

# PHASES & CORE RUNS

# A B C D

- PHASE A - *The Launch* (Launch your partnership with Amway & BWW)
- PHASE B - *The Committed IBO (Honoring the Partnership)*
- PHASE C - *The Builder*
- PHASE D - Financial Independence

# PHASE A: THE LAUNCH

- Launch your business with Amway
- Launch your business with BWW
- "Verbal Commitment" to the Partnership
- Doesn't guarantee results

# PHASE B: THE COMMITTED IBO

- Honoring the Partnership (Daily, Weekly, Monthly, Yearly & Volume Habits)
- Reading (15 minutes daily)
- Listen to 1 BSM daily
- Listen to BMPs daily
- Send BMP daily (Accountability)
- Refining your story (Your "approach" when contacting prospective IBO's)
- Attend All Meetings
- Core Volume Ditto
- Character & Integrity

## PHASE C: THE BUILDER

- Continuing all Phase B Habits
- DTM (Dropping the Message)
- Launching 1-2 Personals/month (Results)
- 100% Coachable
- Investing in others

## PHASE D

Continuing all Phase C habits

Financial Independence:

- Q12 Platinum (12-24 months)
- Ruby (24-36 months)
- Emerald (36-48 months)
- Diamond (48-60 months)

# 30 DAY CORE RUN

To adopt the habits you'll need to "graduate" from Phase A to Phase B, you'll need to complete a 30 Day Core Run. It includes:

- Going over your budget with your mentor
- Reading 15 minutes every day for 30 days
- Listening to 1 BSM every day for 30 days
- Read BMP every day for 30 days
- Send BMP every day for 30 days
- Writing your story (long & short)
- Complete Upline Suggested Audio List
- Complete Upline Suggested Reading List

# 90 DAY CORE RUN

To adopt the habits you'll need to "graduate" from Phase B to Phase C you'll need to complete a 90 Day Core Run

A 90 Day Core Run Includes:

- Continue All Phase B Habits Daily
- Make someone aware of your story daily
- DTM consistently (4-5 times a week)
- Send BMP audio daily