

# FUNDAMENTAL LAYOUT

In order to succeed at anything, one must have an Idea of how success might LOOK before one can EXPERIENCE how success truly feels. Here are a few of the concepts, tools, and factors that have created the leaders in our company. If it is your goal to be a SUCCESS at this business, then study this. Strive for excellence in each area by SETTING GOALS, and after every effort to hit that goal, whether the outcome is success or perceived failure, ask yourself "WHAT'S NEXT". The only definition that can offered for failure is "discontinued effort", which in simple terms is nothing more than giving up. If be you are honestly committed to "WHAT'S NEXT", THEN YOU WILL REACH POTENTIALS YOU'VE NEVER EVEN IMAGINED. Your achievements will be the testament to how powerful you truly are, and YOU WILL NOT BE DENIED the financial and personal freedom you have sought your entire life!

## LOA

If you are to understand business, then it is crucial that you understand the one thing from which all business is derived. EVERY BUSINESS that creates some kind of income has one law at its very core. The **LAW OF AVERAGES – (LOA) – MORE EQUALS MORE!** If you truly understand this enigma, then you understand why failure never really existed. If you keep doing something, eventually every possible outcome occurs. Repeat that which benefits you, and you will control the LOA to give you the best outcomes. Repeat that which "fails" you, and the LOA gives you nothing but what you see as failure. **Hence**, set your **GOALS** and be **COMMITTED** to **replace** what **fails** you with that which **benefits** you, and you will experience **progress**. **BUT**, set your **GOALS** without knowing what "fails" you or without **COMMITTED INTENTIONS**, and you will experience continued failure. **WORSE YET**, set your **GOALS** and continue to do what "fails" you knowing it "fails" you, and you will experience **REGRESSION**.

To assist yourself in gaining the best results from the **LOA**, it is important to remember that “**POSITIVE ATTITUDES PRODUCE POSITIVE RESULTS**”! Play your game hard and smart and you can’t lose, just keep going! The Law Of Averages promises that you will succeed eventually.

## **GOALS**

**The key to measured growth in anything is to set goals and hit them PERIOD!**

### **SETTING GOALS**

#### **1. Goals must be CONCRETE**

- Set your goals based on measurable feats
- Be exact, no “between this and this”, no maybes, no kind of’s, be definite, be exact

#### **2. Goals must be BELIEVABLE.**

- How sacred is that goal to you? How bad do you really want it?
- Do you want it worse than air?
- If you want to put some weight behind your goals, write or say,

“NO MATTER WHAT” after every stated or written goal. “I will be on time NO MATTER WHAT”

#### **3. Goals must be ACHIEVABLE.**

- Do you have the resources and/or understanding to get the goal?
- You can’t get to management if you do not know how to get to management.
- I can’t make 100 calls if I only have 50 leads.
- Throughout your life people (parents, friends, teachers) have told you “*You can’t*” and you’ve listened.
- No matter what, you will never TRULY KNOW, unless you TRULY DO.

## **FUNDAMENTAL TOOLS & CONCEPTS**

### **Five (5 ) STEPS**

### **1. Introduction**

"Hello may I speak with Scott please" "Hi Scott how are you?"

### **2. Short Story**

"I'm calling from the \_\_\_\_\_ Business Development Group  
in reference to a resume you posted on Career Builder"

"The owner had a chance to go over your info and ask me to set  
an appointment with you"

### **3. Send to Video (product)**

"We have a 3 step process for our candidates since the owner is a  
Real Estate investor and very busy with this market to save you and  
him time he put together an online info center if I give you the info  
can you get on it and watch the 15 min virtual interview?"

### **4. Get Commitment**

"Ok \_\_\_\_\_ do you have pen and a paper? The web address is  
\_\_\_\_\_ is password protected only select people  
get the access the password is \_\_\_\_ after you watch the virtual interview  
call me back so I can answer any question you might have and help you  
to schedule a meeting with the owner and the partners"

### **5. Close**

"My number is \_\_\_\_\_ We'll speak in 20 min"

## **Follow up Tools**

1. Emails
2. Auto Responders
3. Webinars
4. Founders Calls
5. Text Systems
6. Renatus Pro
7. Build Multiple Exposure

## **TYPES OF TERRITORY (b2b)**

**RETAIL** – (areas consisting of; shops, storefronts, fast food, banks, beautysalons)

**INDUSTRIAL** – (areas consisting of; factories, warehouses, junkyards, auto shops, etc.)

**OFFICE BUILDINGS** – (areas consisting of; corporate buildings, office complexes, medical complexes)

## **TERRITORY TOOLS (b2b)**

Don't prejudge	Rehash you territory
Saturate	Loop around vehicle
Out of the way places	"T" off intersections
Hit everyone	Work through layers
Never leave	Meeting on time
Top down/bottom up	

## **8 STEPS TO SUCCESS**

1. Have a Great Attitude
2. Be On Time (Be Responsible)
3. Be Prepared
4. Work a Full 8 Hours
5. Never Miss A Meeting
6. Protect Your Attitude
7. Know Why you Are Here  
And Where You Are Going
8. Take Control

## **SUCCESSFUL TRAITS**

Positive Attitude	Speaking Consciously
Confidence	Problem Solving
Professional Image	Being Thoughtful
Team Player	Willingness To Help
Ability To Prioritize	Ability To Communicate

## **EXTRA MILE**

**How far are you willing to go for others?**

**WHAT EVER IT TAKES**

**NO MATTER WHAT IT TAKES**

**BE THE REASON IT IS DONE**

**"He who goes the extra mile always leads the race!"**

Intensity	Selflessness	Share
Determination	Integrity	Help
Desire	Risk	Teach
Confidence	Humility	Give
Focus	Pride	Listen
Passion	Appreciation	Study
Honesty	I CAN	Learn
Work Ethic	I WILL	Relate
Standards	I DID	Aware
Dedication	Challenge	Alert
Vision	Respect	Alive
Willingness	Power	Know
Purpose	Freedom	Win
Commitment	Experience	Be!

## **REQUIREMENTS FOR LEADER**

<b>Attitude</b>	– a no problem attitude
<b>Responsibility</b>	– being the reason it happens
<b>Leadership</b>	– set the pace / be a problem solver
<b>Income</b>	– use 5 and 8 to CREATE
<b>Consistency</b>	– don't just do it...be it 24/7

**Practice Practice Practice**

**BASIC TRAINING TOOLS & CONCEPTS**

**ATTITUDE + WORK ETHIC + UNDERSTANDING = RESULTS**

**New IMA** – is a new LEADER; this person has achieved **CERTIFICATION** in at least 1 product category. (Essentials) This person should concentrate their efforts on the following.

**Setting The Pace** – Work to get through your 100 calls every day! You are an expert at the system! You are about to start building a team and that team needs to know you are willing to do what you are asking them to do!

**Attitude + Work Ethic + Understanding = Results**

**Team Mechanics** – Master the ability to lead a team inside your google group.

### **1. Webinars:**

- **Never miss a webinar.** Show your team you are committed to them and what you are asking them to do.
- **Participate.** If the leader of the webinar is asking questions respond.
- **Listen!** You will be running webinars someday. Know how and why they work!

### **2. Meetings: (Office, Renatus functions)**

- **GET TO THE MEETINGS!!!** This is a people business not a computer business.
- Stick to the new person like glue, move around the room and meet 5 people you don't know.
- Explain everything that is happening, start their education the moment they walk through the door.
- Show the new person how to help others by helping others. How to meet others by meeting others.
- Stay intense! Listen for prejudgments, negatives, problem, be a victim killer with positive feedback.

### **3. Mind set:**

- Remember there are NO PROBLEMS!!! Just opportunities to demonstrate greatness!
- Communicate your every thought, idea, reason... this will help your new person be like you.
- BE TEAM... you are not a successful leader if you can't run a successful team.
- Remember! There is an opportunity in everything you see, see the opportunity, get them to see IT!

- Set up logical, simple, reasonable goals.
- Motivate your team...the best leaders get to the heart of their team's motivation...find theirs!
- Punctuate achievement! Get your team to enjoy success, no matter how small

#### **4. Follow up:**

- BE THERE! It is decision time.
- People are making decisions on whether they want to work with us. Be there to work with them!
- Teach your teammates how to promote by promoting others.

### **Promoting – The best tools for educating new people is POSITIVE MOVEMENT EXECUTED.**

#### **1. Self:**

- Learn to be a promoting machine!!! There will always be something positive going on
- Learn to appreciate who you are, what you have done, and where you are going
- Master promoting your results, your situation, and your goals
- Learn to relate your progress, education, and growth to others situations

#### **2. System:**

- Realize and help others realize that; this system is so simple, anyone can master it

#### **3. Tools:**

- Use the magazines, pictures, other people, yourself, company size, LOA Principles etc.

#### **4. Others:**

- Get to the meetings to get to know the Renatus community. Knowing you is the only way to support you!
- People love hearing about themselves, talk about peoples results or their potential.
- Anything positive relayed to another about someone makes both people twice as big.

**IMA Team Leader** – This is where the real opportunity in the business starts. When you begin ***building a crew after certification***, your

business starts. Here are a few things you can develop to ensure that your days as an IMA LEADER are as powerful as possible.

**Posture** – The first step in building a team.

1. Confidence:

- You have the opportunity they don't...you are the expert.
- Carry yourself as if you already lead many.

2. Image:

- First impressions are often the last impressions. Get a suit!
- Know why and how the business works.
- Speak Consciously. Be able to explain what you are doing and how they can do it.
- Have fun! Enjoy what you are doing and so will they.

3. Fear Of Loss:

- We are recruiting individuals to make \$100,000+ annually.  
Only 2% of the U.S. earns that.
- The minute you start believing you NEED a person is the minute you lose them.

**Training** – This is the most important responsibility a leader has. To TRAIN is to RETAIN

1. Build Your People's Confidence:

- This starts with having confidence in you. Once you have this they will have confidence in you.
- Build their confidence in the company. By using promoting tools on the phone, in meetings, with people.
- Build their confidence in the system. Lead generation, phone work, webinars, google groups, meetings, follow ups, financing, all have purpose.
- Build their confidence in themselves. Get them believing they can.

2. 5 and 8 step them to success.

- Everything they will need help with can be found here.

3. Keep it simple.

- NEVER take the credit. Give the credit away to the system.
- "I was able to do well because I followed the system!"  
vs. "I did well because I'm better than everyone else"

4. Shown is infinitely better than told.

- Make sure you back the system and what you preach with action.

5. Make them feel like they are a part of something.

- Share the success, the praise, the credit, the opportunity.



**Crew Leader** – The minute you have a person get into the company, you begin your role as crew leader. Being a good crew leader is the true trait of a business owner. The focus of a crew leader should be on developing IMA leaders. Helping a person go from knowing nothing, to knowing enough to train and lead others.

1. Managing multiple teammates – managing your day and a few others as well.
2. Developing other IMA leaders – lead generation, phone skills, attendance.
3. Setting goals with IMA's – recognize weaknesses and set goals to improve on them.
4. Setting team goals and motivating to achieve them.
5. Being the problem solver. – helping people in the crew reach solutions.
6. Holding crew meetings and creating team spirit.
7. "You can give a man a fish and he'll eat for a day, teach him to fish and  
he'll eat for life.

**A True Master Is Not Measured By The Number Of Students  
That Follow, But The Number Of Masters They Create.**