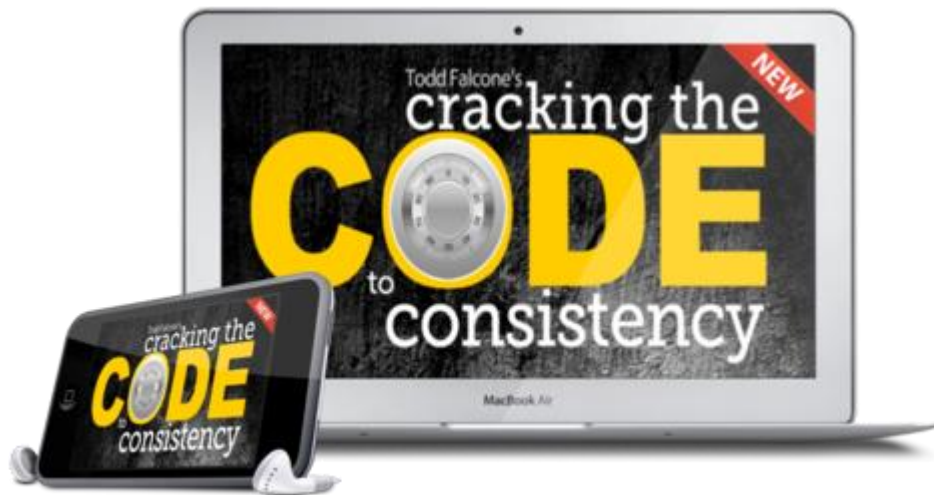


# **“Cracking the Code to Consistency”**

*The Power Formula  
for Unlocking Your Full Potential*



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# Cracking the Code to Consistency

## *Project Workbook*

This Project Workbook is designed to guide you in working through the 11-Steps of this Formula.

Do not skip a single step. If you think you can skip one because you feel you don't need it, yet you haven't been consistent...then you need it.

Regardless, DO NOT SKIP ANY STEP in this formula.

Take each of the following steps and go through them **IN YOUR JOURNAL**.

You will be writing the answers to all of the questions in this formula in a JOURNAL. If you don't have one, go get one right now and come back to these steps when it is in front of you.

## Step #1: Find Something Worth Pursuing

Your first step in becoming consistent is to find something worthy of pursuing and know what the real value of it is to you in your life. You must quantify it.

Something that holds little or no value to you, or a value that is undetermined isn't likely to keep your attention for long.

### My Current Project or Business

The project or company I am currently working on is (*the name of your project, business or company you are pursuing*).

### Determining My Optimal Outcome

Q: When I give (*the name of the project*) 100%, what will be the best possible outcome for me?

Q: What's it *worth* to me?

### Future Pacing for Optimal Outcome

The purpose of at this stage is for you to engage all of your senses. For you to make your optimal outcome a reality, you've got to bring ALL of your senses into play. You must feel it, see it, hear it, smell it and know exactly what it tastes like when you get there. The purpose here is for you to clearly paint a picture as if it has already happened.

Q: What will I feel once I've arrived?

Q: What do I see around me?

Q: What are the sounds I am hearing?

Q: What does it smell like?

Q: What does it taste like?

### Worst Possible Outcome

Take yourself to the opposite end of the spectrum here and get crystal clear with your worst possible outcome. Know what *that* feels like, looks like, sounds like, smells and tastes like to you. It should literally make you *feel* ill and leave a *bad* taste in your mouth.

Q: If I do nothing with this, where will that leave me?

Q: What are the things I am feeling?

Q: What do I see?

Q: What am I hearing?

Q: What does it smell like?

Q: How does it taste to me?

Get very specific and descriptive here. The purpose of this exercise is become vividly clear with what your optimal outcome will look like, as well as knowing what the worst-case scenario would be for you if you don't act.

## **Step #2: Make the Decision to Do it**

Step two is coming to the realization with where you are in your decision making process. Many people *think* they've decided, but if your actions don't match your words, then you really haven't decided. Talk is cheap. It's your actions that matter.

Q: Have I really decided?

Q: If so, are my actions reflecting my decision?

Q: Why haven't I decided?

Q: Why am I waiting around?

Q: Why am I not doing anything or very little?

Q: Why am I so hot and cold?

Q: What is it that is holding me back from making a decision?

## **Step #3: Make it Forward Motivating**

Your motivation for doing this must be forward, or toward motivating. In other words, your motivation to do it is to go to something you want, not away from something you don't want.

Q: What kind of language have I been using regarding my business?

Q: Has it been more focused on getting away from something I don't want or moving toward something I do want?

Answer these questions and adjust your language accordingly.

## **Step #4: Personalize it.**

Who am I doing this for...and why? Do I really *want* this? Those are some questions that when answered, lead to motivation. You've got to want it for you, not for some *other* reason.

And...it is critical that you figure out specifically those things that in spite of any setback, roadblock, circumstance, or challenge, enable you to continue and press forward. Action Motivators are things that are so deeply meaningful, so heavy and personal, that no matter what happens, you continue to act. It is *because* of these things that you become unstoppable.

Q: Why am I doing this?

Q: Is this for me, or am I doing this because someone else wants me to?

Q: What are the core, deep and meaningful reasons I will do this?

Q: What are those things that will specifically motivate me into action?

Q: What are the most significant reasons I'm doing this?

The Top 5 Reasons (My Action Motivators) for doing this are... *(write them in your Journal)*

## **Step #5: Get Specific with What You Want and When**

If you're going to make money in network marketing, you've got to know how to rank advance. You don't have to understand everything about your comp plan, but you should.

Know your comp plan. Understand how to rank advance.

Q: How far away am I from my next two rank advancements?

Q: How to I get to the next level?

Q: How do I get to the top of my plan? What is required?

Q: Do I even want to get to the top? If not...where do I want to go?

Q: What specifically has to happen for me to do it?

Q: What exactly do I want from my business?

Q: When do I want it?

Q: What are the dates and timelines I am setting for myself to get there?

Get a whiteboard and track this right in front of your face. Create a one-sheet that you have easy access to so you know exactly how to get through every rank in your compensation plan. Keep it on your desk.

## **Step #6: Determining your Price**

Everything worthwhile comes at a cost. You've got to figure out what you are personally willing to give or give up to the process. Take some time to clearly identify what it is that you're willing to put in and give up to make this happen. Something's got to give. What is it? Be specific.

Q: What am I willing to give this business?

Q: How much time will I invest weekly?

Q: How much money can I put into this each month?

Q: What do I need to give up or do less of?

Make room. Schedule it. In fact, put it in your calendar as an unbreakable meeting. Your success requires that you block out the time and stick to it like glue.

## Step #7: Arming Yourself

You'd never go onto a battlefield without arming yourself. Think about that for a moment. You would never go to war without being armed and protected with whatever was necessary to get the job done. No. This isn't war, but it is a battle. And, the battle requires that you are ready for whatever comes your way.

1. **Your Prospect List.** Who are you going to talk to? This is your working capital. Without a prospect list, you have nothing. If you don't know anyone, you better go make some friends. If you've run out of people to talk to, go join a networking group, learn how to generate leads or start using the approach I teach in my 'Insider Secrets to Recruiting Professionals' Course. You can find details here: <http://www.insidersecretstorecruiting.com>
2. **Your Product or Service.** If you're selling a product, you best be taking it. If you're selling a service, you better be using it. At the very least, have some samples to showcase to a prospect.
3. **Your Presentation Tools.** What website are you using? When are your conference calls? When and where are your live meetings? Create a ONE-SHEET and keep it on your desk and with you at all times with pertinent information you need access to including your sponsor's names and phone numbers, corporate website and phone, call or webinar schedule, your Distributor ID#. Anything that you'd need to use in building your business should be on this one-sheet.
4. **A Reasonable Understanding of your Company, Product, Owners, Corporate Background, and Compensation Plan.** You don't need to know *everything*, but you do need to know something. Every night when you go to bed, spend some time on your corporate site getting to know your stuff. Knowledge is power. Make sure you read through your distributor kit as well and understand the Policies and Procedures for your Distributorship within your company.
5. **Know your Packages and How the Sign up Process Works.** You have to be familiar with the different packages that are available for your new customers and/or distributors and how they differ from one another. And...you absolutely must know HOW to sign someone up. Do a dry run through if you've never signed someone up so you at least know what that process looks like ahead of time.
6. **Your Getting Started or Fast Start Training.** What happens when you sign up a new rep? What is your FIRST step? Do you even know? Get with your upline and find out exactly how to START a new person. Signing someone up is the *beginning* of the sale, not the end. Too many

people focus on just signing someone up and then hoping they do something. That's not how you build this business. You've got to know exactly HOW to start a new person to give them the best possible chance of making it in this business.

7. **Your Basic Approach Script or Scripts.** You should have been given some type of basic framework in approaching people for your business. If you don't know *what* to say, you're not likely to say anything. Basic approach scripts are one of the first things that you would probably be given once you joined your business. If you are struggling with *what* to say and *how* to say it, grab my 'Little Black Book of Scripts'. You can get it here on this website: <http://www.littleblackbookofscripts.com>
8. **Basic Office Tools and Supplies.** The following supplies are mandatory. You need a telephone with a headset that has 3-way calling enabled and know how to use it. You require a calendar to run your business. In today's tech age, every Smartphone has a calendar and address book that can be synched to whatever computer or computers you work off of so that the information matches on each device. You should have a call log. I use the Adams SS1185. You can Google it and find it from an Office Supply Store. I log every incoming and outgoing call I make into that logbook. Of course, you need pens, highlighters and Sharpies. Get the BIGGEST whiteboard that you can possibly put up on your wall. My whiteboard is 8 feet high, by 10 feet wide.
9. **Proper Expectations.** While this isn't something you buy, it is necessary. Other than fear, the biggest business killer is an unrealistic expectation of what you *think* is going to happen. It's going to take you longer than you expect. Accept it. Embrace it.

## Step #8: Build Your Support Team

Being an entrepreneur can be a very lonely thing. While we work with people, talk to people and our whole business *revolves* around people, we are oftentimes alone and require every bit of support we can muster.

Q: Who am I spending most of my free time with on a daily basis?

Q: Are they supporting me in my endeavor or sucking the life out of me?

Q: Is this helping me or hindering me?

Q: Who can I invest my time with that will better serve me?

Find people who support you, who encourage you and cheer you on. Spend more time with those people and less time with those that don't. It is very challenging to build a business when you come home to or are surrounded by people that are constantly being negative about what it is that you are pursuing. People who truly love and care about you the most will support you. And...those closest to you that are the most negative, they're afraid that you are going to leave them. They love you...but they are afraid that you reaching for

something bigger will cause you to leave them and that scares them, causing them to act the way they do.

Find an Accountability Partner. This person would likely be in your same business, but that isn't necessary. Seek out someone and ASK them to be your accountability partner. Maintain regular contact with each other. It will help you stay in the game and on course. Find that person today.

Q: Who can I partner up with so we can support each other on our journey?

## **Step #9: Pre-Plan and Prioritize**

### 5-Minute Pre-Planning Routine

Every night, spend 5-minutes pre-planning your day and prioritizing tasks by order of importance. Look at your calendar. What's in it? If you have a meeting tomorrow, you've got to make sure you are ready for it. Don't be that person who realizes at the very last minute that they have an appointment and are un-prepared for it.

This 5-Minute Pre-Planning Routine will make you far more productive and you'll have very few days, if any, where you find yourself aimlessly wandering around wondering what you should be doing.

### Sunday Night Weekly Preview

Every Sunday night, spend 10 or 15 minutes previewing your upcoming week so you know what's in store. If your calendar is empty, then you've got some work to do to fill it up.

## **Step #10: Get Clear with your Fears**

Without a single exception, the #1 cause of failure or lack of activity that leads to failure is FEAR. Fears are real and everyone has them.

If being successful in this business is *that* important to you, you'll face them. If not...then you better go back to step #1 and figure out that the value you've attached to doing this is high enough to help you push through your fears.

I've read seven different books on fear. I've had fears. I *still* have them. You don't need to read seven books on fear to know how to push through them.

There is ONE STEP to addressing your fears. FACE THEM.  
Some people hate hearing that. There's no pill you can swallow to make it go away. The only pill is the one you swallow when you face your fear and replace it with courage.

Know exactly what you are afraid of and WHY.

Q: Why aren't I moving?

Q: Why do I stare at my computer all day and do nothing?

Q: How come I never talk to people?



Q: What am I afraid of?  
Q: Why do I have that fear?  
Q: Where does it come from?

You need to spend some time on this one. WRITE DOWN IN YOUR JOURNAL what it is you are afraid of and why. Do NOT write one sentence. Take some time and be very specific and detailed about what it is you fear, why, what feelings come up when you think about it, and what you've got to do to rid of it.

When you become clear with your fear and begin to understand what it is and why you have it, you'll more easily be able to face it.

The secret to eliminating your fear is by facing it one step at a time. Make a call or do a meeting once. Do another one. And another. I promise you that when you do this, your fear will dissipate...and over time, be gone. Do it.

## **Step #11: Acquire Necessary Skills**

You do need some skills to make this business work. The good thing is that you can acquire them quite easily. The stuff we do in network marketing isn't highly complicated unless you *choose* to complicate things.

I met a 7-year old recently that had rank advanced two times in a network marketing business. She's seven! She was given a very basic understanding of how money was made in network marketing and how to go about doing it. These very basic, simple skills she was given enabled her to sponsor enough people to grow her business through two rank advancements already.

Yes...you do want to *advance* your skills. But...you could very easily build this business by keeping things so basic and simple that a 7-year old can understand it.

The Six Basic Skills you must possess are:

1. How to Invite
2. How to Present
3. How to Follow up
4. How to Address Questions and Objections
5. How to Close
6. How to Start a New Person

### **The Invite**

We don't need to complicate things. Here are two extremely simple invites that are so easy a 7-year old can do it. How do I know that? She did it!

*"I found something really cool. I think you might like it too. I'd like to show it to you. When would you have 30-minutes for me to show this to you?"*

*"If I showed you a video (or whatever your tool is) that outlines what I'm doing in my business, would you take the time to look at it?"*

### The Presentation

Fortunately, in most cases, you don't even have to do the presentation. You have tools that do it for you! Have them watch your video, webinar, listen to your conference call...or get them to your live meeting. Let the presentation do the work.

### The Follow Up

When they are done watching or listening to whatever it is you showed them, find out how they felt about what they just reviewed.

*"What did you like most about what you just saw/heard?"*

Again...this is very, VERY simple. Let them tell you how they felt about it. Listen to what they say.

*"Are there any questions you have?"*

### Address their Questions and Objections

When you are new, you don't have all the answers. If you can answer their questions, do it. If you can't, bring in someone who can. Simple.

### The Close

Show them their options and ask for their commitment. Let them know what options they have as either a customer or distributor.

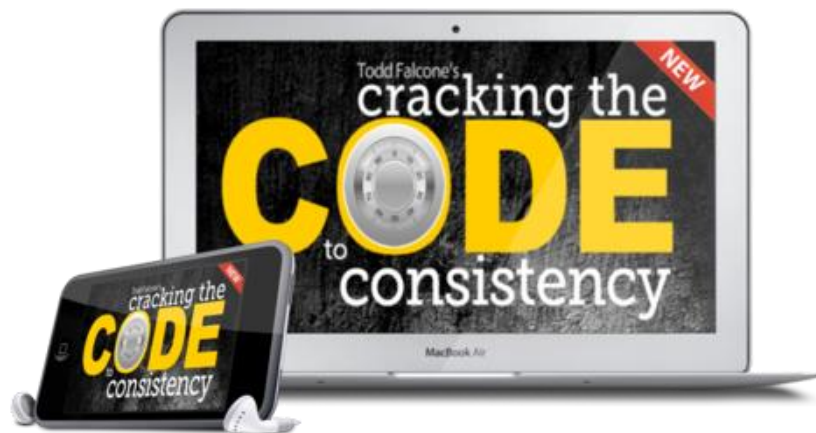
*"Here are your options. (Explain them.) How do you want to start today?"*

Sign them up.

### Start Them

You already went out and talked to someone in your upline in one of the previous steps here to find out exactly how to start someone. So...start them.

You could even take these extremely simple steps and add "Make a List" to the first step and you'd have the framework of a Getting Started training. Plug them into your training and help them get going. That's it.



### **11-Steps to 'Cracking the Code to Consistency' Review**

1. **Find Something and Attach a Value to it.** Make sure that what you are about to pursue is WORTHY of pursuing.
2. **Make the Decision to Do it.** Draw your line. Make the commitment.
3. **Make it Forward Motivating.** Make sure you are going toward something you want rather than away from something you don't.
4. **Personalize it.** Make sure it's for you and nobody else.
5. **Get Specific with What you Want and When.** You need to know exactly how to make it from where you are to where you want to be.
6. **Determine your Price.** What are you willing to give/give up to the process?
7. **Arm Yourself.** Make sure you have the appropriate tools and resources to help you get there.
8. **Build your Support Team.** Surround yourself with the right kind of people that will assist you in getting you where you want to go, not detract from it.
9. **Pre-Plan and Prioritize.** Know exactly what is important for you to be doing daily and weekly.
10. **Get clear with your Fears.** Know what scares you, why, and face them.
11. **Acquire Necessary Skills.** Start learning the skills that matters most in building your network marketing business. And...keep it simple.

## **About Todd Falcone**

Todd Falcone has been a successful network marketer for over 30 years, and now invests most of his time teaching, training and coaching on the subject of network marketing success.

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