

POWER TEAM CONCEPT

The basic theory behind the power team concept is that it is much easier to participate in one leg and build one leg to the moon. Everyone needs to take responsibility. This is **NetWORK** marketing.

You start by placing two people in the common leg then placing your 3rd person on the other side (pay leg). You are responsible for working with all three people and helping them be successful and do the same. Do not place a "non worker" in the common leg or that leg will not work and you will be constantly going back and working that leg as well. Your responsibility to the common leg is to keep two working people in that leg if one of your two people turns out not to be a worker they need to be replaced to keep the leg moving.

There are several statistics to remember. Most people that start a home based business only sponsors 2.8 people in their entire time with a company which means that there will be "orphans" all over your organization which cause massive fallout due to little or no upline support. For example if Bob puts Mary in the team/common leg then puts Mike on the opposite leg. If Bob quits, Mike becomes an orphan because no one above him will ever put anyone on that inside leg, and Mike, unless he is an awesome business builder that needs no help will eventually quit.

Another statistic to keep in mind is 95% of all people that put a 3rd person in the business will eventually put more than 10 people in usually quite quickly. That is why when the 3rd person is put in the business they are much more likely to succeed since their sponsor will probably continue putting people in that leg. You need to tell that 3rd person that the leg they're in is your pay leg and you will continue sponsoring in that "common leg" and that their responsibility is that they have to put their first two people in that leg and then start on their pay leg just as you did. If they are a "go getter" they too will be successful. If they aren't, at least both of their new people will be on a common leg and you will be able to help them. If he had placed them on his right and left the person on the opposite of your "new common leg" would have been an "orphan". Even if your 3rd person would happen to quit for some reason both of his new people are in your "new team", and will have a much better survival rate with you helping them.

Your success rate with this program is much higher due to the team concept.

