

May 5, 2011

Game changers... once they join, life is never the same...from Diamond Matt Warren

Advocare Business Team,

On Monday I sent an email sharing various thoughts on building a solid business over time...

A common question and response I've since gotten is "What were the biggest factors in your biz nearly tripling in 2008 and 2010?"...

For those interested, let me address that question...

- In both 2007 and 2009 (the years that preceded the booms), we had some **serious high-upside teammates** come aboard our team...

- These distributors got to Gold 3 Star pretty fast (much faster than we did!), and have intangibles and qualities that you can't necessarily coach, things like **INFLUENCE, TOUGHNESS, INTEGRITY, THICK SKIN, COMMUNICATION SKILLS**, etc...

- These people could be described as **"game changers"**, difference makers, Advocare **"prototypes"...**

- We were taught early in this biz, **WHEN YOU SEE A FIRE, GO POUR GAS ON IT, REGARDLESS OF THE "LEVEL" it is in your business...**

- Remember, you don't have to have all the above qualities or to be like those people!

The key is to **create a brand or environment that attracts people who DO have those qualities :-)** So this message is for all of us! We all want champion types on our team right? We all want to attract people to our team with **MORE talent** that we have right? I know I do...

- The bigger lesson here is what attracted these folks to our team... some thoughts...

1) Advocare: our company, product, business, leadership speaks for itself - GOOD PEOPLE WILL SEE GOOD THINGS IN ADVOCARE...

2) Stability: by 2007 and 2009 we'd been around for a few years and had built a modest but respectable income (**3-5K/month**)... **that income level is a magnet for people because it's an amount that would make a difference for most people and it's achievable.** Will you be here long enough to brand yourself as profitable and stable? I hope so. Another thought on stability: we've been doing Pay Period Kickoff Calls since the summer of 2007... over 3 years now every pay period almost without exception... our leaders all plug in and often contribute... **STABILITY ATTRACTS STABLE PEOPLE**... are you building a tradition of stability for your local team?...

3) Relaxed Intensity: Our team carries a consistent message that's not based on hype. Solid people aren't drawn to hype, they're drawn to stability and integrity. We don't promote "get rich quick", we promote **"build freedom and wealth steadily"...**

that's the message people want to hear, especially in these times...

4) Personal Growth: I remember going to a Ron Reynolds event back in 2005 wearing shorts and hiking shoes... I was demonstrating my newfound Colorado coolness. I wasn't cool, I looked like an idiot. You get my point. I certainly wasn't doing myself any favors in attracting champion types to our team.

Translation: dress, speak, and conduct yourself in a way that attracts champions.

Would you follow you? Are you positioning yourself to attract your DREAM TEAMMATES?

Keep branding yourself in the above ways... remember you're a part of a winning team... plug into major events... utilize the income stories all around you as you build one yourself... ***do these things over time and you'll attract THE FORCE MULTIPLYING DIFFERENCE MAKERS TO YOUR TEAM.***

Matt Warren
Advocare Diamond Distributor
Colorado