



How to Build a Profitable Direct Sales Business

with Becky Launder



In Becky's LevelUP course she drilled down into the different Active Selling Activities you can use to build a profitable direct sales business.

Take a look at the list below and identify which strategies you could incorporate over the next 3 months.

Active Selling Activities

- ★ Online Parties
- ★ Home Parties
- ★ Vendor Events
- ★ 1:1 Personal Shopping Appointments
- ★ Drop & Shops
- ★ Online VIP Customer Party
- ★ Online Multi-Vendor Events
- ★ Inventory Sale
- ★ Fundraiser
- ★ Other... (Has Becky inspired any other Active Selling Activities you can try?)

Hot Tip: Rewatch Becky's LevelUP course for more information on each active selling activity.

Now write down the 3 Active Selling Activities you've chosen and create a quick plan to get you started.

Active Selling Activity #1:

What do I need to research?

When will I achieve this?

What are my next steps?

What are my goals for this activity?

(# of sales or # of connections or # of parties booked, etc.)

Active Selling Activity #2:

What do I need to research?

When will I achieve this?

What are my next steps?

What are my goals for this activity?

(# of sales or # of connections or # of parties booked, etc.)

Active Selling Activity #3:

What do I need to research?

When will I achieve this?

What are my next steps?

What are my goals for this activity?

(# of sales or # of connections or # of parties booked, etc.)

3+3+3 = 3000

Now you have a plan of action to start implementing different Active Selling Activities, take a look at how to start using Becky's 3+3+3 = 3000 business building formula.

Becky created this formula to help you build intentional relationships that will help you have a profitable business.

The way $3+3+3 = 3000$ works is every day you reach out to:

- ★ 3 Current Customers
- ★ 3 Future Customers
- ★ 3 Future Teammates

This equates to 9 Reachouts a Day -> 63 Reachouts a Week -> 3,285 Reachouts each year!

Take the time now to map out what one week of $3+3+3 = 3000$ might look like. (Use the Table below or add it to your preferred app, tool or planner!)

	3 Current Customers	3 Future Customers	3 Future Teammates
Monday			
Tuesday			
Wednesday			
Thursday			
Friday			

Saturday
Sunday

As Becky said, when you're reaching out to people you're building relationships, not selling.

Here are some ideas of what to say:

- ★ Get to know them - say hello and ask how they're doing.
- ★ Offer a cool recipe, article, sport, meditation exercise, makeup look, etc. you recently discovered.
- ★ If reaching out on social, respond to one of their stories.
- ★ If it's a long time since you last spoke, start the conversation with the mindset to re-connect authentically.

Tip: If you're not planning on building a team, consider reaching out to more of your current or future customers depending on your business goal.