not yet arrived and can only be affected by the decisions and actions we take NOW. In other words, we can significantly affect where we find ourselves tomorrow, by the actions we take today... NOW! Don't get caught up in your own Waiting Room. Start taking action to follow through with commitments and take positive steps to achieving your goals.

Practicalities:

Your Synergy Distributor ID No: This number is most important. It is this number which relates you to your Sponsor, your customers and the Business partners you personally sponsor into your Synergy Business. **It ensures you get paid correctly!** Copy it down immediately you register and I suggest you enter it in your mobile phone as Synergy ID #####. On the assumption that most people keep their mobile phone with them at all times, they will always know where their ID number is. Better still, you should be using it so frequently, that you will remember it from frequent use!

Diary: Make sure you have an appointments diary whether electronic or traditional handwritten... it's an essential business requirement. This is a business of appointments.. we need to record them professionally in writing. A return call is as much an appointment, as meeting up with someone. Make sure you record the times and dates of Local Area Presentations, Trainings and Conference calls.

Telephone 3-Way Calling: This is a very powerful tool, which you can learn to use by visiting [3-Way Calling](#) people who use 3-Way Calling always build a bigger business, faster. So you really should set up 3-way calling right away. It only takes a few minutes to call your telephone provider and it's usually no more than about £1.50 a month, dependent on who your telephone service is with. You should also ensure you are on a suitable, 'all-inclusive' telephone calling plan. So, for a small fixed sum per month, you don't have to pay for land-line to land-line calls within the UK. If you require any assistance with this, please call me. Lastly, with respect to your phone service, ensure you have a voice-mail (answer-phone) service. You can't run a business where people can't leave messages for you, when you are unavailable.

Promotional Tools: In addition to our own website at www.prelaunchsite.com which has all the initial information necessary for your prospects to review, to be able to make a decision about becoming involved with our business, every Synergy Distributor has access to information about their business through their own **'Business Manager - Basic'** back office on line. However, when we go into the 'Active' Pre-launch (when you can order product in Europe), you will need to have your own **Personal Web Site**, so that you can have your prospects sign up online, which is available by upgrading to **'Business Manager - Professional'** and which includes enhanced business reporting. This can be ordered through your **Business Manager** 'back office' website for £7.50 (\$14.95) a month and provides you with an online shop window, which you can direct someone to, and get a response immediately, without the inconvenience, expense of a DVD or postage. Along with the enhanced business reporting, this is an essential management tool, which I describe as the cash register of your business. The back office will give you up-to-date information on your business and payments received. It will be impossible to manage your business without this invaluable tool. You also need to know where to send your prospects to review information. I suggest the 'Sizzle Line' first on **0844-454-2033** after which, you send interested prospects to www.prelaunchsite.com in the UK or www.synergyeurope.info for German speaking prospects.