

MILLION DOLLAR INCOME FORMULA

Notes from Talk By Mr. Harland Stonecipher, CEO PPL

WE BELIEVE ANYONE WHO APPLIES THIS FORMULA, ON A CONSISTENT BASIS, IN 3 YEARS COULD HIT \$1,000,000 PER YEAR INCOME.

SOME CAN DO IN 3 MONTHS

SOME CAN DO IN 12 MONTHS

SOME CAN DO IN 2 YEARS

EVERYONE IN 3 YEARS

THIS ASSUMES EVERYONE APPLIES THE FORMULA EQUALLY AND FOLLOWS THROUGH WITH NECESSARY STEPS REQUIRED TO ACHIEVE \$1,000,000 INCOME PER YEAR. SOME WILL DO TWICE OR THREE TIMES AS MUCH PER WEEK PER YEAR.

YOU ARE A POTENTIAL \$1 MILLION PER YEAR INCOME EARNER. HOW QUICKLY YOU APPLY THE FORMULA AND SO THE MAXIMUM OR MINIMUM WILL DETERMINE THE TIME FRAME.

MINIMUM, WE BELIEVE ANYONE CAN DO, AND CAN DO IT OVER A THREE YEAR PERIOD.

HOW DID WE DEVELOP THE MILLION DOLLAR FORMULA? WHAT IS THE BASIS FOR IT?

BASED ON 30 YEARS OF EXPERIENCE. STUDY OF THOUSANDS AND THOUSANDS OF PRE-PAID ASSOCIATES. CHECKED BACKGROUND, FORWARD AND SIDEWAYS.

ALSO DID SOME COMPARISON TO NUMBERS
AVAILABLE FROM PRIMERICA.

MAYBE THE ONLY COMPANY IN AMERICA WITH A
MILLION DOLLAR FORMULA.

MOST NETWORK MARKETING COMPANIES ARE NOT
AROUND LONG ENOUGH TO DEVELOP A FORMULA – WE
HAVE GOTTEN TO THE POINT OF WHERE WE CAN DO
THIS. HAVE ENOUGH PEOPLE AND RESULTS TP SPREAD
IT OVER TO FEEL COMFORTABLE WITH A FORMULA.

MOST HAVE “HAP HAZARD” APPROACH. RECRUIT A
LOT – SELL A LOT – THIS WILL WORK BUT NOT VERY
SCIENTIFIC.

NO WAY TO KNOW IF YOU ARE ON TRACK AT ANY
POINT IN YOUR CAREER TO REACH MILLION DOLLAR
INCOME OR WHATEVER LEVEL DESCRIBED.

ONE OF THE BIGGEST PROBLEMS OF NO FORMULA IS
NOT KNOWING WHEN YOU HAVE HAD A SUCCESSFUL
DAY OR SUCCESSFUL WEEK. THIS GIVES A MODEL TO
FOLLOW AND TO COMPARE TO. KNOW HOW YOU ARE
DOING.

SPECIFIC PLAN OR TEMPLATE TO FOLLOW

GIVES YOU A METHOD OF KNOWING HOW TO CONTROL
AND PREDICT WITH SOME CERTAINTY YOUR INCOME
BASED ON IMPLEMENTING THE FORMULA.

TO ME, FORMULA HAS GREAT VALUE. THINGS GET
BETTER AT PRE-PAID EVERYDAY.

PRE-PAID AS A COMPANY PROPERLY INCENTED FOR YOUR SUCCESS.

WHEN SOMEONE SAYS I WANT TO EARN \$100,000 PER YEAR, HERE IS THE FORMULA. YOU CAN ADJUST FORMULA TO DO THIS IN ONE YEAR. USE FORMULA TO DO IN 2 YEARS, 3 YEARS, ETC. BEFORE I GIVE YOU THE FORMULA, LET ME TALK A MINUTE ABOUT FRANCHISING.

WHY IS FRANCHISING SUCCESSFUL? FORMULA, WORK PLAN, EVERYTHING LAID OUT. THIS IS WHAT IS REQUIRED FOR SUCCESS:

TYPE BUILDING REQUIRED
EQUIPMENT
EMPLOYEES, STAFF, ETC

LOOK AT MCDONALDS-- VERY FEW FAILURES. WHY? AGREEMENT IN ADVANCE TO CERTAIN COMMITMENT OF CAPITAL, TIME AND PERSONAL INVOLVEMENT.

COSTS AND FEES- TOTAL INVESTMENT
MCDONALDS \$500,000 TO \$1.6 MILLION

NO ABSENTEE OWNERSHIP-- 100% FRANCHISEES ARE OWNER OPERATORS.

FRANCHISE FEE \$45,000

ONGOING ROYALTY FEE 12.5%

TERM OF AGREEMENT: 20 YEARS, RENEWABLE AT OPTION OF COMPANY

IF ALLOWED TO RE-NEW \$45,000 RENEWAL FEE

WHAT IF WE SAID TO WILBURN--YOUR BUSINESS
BELONGS TO PRE-PAID. AFTER 20 YEARS

KENNITH MOORE

DAVE- 20 YEARS, IT'S OVER

THINK ABOUT ALL THE POSITIVES. THAT'S WHY JEFF
OLSEN SAID, "I WANT THE DEAL WILBURN, DAVE, AND
OTHERS HAVE".

MCDONALDS REQUIRE \$200,000 OF NON BORROWED
PERSONAL RESOURCES TO BE CONSIDERED.

HIRE YOUR EMPLOYEES

SET UP BACK OFFICE, ACCOUNTANTS, CPA'S

ONE OTHER EXAMPLE---J. PAUL GETTY--OIL WELLS--
DRILL 100 DRY HOLES $200,000 \times 100 = 20,000,000$

ALL YOU HAVE INVOLVED AT PPL IS TIME AND EFFORT
AND GETTING PAID FOR THAT

USING DAVE SAVULA'S PLAN AS MODEL

PROVEN HAS PLAN OR FORMULA THAT WILL WORK
FOR ANYONE--COMPARED TO MANY OTHERS, MANY OF
YOU

WORKED BASICALLY THE SAME FOR EVERYONE WHO
USED IT KNOWINGLY OR UNKNOWNINGLY

DAVE'S FORMULA SUPPORTED BY WILBURN, JOHN
HAIL, BRIAN AND OTHERS

HERE IS WHERE YOU BEGIN---WRITE DOWN.

**PERSONALLY RECRUIT 1 FRONT LINE
ASSOCIATE PER WEEK**

STATISTICS TELL US 5 TO 7 ASSOCIATES TO GET 1
PRODUCING FRONT LINE ASSOCIATE

USE 7 TO GET (1) MOST OF YOU WILL COME
CLOSER TO 5 BUT USE 7

WRITE DOWN MINIMUM 2 EXPOSURES A DAY. IF
FULL-TIME SHOULD BE 3 TO 5 EXPOSURES PER DAY.
BUT, MINIMUM OF 2 PER DAY. TWO PER DAY WORKS
FOR PART-TIME.

2 EXPOSURES PER DAY--5 DAYS PER WEEK FOR
TOTAL OF 10 EXPOSURES MINIMUM

10 EXPOSURES EQUALS HOW MANY ASSOCIATES?
DAVE'S BATTING AVERAGE NEVER BELOW 300. 3 OUT
OF 10. HAS BEEN AS HIGH AS 800. 8 OUT OF 10

LET'S ASSUME YOU ONLY BAT 200. 2 ASSOCIATES
PER WEEK. YOU ARE NOT THAT GOOD--100- OR 1 OUT
OF 10.

**ONE NEW ASSOCIATE PER WEEK. THE NUMBER
OF EXPOSURES IS UNDER YOUR CONTROL**

50 PER YEAR---1 OUT OF 7 IS PRODUCER

7 FRONTLINE PRODUCERS PER YEAR. WITH DEPTH
THIS WILL GET YOUR \$100,000 PER
MINIMUM NUMBER OF LEGS TO HIT 1 MILLION

21---MINIMUM OF 21
THIS IS 21 WIDE.

NO ONE WILL TELL YOU WIDTH ALONE WILL DO IT. IT
ALSO TAKES DEPTH.

CAN HAVE 7 FRONTLINE PRODUCERS AND NOT HIT
\$100,000. WHY? NOT ENOUGH VOLUME.

ANALYZE DAVE SAVULA'S SYSTEM OF WIDTH AND
DEPTH. KEEP IN MIND, HE HAS NEVER PLACED ANYONE.

“GIVE THEM A FISH AND FEED THEM FOR A DAY”
TEACH THEM HOW TO FISH – FEED THEM FOR A
LIFETIME.”

HOW DO YOU GO WIDE – PERSONALLY RECRUIT AND
THEN HOW DO YOU BUILD DEPTH.

DAVE ON ROAD TO ONE MILLION IN 3 YEARS, WORKED
6 DAYS A WEEK.

DAVE BELIEVES YOU CAN WORK COMFORTABLY WITH
SIX NEW FRONTLINE ASSOCIATES.

WHEN YOU SPONSOR ONE – MEET AS MANY AS THEY
KNOW IMMEDIATELY, AS QUICKLY AS POSSIBLE

BUILD INFRASTRUCTURE FOR NEW ASSOCIATE
IMMEDIATELY.

FRONT LINE ASSOCIATE 1 – PBR TONIGHT – MONDAY
2 – PBR TONIGHT – TUESDAY
3 – PBR TONIGHT - WED
4 - PBR TONIGHT – THURSDAY

5 – PBR TONIGHT – FRIDAY
6 – PBR TONIGHT – SATURDAY

COME BACK WITH REPEAT THE FOLLOWING WEEK,
SAME ORDER

3RD WEEK – PICK A LEADER UNDER ASSOCIATE NUMBER
1 – OR MONDAY GROUP. PBR AT THEIR HOUSE.

4TH – SAME PROCEDURE

STILL, YOU ARE HOLDING ONLY ONE MEETING. YOU
ARE DOING ONE, THEY ARE DOING ONE.

SECOND MONTH – SAME AS FIRST

BRIAN AS AN EXAMPLE

PRODUCING FRONTLINE: 19 ANNUAL COUNTER: 162,998
AVERAGE PER LINE: 8,578

\$1,000,000 PLUS (21) Annual
Average of 17.5 counter: 318,000
Average per line: 25,330

\$500,000 (14)
Average of 10.33 annual counter 78,977
Average per line: 9,121

\$250,000 (9)
Average of 8.96 annual counter 41,818
Average per line: 5,660

\$100,000 (7)

Average of 6.17 annual counter 16,303
Average per line: 3,046

3 years - \$1,000,000.00

One per week – 50 per week – three years

THIRD MONTH – END OF SECOND MONTH
BEGIN ALL OVER PERSONALLY SPONSOR 6
REPEAT PROCESS

MOST CRITICAL FACTORS:

FOCUS ON ONE NEW PERSONAL RECRUIT PER
WEEK

DO THIS BY MINIMUM OF 2 A DAY EXPOSURES
RECOMMEND 3 TO 5 EXPOSURES FOR FULL-TIME.

REMEMBER ONE OUT OF 7

RECRUIT 50 PER YEAR – 7 FRONTLINE PRODUCERS

WHAT IS YOUR GOAL? NO MATTER WHAT GOAL
\$100,000 OR A MILLION! TWO A DAY MINIMUM, ONE
PERSONALLY RECRUITED FRONT LINE ASSOCIATE PER
WEEK.

GIVE THEM A FISH- FEED THEM FOR A DAY, TEACH
THEM TO FISH – FEED THEM FOR A LIFETIME.