

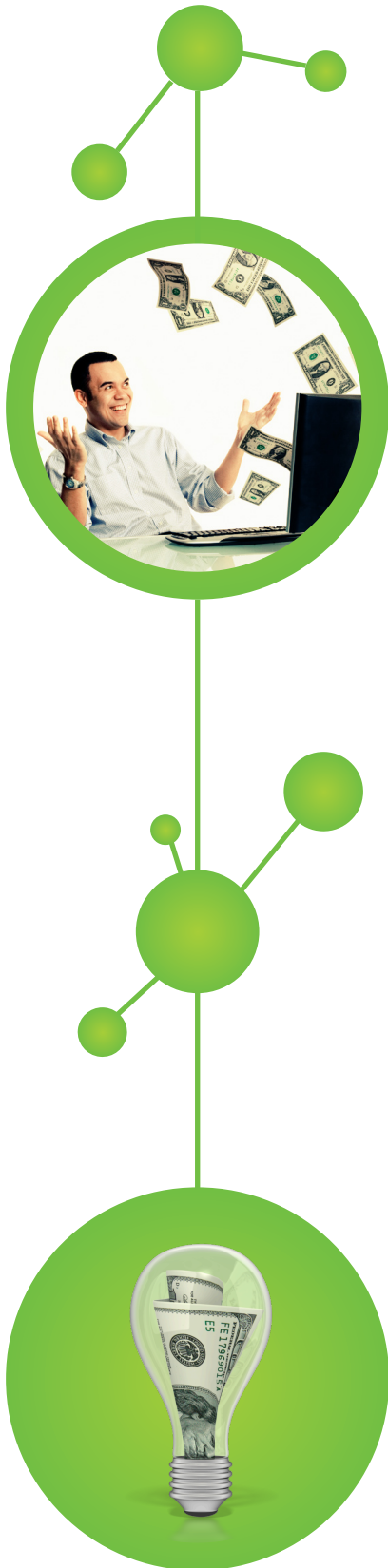


# The 2-a-Day Phenomenon in **NETWORK MARKETING**

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# The 2-a-Day Phenomenon in NETWORK MARKETING



## If only ...

Most people think massive success is achieved by a home run swing. “If I can land that whale ... if I get that one huge account ... if I recruit a few big leaders ... I will be set for life.” This isn’t usually how it works.

You know what I say about those big deals? “Big deal!” I don’t even like to hear about them. After building in this industry for more than 20 years, it’s been proven over and over that the big deal is stringing together tons of small deals back to back. You build your massive empire one block at a time.

The seven apples on Sunday method to being healthy doesn’t work. “An apple a day” is the trick. The premise is to be consistent about eating

## Lessons from a multimillionaire

My mentor taught that “2-a-day, plus a weekly meeting” is the formula for success. At first glance I questioned this.

*There’s no way that he made \$2 million a year doing and teaching something so elementary, I thought.*

But sure enough, I watched him for 17 years doing and teaching this same simple thing and earned

over \$30 million, and who knows how many hundreds of millions his team earned. And true to form, because I bought into this formula and drove it with my team, our results are quite similar. Let's break this down to see how this works and why.

The key to building a network marketing business is exposing new people to your product and opportunity. So you'd agree that if you aren't doing new exposures, there's no conceivable way your business can grow, right?

You have to be piquing the interest of new prospects in order to have new people seeing your presentation. And I hope you'll agree that your team is watching you, and if you aren't exposing new prospects they won't either.

The magic happens when you get a large group of people doing a few simple things, consistently, over an extended period of time (with a great attitude).

**The magic happens when you get a large group of people doing a few simple things consistently over an extended period of time.**



## The 2-a-Day

So the first component of the success formula is "2-a-day." This means you get two people a day to check out a presentation of some sort. The good news is that your company has tools to help make this possible for spare-timers who don't have the ability to do two one-hour sitdown meetings each day.

The idea is that anyone can hand out two tools a day and ask people to go home and review them. Back in my early days, we handed out audio and videotapes. Years later, tapes became CD's and DVD's. And nowadays, many people will send a text/email with a link to a video or audio.

But regardless of the currently-popular medium, the premise still persists — get two new people a day to check out a presentation tool (then follow up, of course, to answer questions, do a 3-way call, and close).

Do you agree that you can definitely get two tools a day out, whether to someone you meet at a gas station, sitting next to you on a plane, serving you food at a restaurant, driving you in Uber, or making a new friend on social media? You absolutely can do this. *Will you* is the question, and this will be determined by whether or not you have the will power.

Your will is determined by how motivating your *Why* is. If your life depended on getting two new exposures a day done, of course you'd have them done by 9 a.m. But because most network marketers don't place near that level of priority on their business, most go to bed each night without even exposing just two new people. This means they really just don't see their business success as a clear priority.



## Choosing to succeed

So let's decide that you really want to succeed, and you are willing to commit to doing what's necessary to win big. What is the game plan with these daily exposures? Are you willing to commit to doing two exposures each day? That's totally doable from a time commitment perspective, right?

OK. So you begin doing them. Do them loudly — meaning you make sure your whole team knows you're doing them. Post about your daily activity, talk about it on calls, share it in personal conversations. In essence, become a fanatic about 2-a-days.

Next you want to convert others to copy you. What if you get 5 of your recruits doing this same thing? And then they duplicate that and each recruit 5 doing it? Look what happens!

$You \times 2 = 2$	2 exp. a day!	$(60 \times 5\% = 3$ recruits/month)
$5 \times 2 = 10$	12 exp. a day!	$(360 \times 5\% = 18$ recruits/month)
$25 \times 2 = 50$	62 exp. a day!	$(1860 \times 5\% = 93$ recruits/month)
$125 \times 2 = 250$	312 exp. a day!	$(9360 \times 5\% = 468$ recruits/month)
$625 \times 2 = 1250$	1562 exp. a day!	$(46,860 \times 5\% =$ 2343 recruits/ month)



You see, your 2-a-day isn't directly the key. But it's the hundreds of people who will eventually copy you that will make you millions. So that is why your example is so important. If you aren't seen doing the 2-a-days consistently, nobody else will do them either. You are the one your team is watching and copying.

## You are the key

Let's say you do what I'm describing and you get this duplication going and you're seeing 2,300 recruits a month joining your team. Congrats!!! Now take note. If YOU stop doing your 2-a-day, your team will notice and the momentum will erode from the top down.

Your leaders will stop like you stopped. And their leaders will follow them in stopping. And soon enough your recruiting will be slashed in half. So it's important to continue to lead by example ... even if you think nobody is watching. They are. The unseen forces in the universe are sharing your truth.

Now let me warn you. You're going to get frustrated without a doubt. You'll commit to doing 2-a-day, expecting your recruits to copy you. And they won't. At least 9 out of 10 won't. So you will be tempted to stop doing them yourself.

Here's the key. You aren't looking for the 9 out of 10. You're looking for the 1 out of 10 who will lock in with you. The other 9 aren't motivated and lack discipline, and that's not your concern. You must lead by example and work with the willing. You won't make it to



the top of the mountain if you keep focusing on the inactive people sitting on the ground at the base of the climb. Climb with the climbers for goodness' sakes!

If 1 out of 10 recruits will end up being a core player doing the 2-a-day, then your model will likely look like this:



## The Power of the 10 Percenters

Now someone might say that this is a lousy ratio, only 10% of all recruits willing to do the work. Well, it always has been and always will be the reality. I don't care what the ratio is ... just tell me the truth. I want to calibrate my expectations properly so that I know what it will take, and so I don't get discouraged when I do witness the 9 out of 10 not doing squat! But let me convince you this is totally worth the effort and an incredible business model.

If you have to recruit 250 to find 25 active players on your team ... and if they are doing 2-a-days along with you and your first 5 recruits ... (referring back to the previous chart) that's 62 exposures a day or 1,860 per month.

If you recruit just 5 percent of those, that's 93 recruits for the month. Now in your comp plan, what kind of income will you be earning with 93 recruits joining your team that month? Was it worth a year in getting to this point? Two years? Look, you can get there much faster for sure. But what if it took you a few years to get to this? And then those 25 recruited enough to each get 5 players by the end of the next year? As you can see, this is the magic of compound recruiting.

It is critically important that you fully grasp the concept of the Compound Effect... where doing little actions over an extended period of time goes from seemingly no effect to an explosion. It is very similar to the question – would you rather take \$100,000 cash right now, or a penny doubled every day for 30 days? Are you the kind of person who is prone to take the big immediate pop, or are you disciplined to delay gratification for a much bigger payoff down the road?

Look at the difference:

Day 1 - .02  
Day 2 - .04  
Day 3 - .08  
Day 4 - .16  
Day 5 - .32  
Day 6 - .64  
Day 7 - 1.28  
Day 8 - 2.56  
Day 9 - 5.12  
Day 10 - 10.24  
Day 11 - 20.48  
Day 12 - 40.96  
Day 13 - 81.92  
Day 14 - 163.84  
Day 15 - 327.68  
Day 16 - 655.36  
Day 17 - 1310.72  
Day 18 - 2621.44  
Day 19 - 5242.88  
Day 20 - 10,485.76  
Day 21 - 20,971.52  
Day 22 - 41,943.04  
Day 23 - 83,886.08  
Day 24 - 167,772.16  
Day 25 - 335,544.32  
Day 26 - 671,088.64  
Day 27 - 1,342,177.28  
Day 28 - 2,684,354.56  
Day 29 - 5,368,709.12  
Day 30 - 10,737,418.20





In this scenario, would you agree that if this was the growth progression of your network marketing business in terms of 30 months, and after six months you only earned 64 cents that month ... you would absolutely quit the business?

Very few people would have the vision to stick with it.

But that's what is required in this business model.

In the beginning, you'll be doing lots of activity that doesn't seem to be paying off. But it is following the compound effect path.

The results kick in further down the line. Even 12 months in, making \$40 isn't very exciting. But as this penny keeps doubling, you see how it turns into \$100,000's then millions. Always keep this vision in mind so that you will be excited about the tiny wins in the beginning that are seeds leading you towards your biggest goals.



So hopefully you're convinced that you now have the model to build on. How will you do it? As a leader, recognize everyone who is doing the 2-a-day's! Make them the heroes! Shine the spotlight on them. They are the cool crowd and you want everyone else to want to be recognized like them. Focus on the activity, not just the results. If the team is doing this activity, the results WILL come. Have contests to see who can keep their daily streak going the longest. Do fun celebration activities for only those who are in this 2-a-day club.

## Keeping it real

Don't start getting fancy. Don't talk about doing 10 or 20 a day. If you go full-time and you're doing that many, good for you. But don't talk about it to your team because that will make the business seem overwhelming to the majority of them since they are part-timers.

Remember ... the magic happens when you get a large group of people doing a few simple things, consistently, over an extended period of time (with a great attitude).

Everyone can do 2-a-day. So focus on getting them doing it. And never lose this focus. The compound effect WILL kick in. You train on it, you dwell on it, you have your success stories give credit to it, and you recognize everyone who's doing it. You must develop a 2-a-day team culture. Get fanatical about it.

It all starts with you. Don't worry right now about your team and what they're



doing or not doing. Focus on yourself right now. YOU go do 30 days of 2-a-days. Then you can point to yourself as an example for others to follow. If you won't do it ... just hang it up. Give up on the idea of making it big and having a team of 10,000 people. It won't happen because of you, not because you're in the wrong business. Look in the mirror. Decide that your *WHY* is worth this simple daily discipline of 2-a-day. Become so much of a fanatic about it that people say things about you. That's when you know you're on the right path to millions!



*I began doing 2-a-days years ago. But I wasn't consistent. I wasn't religious about it. I basically did it when I felt like it. Then I heard a million-dollar earner teaching the concept again and I got sold on this plan. I finally committed to doing it with consistency. And I began recruiting more people than ever. But here's what's cool. Little by little, I noticed a few people on my team who had been hearing me talking about it start to do this as well. Six months later, I could see the duplication happened. I had about 40 people on the team doing 2-a-days. At that point, with 80 exposures a day (2,400 a month), we were recruiting more than 50 people a month. That's when I hit the six-figure income mark. This concept works!"*

-- Six-figure earner

## No excuses

Let this be your story! Again, doing 2 exposures a day will seem like a nuisance at times. You will have a day go by and you didn't exercise discipline and get your 2 done.

If you don't get on the phone, or get in your car and go to a gas station to meet two new people, you will break the rhythm. You will let yourself off the hook, and in effect let yourself, your goals, and your team down. Then you will feel a little guilty. And if you convince yourself it's OK, then the next day you miss,

you will already be sold on the idea that it's OK.

So then you will start missing this daily activity goal more and more.

This is the path to failure. Many people have taken this worn path.

You will meet most of your friends on this path. They will tell you when you join them there that they've been waiting for you to catch up to them, and to sit down and relax, have a beer. This is a sign.

If you want uncommon results, don't do what the masses are doing. Since they aren't determined and focused, they will want you to become unfocused and stop making them look bad.

I can assure you that when you set a goal that's as powerful (and easy to do) as 2-a-days, as the weeks and months go on and you're staying on point, you are going to feel a sense of pride you've likely never felt before in your business. You will know in your gut that you are on your way past 90 percent of the crowd and headed to the top of your company.

It may not seem like it's making much difference in the first few weeks and months, but trust me, those seeds you are planting are germinating below the soil. If you stick around long enough (and they get enough rain) you will see trees start sprouting up. Just don't get bored of the 2-a-day process. It seems so little and benign, so you will absolutely be tempted to skip days and even stop. Don't allow this! What I suggest is that you created a Dream Board with pictures of your WHY, and across the top write "2-a-day ... I will until!"

## The power of networking

Always remember that network marketing is not about you conquering the world doing an insane amount of work yourself. (That's true in traditional business or in the corporate world.) This is about *a lot* of people each doing



a *little bit*. It's about exponential growth through duplication. And duplication is happening in everyone's network marketing business. But sadly, it's often people copying the person who isn't doing the work.

BE the person who IS doing the disciplined work, and be the example for others to follow. Don't wait on your upline to do this, as they aren't paying your bills. They are likely a 90 percenter and you want to be a 10 percenter and soon a 1 percenter!

Often the big earners have stopped doing the disciplined work that got them there, so keep that in mind when using them as your example, too.

It's super important that you get the best advice from the best source who know how to get YOU the best results.



By writing this short eBook, I hope that you will rely on this truth that I write and go all the way to the top, even past your upline!

**2-a-day... I WILL... UNTIL!**

**My WHY is worth it!**

**Nothing will knock me off course.**

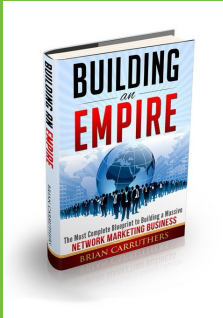
**I will say NO to distractions.**

To your ongoing success,

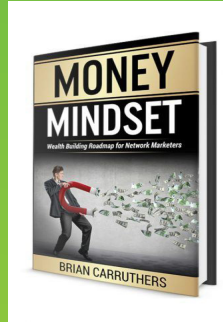
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# TOP GUN RESOURCES FOR NETWORK MARKETERS

## Building An Empire



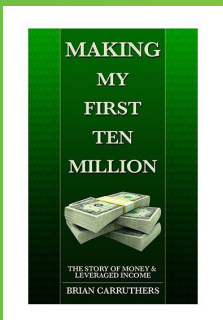
Brian wrote this book after 14 years and having earned 8-figures. This is the most complete book on Network Marketing available. Also available as an e-book and audiobook.



## Money Mindset

Money Mindset will be your ticket to the wealth-building fast lane — and is a must-read for every network marketer on the planet. Also available as ebook.

## Making My First 10 Million



This small book helps change the reader's mindset and philosophy about money, and opens their mind to a network marketing leveraged-income opportunity. This is the ultimate 3rd party recruiting tool.



## Locker Room Training

The most advanced system for training network marketing professionals on how to build their empire. Five hours of jammed-packed money-making, team-building information.

## Top Recruiter Secrets



The latest recruiting strategies from Brian Carruthers.

This program gives you over 13 modules that will take your recruiting efforts to the next level.



## Facebook for Network Marketing

Learn how to maximize the top social media platform to explode your network marketing business.

**Visit the [briancarruthers.com](http://briancarruthers.com) to see these resources, watch some training videos, and read the ongoing tips on the Blog.**

*Brian Carruthers has been a consummate student and builder in the network marketing profession for over 20 years. Not only has he built an amazing team that pushes him to the top position in his company, he has also spent recent years in helping network marketers in all companies to learn the skills and mindset to take their business to the very top as well. Brian has created a number of widely-loved resources that you might find very helpful.*