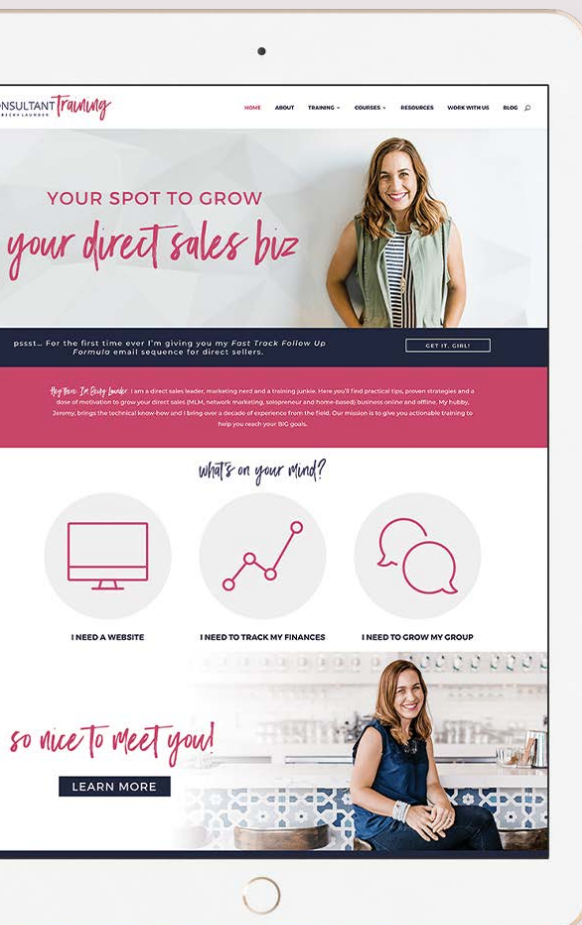


**POWER UP YOUR  
DIRECT SALES BIZ**  
*for success*

# welcome!

Welcome to *Power Up Your Direct Sales Business for Success!* I am so excited you are here. This course will get you started in direct sales right. We'll cover the fundamentals like goal-setting, growing your network and action planning. While these tools are the building blocks of a direct sales business, they're not just for beginners! As a Modern Direct Seller, these are fundamental topics that you'll use the first week you open your business and will revisit on a regular basis. Even if you are a seasoned direct seller, I encourage you to take the time to go through these exercises. As you step into leadership, these are also the tools you will use to train your growing team.



## about myconsultanttraining.com

Visit myConsultantTraining for one-stop training to grow your direct sales biz. Whether you are new to the biz or a seasoned pro, you're sure to find helpful tips, training and resources to rock your direct sales biz.

Becky Launder is the CEO and founder of myConsultantTraining.com and author of *52 Tips: Build a Thriving Direct Sales Business*, a step-by-step approach to build a thriving direct sales business online and offline. Becky is known for modernizing the direct sales industry using online marketing to quickly grow her business. Her Modern Direct Seller framework is being adapted across companies worldwide. She and her husband, Jeremy, deliver direct sales training, tools and courses on topics ranging from email marketing, website development and personal branding.

# learning objectives

- ✓ Create an actionable roadmap to follow leading you to direct sales success
- ✓ Dig deep to define your goals, passion and motivation to get you where you want to go
- ✓ Learn to be your own boss: set office hours, track your finances and be a business owner

## HOW TO GET THIS COURSE DONE

Congratulations, you are here and taking a big step to power up your direct sales business for success. Exciting! Now that you are here, let's make sure you get it done. You can get through the entire course content in just a few short hours. There are 7 total modules that can easily be split up into one module a day so you will have the course completed in a week! Or, you can block some time on your calendar and knock out the entire course in one sitting. It's best to be distraction-free. If you need childcare so you can concentrate, make sure to plan for that. Otherwise, squeeze in the coursework during naptime or after the kiddos have gone to bed. Grab your calendar and pencil in when you plan to dive in and get it done!

I WILL WORK ON COMPLETING MY COURSE ON \_\_\_\_\_. (days / hours).

I WILL HAVE IT DONE BY \_\_\_\_\_ (date).



# hello, modern direct seller.

While many teach a traditional direct sales, party-plan system, it's 2019, ya'll. This ain't your momma's Tupperware party. We're living in a world with so many ways to connect, even catching up on your emails can feel daunting. With our smart phones at our fingertips, the many ways to work your direct sales biz on the go continue to grow.

Get ready for a fresh new perspective on direct sales. Throughout the *Grow Your Direct Sales Biz* course series, we will begin to scratch the surface as you step into the shoes of a Modern Direct Seller. Here's a quick reference checklist as you grow your business:

## MODERN DIRECT SELLER CHECKLIST:

- ☐ **Know your why & your goals.** Why are you in business? What are your bank account goals? What is your sales goal? What is your team goal?
- ☐ **Be a boss.** What are your business hours? When do you do your best work? How do you block time for your business? How do you track your finances?
- ☐ **Grow your customer base.** Are you consistently growing your customer base? How do you do this – parties? Vendor events? Advertising on social media?
- ☐ **Name and claim your business.** Do you have a business name? Do you own your name as a URL?
- ☐ **Get clear on your personal brand.** (Nope, not your company's brand – YOUR brand!) What do you want to be known for? What makes you stand out from the rest?
- ☐ **Establish consistent branding.** Do you have a logo? Do you have brand colors, or a look & feel? Do you have a website to represent your brand? Do you have a credible email address?
- ☐ **Create an online presence.** Do you have a Facebook business page? Do you have a Facebook group? Do you use other social media platforms – YouTube, Instagram or Pinterest?
- ☐ **Show your face.** Do you have professional photos? Are you customizing your posts to include a photo of you – creating a stronger connection with your audience?
- ☐ **Build an email list.** Are you connecting with your customers over email? Do you have automated emails scheduled to build those relationships in the background on auto-pilot?
- ☐ **Deliver valuable content.** How do you deliver your content - blog? Social media? Do you have a content calendar with engaging posts scheduled 3 months in advance?
- ☐ **Track your customers.** How do you keep track of your customer data? How often do you connect with your customers? How do they prefer to be contacted?
- ☐ **Build a team.** Do you have a focus on recruiting and building your leadership team? What tools and systems have you created to consistently add teammates?
- ☐ **Take pride in personal development.** Are you plugging into direct sales training to sharpen your leadership skills? What books are you reading? What podcasts are you listening in on?

- ☑ **Did you check 3 boxes or less?** Let's go! You are at the beginning stages of your Modern Direct Sales business. You may just be starting out or have been focusing on other areas of your business. That's okay! You are in the right place at the right time. We all go at our own pace. Simply tackle one area at a time to step up your game. You got this!
- ☑ **Did you check 4-9 boxes?** Right on! You've been focused on developing the tools and skills needed as a Modern Direct Seller. Pat yourself on the back because this takes time, energy and dedication. Continue to sharpen your skills. You're almost ready to add Modern Direct Seller to your resume.
- ☑ **Did you check 10+ boxes?** Sweeeeeeet. You are really working it, Modern Direct Seller! Keep up the good work! Now that you're doing #allthethings, it's time to bring your team on this journey with you! Fine tune your leadership skills because you have quite the opportunity to train others on what you know.

# define your passion & why

Why do you love your direct sales company and products?

What can this business do for you financially?

What can this business do for you personally?

What can this business do for you professionally?

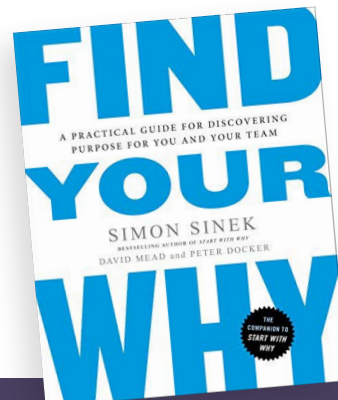
What makes you come alive and get out of bed every day?

**HINT: Your Why is often tied to your big dream.**

**MY WHY IS:**

*The why can guide us to act  
with purpose, on purpose*

- SIMON SINEK



**RECOMMENDED READING:**

Find Your Why  
by Simon Sinek

# be your own boss

## SET YOUR HOURS:

Step 1: Block off time you are NOT available or is off-limits (family time!) on a weekly basis.

Step 2: Identify when you do have availability to work your business.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY

When do you do your best work?

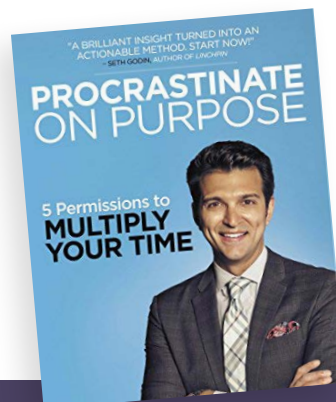
I WILL WORK MY BUSINESS DURING THE FOLLOWING BUSINESS HOURS:

To stick to these business hours, what do you need to do?

During my business hours, I plan to do the following income-producing activities

*Multiply your time by doing things today  
that will give you more time tomorrow.*

- RORY VADEN



RECOMMENDED READING:

Procrastinate  
on Purpose  
by Rory Vaden



## grow your network

**MY BIG LIST:** Grab your phone, address book, social media friend list and start thinking about who you know. Even if it feels like they'd never be interested, put them on the list. Even if it feels scary to reach out to them, just add them to the list. This list will always be growing and evolving as you expand your network.

[illegible]

# set a goal

## MONTHLY ACTION PLAN:

Bank Account Goal: I want to put  in my account this month.

Sales Goal: I need to sell  to reach my goal this month.

Team Goal: I want to grow my team to  teammates this month.

**Personal / Professional Goals:** I am also working on:

## QUARTERLY ACTION PLAN

	MONTH 1	MONTH 2	MONTH 3
BANK ACCOUNT			
SALES GOALS			
TEAM GOALS			

## BIG PICTURE GOAL:

Bank Account Goal: I want to put  in the next 12 months.

Sales Goal: I need to sell  to reach my goal in the next 12 months.

Team Goal: I want to grow my team to  teammates in the next 12 months.

**Personal / Professional Goals:** I am also working on:



# organize your finances

In my direct sales business, I will separate my personal / business accounts by using:

- Account for my direct sales biz.
- Credit card for my direct sales biz.

## I will track my business expenses using:

- ☐ [Income & Expense Tracker](#)
- ☐ [Quickbooks Online](#)
- ☐ Other:

## I will record my mileage using:

- ☐ [Income & Expense Tracker](#)
- ☐ [TripLog App](#)
- ☐ Other:

My sales tax rate is:  % and I will collect this from my customers



# Tax Time checklist

- ☐ Gather 1099-MISC Forms - Mailed to you by January 31 if you earned \$600+ from your direct sales company.
- ☐ Gather 1099-K Forms - Sent to you from Square, Paypal if you had 200+ transactions and over \$20,000 in sales.
- ☐ Generate profit and loss statement.

*Total Income - Total Expenses = Profit/Loss*

- ☐ Compute your inventory.

*Total retail value × % Estimated Cost = Total Inventory Acquisition Cost*

- ☐ Complete Mileage.

*Total Miles Driven × IRS Mileage Rate = Mileage Deduction*

- ☐ Total Direct Home Office Expenses. (expenses only for your home office)

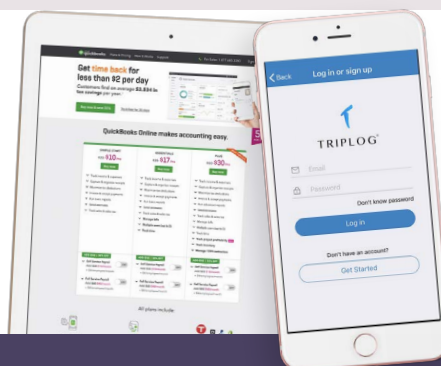

- ☐ Total Indirect Home Office Expenses. (expenses for your whole house)

*Total Square Feet of Home / Total Square Feet of Home Office = Percent of Indirect Expenses to Deduct*

Rent/Mortgage	
Insurance	
Property Taxes	
Utilities	
Home Maintenance	

- ☐ File Taxes - Woohoo, You Did It!

**RECOMMENDED TOOL:**  
Quickbooks Online



**RECOMMENDED APP:**  
Triplog



## you did it! what's next?

That's it! You did it! You completed your very first course and are ready to begin your direct sales journey. I am so proud of you for taking the time, energy and focus to do the work. This is essential to set yourself up for success as you get started in direct sales. The direct sales industry is such a great opportunity for you to grow your income, find your tribe and grow professionally and personally. I can't wait to hear how it goes for you! Next up, join Course 2: *Start Strong: Launch Your Direct Sales Business with a Splash*. Even if you're a little further along in your journey, revisiting the basics of launching is critical for your success. I can't wait to see you there!

-Becky



# Related Courses + Products



## **START STRONG: LAUNCH YOUR DIRECT SALES BIZ WITH A**

**SPLASH:** This course provides training on how to:

- ✓ Throw yourself a grand opening party with style. It's a big deal – let's go BIG.
- ✓ Tackle a step-by-step checklist to establish your online social media presence
- ✓ Learn how to ASK for everything you've ever wanted from sales to growing your team



## **SMART MARKETING STRATEGIES FOR DIRECT SELLERS:** This

course provides training on how to:

- ✓ Become the Chief Marketing Officer (CMO) of your Direct Sales biz.
- ✓ Create a 12-month content strategy for your website, blog, social media and email list
- ✓ Build your offline presence at vendor events and through building real life relationships



## **FIND, LOVE AND SERVE YOUR CUSTOMERS:**

This course provides training on how to:

- ✓ Grow your paycheck with income-producing activity and bigger orders
- ✓ Create a larger customer base through upselling, referral programs and follow up
- ✓ Deliver unparalleled value with super star customer service



## **LEAD YOUR DIRECT SALES DREAM TEAM:**

This course provides training on how to:

- ✓ Leverage recruiting tools and systems to grow your dream team
- ✓ Create a compelling vision and team culture to minimize turnover
- ✓ Find your support system as you rank up into leadership



## **52 TIPS: BUILD A THRIVING DIRECT SALES BUSINESS**

Learn more at [www.52tipsbook.com](http://www.52tipsbook.com). In this easy, short read, you will gain:

- ✓ A clear formula to step into your direct-sales business with ease
- ✓ Actionable tips for you to stand out from the rest
- ✓ A road map for building your business and team with confidence

**KNOWING, REVISITING,  
AND REFLECTING ON  
YOUR “WHY” IS WHAT  
KEEPS YOU MOVING  
FORWARD—EVEN ON  
TOUGH DAYS.**

*—Becky Launder*

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