

**THE
MENTOR WITH LYNN
MARKETING SERIES
BOOK 6**

DEVELOPING A POA

**How to design a
personalized
Plan Of Action**

**BY
Lynn Leach**

DEVELOPING A POA is designed to help you develop a personalized plan of action so you have a road map to guide you in laying a strong foundation as you build your business. This is the sixth book of The MENTOR WITH LYNN Marketing Series. The series focuses on marketing training for network marketers.

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DEVELOPING A PERSONALIZED POA

Ever notice the high rate of attrition in network marketing/MLM groups? I have, and I have to wonder...WHY? I do not believe that people join programs to invest and then drop out 3, 4 or 5 months down the road. I believe they join programs because they have HOPE and DESIRE. I believe they join programs to improve their circumstances and to achieve some goals. I think the problem is 2 fold. First, most network marketers do not have a Plan of Action, and second, they do not have knowledge in marketing. In other words – they simply do not know what to do. In general those who are new to the

industry quit because they are frustrated that they do not understand HOW TO BUILD their business. I believe that direct sales/network marketing/MLM (multi-level marketing) can fit into anyone's lifestyle comfortably, if they are taught to develop a POA (Plan Of Action) and then guided in training for the marketing strategies they select to use.

I have found that there are 3 keys to directing someone to build a firm foundation in a home based business that will lead them to success. The 3 keys are:

**Developing a personalized
Plan Of Action**

**Designing the Plan of Action
to fit COMFORTABLY into
their lifestyle**

**Implementing a structured
training program to teach
them how to use the POA**

**In the next 3 chapters, I will
explain each of the 3 keys.**

DEVELOPING A PERSONALIZED PLAN OF ACTION

Why is it so important to develop a POA? Let's put it into perspective. Have you ever noticed how some people spend a lot of time planning out a vacation and others don't plan anything? The person who does not plan anything, finds themselves getting up each day trying to decide what to do. Time gets away from them. Soon, the vacation is at a close, and they have not done half of the things they wanted to do, they have not seen half of the things they wanted to see and they have not been to half of the places they wanted to go to. Also, reservations need to be

made for most things, and sometimes they need to be made well in advance of the trip, depending on the activity. Waiting until the last minute does not serve you and will usually disappoint you – and your loved one's sharing the experience with you. The only way you can get a grip on time is to manage it wisely and plan it out. Otherwise, precious seconds tick by and are lost forever. The person who plans their vacation does get to accomplish the most from their experience. The key is to plan wisely – and don't try to schedule it down to the last second – or you may stress yourself out on a vacation that was meant to relax you. You do not want to overwhelm

yourself or those with you. But planning can help you achieve a very relaxed and mutually rewarding time.

I have noticed an interesting trend. Some people do plan their vacations. And they not only plan...but they spend a tremendous amount of time and effort in planning. This is especially true of people who are planning out of country trips. Good for them. They will accomplish many memories on their vacation.

I have found that people will spend more time planning an out of country trip that only lasts 1 or 2 weeks than they spend planning their home based business. And they expect the home based business to be the

hope of a brighter future. They expect their business to build great fortunes for them. But they put no time or effort into planning them out. They spend no time on developing a plan of action. I must tell you, honestly, your business will not magically build itself. If you are looking for get rich quick schemes – I have to tell you, THEY DO NOT EXIST. You cannot begin a home based business and expect it to magically be built underneath you and have a million dollars next week. That is not reality. A home based business does take work. But you can learn to work smarter, not harder. And if you can be disciplined to commit to consistently work a certain number of hours each week – you

can build a very healthy monthly residual income that you can absolutely depend on. You can build freedom and security for yourself and for your loved ones. But it does not happen magically or overnight. It takes work and planning. So the first thing you want to do is establish your own personalized POA – or Plan Of Action.

DESIGNING THE POA TO FIT COMFORTABLY INTO YOUR LIFESTYLE

A home based business is something that really can fit into anyone's lifestyle. And in the US – SHOULD be a part of EVERY household, because of the added tax benefits afforded by the IRS to small business owners for in home office tax deductions.

You can design a home based business to fit into your personal schedule. You can work it as a hobby, part-time, or full time.

And everyone has different talents and skills. Everyone has different work preferences.

Because there are thousands of ways to market, you can find a way to work that not only tucks into your lifestyle, but is also

comfortable for you to work. That is the basis of designing a personalized POA. You do not have to work like me, or your up-line or anyone else. You can design a program that works for YOU!

All you need to do is answer a few questions and find an up-line leader to help you use the information from your answers to help you develop a plan.

Because you are designing the plan and work yourself, you should be able to commit to it easily and you should be comfortable with maintaining consistency in working it. A word of caution here – set your plan of action up realistically. Don't set pie in the sky goals that you will never be able to commit

**to or accomplish. Make it real so
you can actually work it.**

IMPLEMENTING A STRUCTURED TRAINING PROGRAM TO LEARN HOW TO USE YOUR POA

One of the things that will be important initially in building your business will be your education. Not what schooling you have or what degrees you hold, but the time you spend in educating yourself about your business. You need to understand the products or services, your company, the owners of your company, the management team, the compensation plan, your marketing strategies, your back offices, any marketing systems you select, etc. I believe it is important to commit to 90 days of being on all calls and webinars

**that you can fit into your
schedule so you can begin to
“brainwash your way to
success!”**

**Mary Kay Ash taught me to plan
my work and work my plan. A
POA will help you to do just that.
So let me show you what a POA
would consist of with my 10
Steps to Designing a
Personalized POA.**

STEP ONE: ANSWER QUESTIONS

**What is the desire of your heart?
Be detailed in your answer. If
money were no object what is it
that you desire?**

**What are your goals? Goals are
different from the desires. Goals
always have a time frame to
them. Please, be honest with
yourself and set realistic goals.
You do need to determine how
much money you need to
generate on a monthly basis.
Where do you see yourself at
certain points down the road?
What is it that you would like to
accomplish within certain time
frames?**

Short range goals

6 months

1 year
Mid-range goals
2 – 5 years
Long range goals
5 – 10 years

How much time do you have to invest in your business? We all have different schedules, time constraints, commitments and responsibilities. Will you be working on a hobby basis, part time, or full time? Determine exactly how much time you can CONSISTENTLY dedicate to building your business on a weekly basis?

What is the financial commitment you can COMFORTABLY afford on a monthly basis? Again, we are all different, and some have a

little money to work with, some have no money to work with and some have a lot of money to work with. You can still work a home based business no matter where you fall here. If your funds are very restricted and you have nothing to work with, you need to be creative in generating some funding or be willing to put more time and effort into building with the free marketing strategies. It may just take you a little more time to build, but you can still be successful.

What talents do you possess? Talents are gifts you are born with, and you can use these in your business. We are all gifted with varied gifts – make yours work to your advantage.

What skills have you acquired? We have all acquired different skills from our work and life experiences. Write your skills down. But remember: Talents you are born with, skills you acquire. And if you are open and teachable, you can learn any skills you do not already possess.

What strengths do you bring to your business? We all have strengths, so mark yours down so you know what you have to work with.

What weak areas do you have that will need special attention to improve? Wisdom dictates that you identify the weak areas you have so you can concentrate

on developing them into strengths.

Determine if you are a task oriented person or a people oriented person. This will help you in determining your marketing strategies so that you are working within a realm of comfort for the way you prefer to work.

What are your work preferences? Variety is the spice of life and we are all designed and wired differently. There are literally hundreds of ways to market a product or a service. Those marketing techniques fall into 4 categories, with many different sub divisions within each category. This is an important

step. A lot of time you hear people saying that you have to step outside of your comfort zone, and that you need to stretch your people to step outside of their comfort zone. Let me just say that I do not subscribe to that train of thought for new people. For up and coming leaders – yes, you want to stretch leaders. But think about this: if you have a brand new person beginning a home based business with no experience at all, and you try to make them do things that are outside of their comfort zone, they will NOT be comfortable, they will NOT do the work, they will NOT make the money and therefore they drop out and quit a few months down the road. Now

you have wasted their time and you have wasted your time. And for those that think “their way, is THE ONLY way to market”, all I can say...SERIOUSLY!!???!! That makes no sense to me. God wired us all differently. I believe it would be foolish for me to demand that everyone on my team work their business exactly the way I work mine. Some people love to work on the phone, while others cannot pick up the 1 ton receiver. Some people like to work on the computer, and some people do not even own a computer. So here are the 4 major work preferences to select from:

Face to Face (some call it belly to belly marketing). There are so

many ways to work this, one on one, groups, party plan, hotel meetings, table and booth events, networking meetings, etc.

Phone. There are many ways to utilize phone work.

Computer. There are countless ways to market on the computer.

Communications though mailings. Direct mail marketing is a huge industry. There are many ways you can utilize mail marketing strategies.

And finally, what is your passion? Passion is different than desire. Maybe you have a passion for working with unwed mothers, or abused women. Perhaps you are

passionate about helping animals, or you are concerned over the environment. Some people like to help victims of aids, while others like to work with seniors and some like to work with babies. Some people want to help children in third world countries have safer drinking water. Those are just a few things that you could be passionate about. So why would that be important in determining a POA? Let me ask you this: if I could show you a way to tie your passion in with your business, how powerful would that be?

STEP TWO: DEVELOPING YOUR SCHEDULE

“Plan your work & work your plan” is the greatest wisdom that can be imparted to a business owner. Mary Kay Ash was the person who taught me that and she also taught me that our lives are like a wheel that is divided into different sections for each aspect of our lives. If you have balance in each section, then your wheel of life will run smoothly. But if you have a flat in any area of your life, then your wheel of life will not run smoothly. We all know this to be true. If you have a miserable day at work, when you go home, it spills over to your family. If mom has a miserable day, it spills over to everyone – believe me, the

saying is true, “If momma’s not happy, nobody’s happy!” When we are miserable, it spills over and affects ALL of our relationships. Starting, building and running your own business is a lot of work. There are no “get rich quick schemes” out there that work. To be successful, you must work – you can work smart, not harder – but you must work. And you need to be at your best...and that includes your frame of mind. Reducing stress is important not only to your health, but also to your frame of mind. To reduce stressful situations, you need to have balance in all areas of your life. Tall order, but it is easy to work towards. To gain balance, it is necessary first to establish what

our priorities are. Many of us work a home based business to gain extra time and freedom. So let's see if we are accomplishing that. I would like you to grab a pen and paper and write down what your priorities are and list them in the order of importance to you. Now, get a weekly time planner. You can get them at an office supply store. Get a pad of the generic ones, or make copies so you have plenty to use. So go ahead and take the weekly time planner and block off all of your commitments. If you work a job, block it off. If you have to spend time traveling to your job, account for that. If you teach Sunday school, block it out. If you belong to a bowling league, block it out. Block out any time

you spend cooking or doing laundry or taking care of house chores. Account for time spent with family, your significant other and any personal time you take for yourself to exercise or meditate. Please make sure you take a little “ME” time – and block that off. You need to block off the time you spend shopping, going to the bank or the dry cleaners. Block off absolutely everything you do. Now the times that are NOT blocked are the times you have to build your business. Take some colored highlighters and color code the time you have blocked. I know it sounds silly, but bear with me. I am a very visual person – so I color code everything. But this little exercise will really bring a

point home for you. For me, I highlight my church, Sunday school, prayer meeting and personal devotion time purple. Orange is not my favorite color, so I would color code any regular JOB and the commute time orange. Date night and family time would be pink, and cooking, household chores, and errands would be yellow. Blue is the color I use to highlight administrative chores and conference calls along with opportunity calls and webinar training for my home based business, and green is the color I use for money generating activities with my business. You can determine your own color code key, but please do highlight and color code your weekly time

sheet. Now, hold your weekly time planner out at arm's length and check the colors to see if it reflects the priorities you wrote down. 9 times out of ten, the sheet does not reflect you are living your life according to the priorities you have listed. Use the time sheet to schedule your time for building your business to the point where you can move your priorities into proper alignment with how you want to live your life. The goal is to have balance in your life so your life will run smoothly, stress free and peacefully. Check a color coded weekly time sheet each month to evaluate how you are working towards achieving balance in your life and how you are moving

towards having priorities in their proper order.

STEP THREE: SETTING YOUR BUDGET

You will need to determine how much money you have to work with on a monthly basis so you can set up your budget. Now I want to make sure that you all understand, it does take money to make money. If you have no money to work with, you can still build a business...but it will be much harder. You will need to put more time and effort in. It can be done...but it takes a lot of determination, discipline, commitment and consistency to do. Your desire will need to be VERY STRONG. You will need to devote a solid 9 months of focused work in order to birth your new business. I believe we can all do something for a short

period of time. If a woman can carry a new life inside her for nine months and labor to bring forth that new life, then certainly you can spend nine months to birth a solid foundation for your new business that will bring freedom to you and your loved ones. It takes time and/or money to sustain a business – just like it takes time and/or money to sustain and grow a new life. I have known determined people who had strong desire to change their circumstances who have held yard sales and pawned items to get the start-up money to begin their businesses. Some have had to go for loans. Regardless of your circumstances, you can do this. Just because you have little or

no money to work with does not mean you cannot build this business. It just means it will be a little harder for you to do and that it will take a little longer for you to accomplish – BUT IT CAN BE DONE! Be honest with yourself though, so that you do know what you have and what you do not have to work with. That is the only way your personalized plan of action will work for you. Brutal honesty is needed to design it so it works for you.

You will need to budget for your start-up costs which includes your initial order and set-up fees for your marketing system, your monthly order, and whatever marketing strategies you are selecting. You may want

business cards, brochures, table tents, a magnetic car sign, etc. Next, set your budget up according to percentages. You will not write yourself a paycheck until you reach certain goals within your budget. The first goal is to recoup your initial investment. The second goal is to have your business operating so that it is covering the monthly costs. And the third goal is to be in profit. Once in profit set aside a certain percentage to reinvest into your business so it can grow on a continual basis, and then write yourself a paycheck. As you reinvest into your business, it grows, and so do your paychecks.

STEP FOUR: DEVELOPING YOUR FIRST 6 MONTH PLAN OF ACTION

Determine how much money you need to generate on a monthly basis and it will help you to determine what you need to do on a monthly basis, a weekly basis and a daily basis. You can even break it down to what you need to do on an hourly basis. In order to do this, you will need to understand the numbers. This is a numbers game. You will need to monitor your closing ratio, and by the way - it will change.

Practice does make perfect, and you will see your ratio improving as you consistently take action and master the art of closing.

You will need to know how many leads you need to generate to

achieve the number of hot prospects you need to have in order to make one sale of your product or sign one brand partner up for your team.

You will want to schedule your time according to your marketing strategies, which are determined by the budget you have to work with, your work preferences and your personal schedule.

STEP FIVE: SELECT YOUR MARKETING STRATEGIES

I want to be very clear here, YOUR WARM MARKET IS WHERE EVERYONE NEEDS TO START.

This is a relationship building business. And you already have established relationships with your warm market. This is the easiest way to begin. So how many people does the average person know? For an average person (not working in a hospital, not a sales person, etc...):

Average # of people a person meets every day is 3.

The average lifetime - world statistic- is 67 (exclude the childhood period till 5 years) = 62.

62 years X 365 days X 3 people= 67,890.

HAVE YOU CONTACTED THEM ALL?

If you would like to add to your warm market list, there are hundreds of ways to do that with other strategies. There are offline marketing strategies and there are online marketing strategies. Select what is comfortable for you.

There are hundreds, if not thousands of ways to market a product or a service.

Select a handful, 3 -5 ways you are comfortable with – you won't want to put all of your eggs in one basket. Your selections will be determined by the ratio of hours you can work, taking into consideration your marketing dollars in your budget and accounting for your preferences. Next, get the training to understand the strategy you have selected, practice it and master

the technique. I highly recommend that you begin with one strategy, learn it well and master it before adding another strategy. You want to be careful that you do not overwhelm yourself. It is easy to get caught up and try too much at once, get overwhelmed and become paralyzed. Please take heed. Rome was not built in day. Take your time – work at your own pace.

In addition to marketing strategies, you will also want to select a marketing system to work with. There are free marketing strategies and systems, low cost marketing strategies and systems, medium cost marketing strategies and

systems and high cost marketing strategies and systems.

Begin where your budget allows you comfortably, and adjust as you reinvest in your business.

Here are some examples of strategies you might select:

Live meetings

Classified Ads

Blogging

Article Marketing

Traffic Exchanges

Radio Marketing

Press Releases

Email Campaigns

Solo Ads

Table and Booth Events

Fliers

Joint Venture Partnerships

Referrals

Road Side Signs

Pay Per Click

E-zine Advertising
Banner Exchanges
Text Ads
Newspaper Ads
MagCasting
Kindle Marketing
Phone Blasts
Cold Calling
Warm Market
Sizzle Cards
SEO Marketing
Post Cards
Posters
Social Media
IM Marketing (Skype)
Mobile Marketing
Video Marketing

**And this does not even scratch
the surface of the hundreds of
ways to market.**

STEP SIX: EDUCATE YOURSELF

Remember, you own your company now. You are the president, the CEO, the COO, the CFO, the HR department, the receptionist, top sales rep, etc. If you want to make CEO salary, then don't you think you need to get the education to insure you know how to operate as a CEO? I don't mean that you need a college degree, but you do need to put some time into studying your product line, your company history, your management team, your compensation plan, basic office skills – and (VERY IMPORTANT), your marketing strategies. He who markets best, WINS! That is a serious statement. Whether you are

marketing a product or a service, YOU ARE IN SALES. I do not care who you are or what your profession is. If you are an attorney, you need to market yourself so clients will come to you. If you are a plumber, people need to know how to contact you. If you are married – you sold yourself to someone. When you work for someone else, they take care of the marketing and sales. But when you are self-employed, own your own business, YOU MUST MARKET TO GET THE SALES – in other words, you become a SALESMAN. To make sales, you must market. You need to study and master the marketing strategies you personally select. I cannot stress this enough. Seriously, if

you want to be earning \$500 - \$1,000 - \$2,000 - \$5000 - \$10,000 - \$20,000 - \$50,000 or more a month...you need to be willing to accept the fact that you need to learn how to become a salesman, and purpose in your heart that you will educate yourself to become the best salesman you can be. You do that by putting the time in. You study EVERYTHING.

Educate yourself about your company, your comp plan and your products. And then be certain to concentrate on studying and mastering the marketing strategies you have selected. Again I stress the importance of being careful here, it is easy to become overwhelmed. I suggest you

start with one strategy, practice it and master it and then add a second one. Do not try to swallow the whole elephant in one bite. It will overwhelm you and burn you out. Pace yourself.

STEP SEVEN: TRACK AND EVALUATE

TRACK EVERYTHING YOU DO, so you know where to spend your time and money most effectively. THIS IS SO IMPORTANT! There are many tracking systems on the internet, both no cost and low cost. If you are working off line, developing a local market and generating local leads, just set up a code system for yourself. For example, if you are using road side signs (some call them bandit signs) and you are using a sizzle line to send them too, just put a special code on the road side sign so you can evaluate how a certain message or ad is pulling, and then ask them to leave the code number when they leave their name and

phone number. When you do your follow up call to them, ask them where they saw your sign, so you can evaluate which intersections pull the best. Check out the sizzle line books and strategies in the other MENTOR WITH LYNN MARKETING SERIES books. You can set up tracking systems for any kind of marketing you are doing, both online and offline. Evaluate and adjust on a regular basis. You will also want to track your time and efforts so you can evaluate your work and your efforts and adjust as necessary.

STEP EIGHT: ADJUST AND FORMULATE FUTURE PLANS

You need to constantly be evaluating what you are doing. Tracking will keep you on target with what is working and what is not working as far as your marketing strategies are concerned. Adjust accordingly. But it is not just your marketing strategies that need constant evaluation and adjustment. You need to look at everything. David Cooper taught me that you are only as strong as your weakest link. Imagine your business as a strong chain. The chain is made up of individual links. Each link corresponds to an area of your business. Consider that you have decided to set up as a rep for

XYZ network marketing group. Let's take a look at what your company chain would look like. The company history is one link. Is that a strong link for you? Another link would be the product line. Each individual product you will be representing and selling could be a link in the chain. Are they strong links? The owners of the company would be another link. Can you trust them? Are they ethical? Are they building with integrity? Are they a strong link for you? Customer Support would be a link. Is there customer support for brand partners – how about for retail customers? How do they handle problem orders? Is there a good money back guarantee? Is this a strong link

in your company chain? The compensation plan would be another link. Is it a strong link? Company location would be another link – or areas they do business in. Is that a strong link? Now let's look at some other links that have to do with you. Your people skills would be a link – is it a strong link? Your computer skills, your phone skills, your book keeping skills, your time management skills, your goal setting skills – are they strong links? Your knowledge base of the product line is a link. Is it a strong one? Your knowledge of the marketing strategies you are using – strong link for you? Here's the thing, once you select a good company – they pretty much have strong

links for you. The weak links are usually your skill sets. But the good news is that SKILLS ARE ACQUIRED!!! You can learn how to do anything! Just know that you have to take a serious, honest look at everything – including yourself – and evaluate it and make the necessary adjustments. If your computer skills are a weak link for you, and you have selected a marketing strategy that uses the computer, then take a computer course to improve your skill set. If you will be cold calling a lead list as one of your marketing strategies, and your phone skills are weak, then you will need to work on your phone skills. I suggest Book 1 in the MENTOR WITH LYNN MARKETING series: Calling All

Leads – The 10 Minute Phone

Interview to help you with overcoming the fear of the phone and to help fine tune your skills. I think you see what I am getting at here. Most of us will find that educating ourselves and learning new skill sets will help make us a stronger link in our chain. And that is why I have begun putting so much training into book form – to help you acquire the marketing skills you need to make your skill sets strong links in your personal business chain. You need to be willing to invest in yourself. Invest the few dollars and invest the time to learn and then invest the time to practice to master the skills. Develop strong links.

Once we understand that we are only as strong as our weakest link and determine to work on that weakest link, we are well on our way to building a successful business.

And once you work a 6 month plan of action you have a base to formulate future plans from.

Change what isn't working, step up what is working. Evaluate and adjust on a regular 6 month basis.

SUMMARY

To summarize, TRUTHFULLY answer the questions outlined in step one, and share them with your up-line business partner or mentor. This way they will be equipped to give you the best business advice when mentoring you. And a word of truth here – your up-line ALWAYS has your best interest at heart. They cannot be successful unless they help you be successful...so they do have a vested interest in your success! It is important for you to always try to work with your up-line. Now there will be times when someone is sponsored by someone else who is band new and has no experience. Just continue to go up-line until you find someone to work with, and

who will work with you. I guarantee there are always people in your company who will work with you – NOT DO THE WORK FOR YOU – but work with you and guide you. Remember – you are responsible for building your business YOURSELF. You can get help and guidance...but ultimately, you are the one who must do the work. Once you have your questions answered from step one, develop your Plan Of Action according to your answers. Then be DISCIPLINED & COMMITTED in taking daily action to create amazing results. You create the roadmap to your own success. And remember: HE WHO MARKETS BEST – WINS!

**PLAN YOUR WORK AND WORK
YOUR PLAN**

BE DISCIPLINED

BE COMMITTED

BE SUCCESSFUL!!!

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