

**THREE POINT PLAN: Strategy for**  
**Building a Sustainable Mannatech Business**  
**MAY 12, 2014**

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**THREE POINT PLAN**

***Louie and Leonne VandeLinde, South Africa***

They have an intriguing way to build their business, and shared this with all at Mannafest. See [www.threepointplan.com](http://www.threepointplan.com)

**1. Lay the Foundation First: Change in Culture**

- a. Critical for any system to be implemented group wide is a change in thinking...or call it a change in culture. People must follow or no system will work.
- b. Do not take short cuts, amendments due to your personal preferences (this is not about prospecting so your massive creativity can still be in play)
- c. The three Pillars of the Culture:
  - 1) Unity
  - 2) Power of Submission
  - 3) Power of Spoken Words

**2. Member Status**

This program does not allow for Members. All sign ups come in as Associates placing consumers underneath the "Tap Root" just like you place business builders. Why? Need all the volume to be in a leg where it "works for many." The way we do it now, it only works effectively for the 1st upline associate.

### **3. Three Points:**

#### **#1: GROUP STRUCTURE**

A. Build 2 legs first (both **Tap Roots** for those respective associates in that leg), and your 1st goal is to get each to at least 3900PV (65% of 6000) with 2-3 active RD's in each. Strategy: When you sign up "A", you as immediate upline only ever help build 1 leg for "A." "A" is responsible for their 2nd, 3rd and beyond legs. But they too only build 2 legs to start until each has at least 3900 GPV. All consumer associates as well as business builders go into these legs, stacked one atop the next.

1) Each Leg is **A POWER LEG aka "Tap Root"**

Means: "A" places (stacking one underneath the next straight down) all of his Associate sign ups into that one leg *IF* you as upline give help (3 way, meeting, help with internet, etc.). You as upline also place some of your people into that same leg under "A" recognizing that you are **ONLY** building 2 legs: A-1 is Power Leg for A and B-1 is Power Leg for B. And you help "A-1", "A-2" etc. with their sign ups placed under the Tap Root. NOTE: that this leg becomes the **POWER LEG** for every single associate in the leg. It is their "65% Leg" for volume to meet the Leadership Levels.

2) They are each individually responsible to complete their 2nd leg on their own. Note: that the second Leg of A or B or C all becomes the **POWER LEG** of the Associates put into that Leg.

3) Where do you place your additional business associates? You build in your first two legs, in the Power Legs of A and B ...always straight down, meeting the volume requirements outlined herein. Once you have 3900 in each of two legs **WITH** at least 3 Leaders (RD's or above) working the business in each, then start LEG 3.

B. Continue supporting your Leaders in each Leg 1 and 2 building their **POWER LEGS** to at least 13,000 GPV with at least 3 ND's in each leg (allowing the Associates to be responsible only for the additional 7,000 GPV to get to ED).

The Goals for these first two legs in order are as follows:

3900 PV in each leg

13,000 PV in each leg

39,000 PV in each leg

(NOTE: at first level, all associates in Legs are well on way to ND...a level that people make \$600-\$1000 each BP, and a level where people don't quit; at 13,000 in each, well on way to ED; and at 39,000, well on way to PD)

1) This will result in your building a "Leadership Factory": producing pyramidizing ND's, then ED's, then PD's. Note that each one is utilizing that same **TAP ROOT** as their 65% qualifying amount for their respective Leadership Level.

2) Each **POWER LEG** must have at least 2-3 active ND's. You are Counseling every Leader at RD or above in accordance with POINT 2 of the 3 Point Plan.

Main focus on your Tap Roots (each of your Legs have one Tap Root for that top Associate that heads up the Leg).

C. Complete in each of your first two legs building 2 Presidentials as you Build out your third Leg to reach Presidential yourself.

1) So you continue to work with the Leaders in the first two legs, adding your new sign ups in these legs, as well as giving them all the attention they may need to grow their business, but more importantly to grow themselves (see Step 2 in Plan)

2) This depth will never allow you to lose qualification so is imperative to your future.

3) Your pay is huge as Silver Presidential paying out the % of overall sales Pool. And when your 3rd Leg gets to Presidential you will be Gold.

D. Now focus on your already existing 3rd leg and start a 4th with the same approach, on your way to Platinum by building these two legs with 2 Silver Presidentials in each.

***Some of the Many Benefits of this Structure:***

1. Everyone is adding volume to help everyone...ultimate in contribution to each other, as well as total efficiency
2. New people see immediate growth from the TEAM not just themselves...build confidence that this is REAL.
3. Build legs to insure you will never fall out of qualification
4. No stranding of volume in spurious legs which helps only the top person
5. Tremendous TEAM development across the board...everyone feels a part of this structure.

Note: You need to develop relationships with all the Leaders in each of your Legs no matter who brought them in. Make sure their enrollers and upline Leaders are aware of your intent to build a relationship with them as well.

## **#2. DEVELOP SELF TO BE A LEADER**

"Your size of your business will only be as big as yourself."

### A. Brand New Person

3 things only for them:

- a. Have Fun
- b. Tell Stories
- c. Stay close to your upline

Note: they use the Navig8 getting started brochure,

They have a great "content" power point on the website called "4 Basics"

Until they reach "Achiever" status, they are really proving themselves.

### B. They have a list of items they get their Achiever leaders to agree

- 1) Read 2 Books per BP
  - 2) Listen to CD's every day (at least 20-30 minutes)
  - 3) Attend all events (weekly meetings, monthly trainings, and qtrly regionals) Lots of contacts with your people
  - 4) Daily Dozen Sheet
  - 5) Commit to Achiever Counseling submitting Sheet and having a 1-2 hour counseling session at the end of every BP
- The reading and listening is also done by all new associates.

### C. Must become an expert in leadership development.

They use Orrin Woodward's "Launching a Leadership Revolution" and bring people along on the 5 Levels of Influence

- A. Learning is First Level (Chapter 6)
- B. Performing is the Second Level (Chapter 7)
- C. Leading is the Third Level (Chapter 8)
- D. Developing Leaders (Chapter 9)
- E. Developing Leaders who Develop Leaders (Chapter 10)

These are especially helpful for three reasons:

- 1) Helps each person gauge their own ability and understand how and where to improve
- 2) Helps a leader understand where people are in terms of ability and what to do to help them develop.

- 3) Assists a leader in evaluating the Leadership Level that exists in any portion of their organization.
- D. RD's and above: They fill out the Monthly Counseling Sheet and are on a monthly call with Upline Leader

### **#3. GROUP RELATIONSHIPS**

- A. Phone calls to all Leaders in group 2X per week
  - Share Story
  - Share CD
  - Share PV
- B. Every week support them in meetings
  - Every 14 days do a training, 1 hour on Basics
  - Every 3 months have a Regional training on Leadership as well as basics
  - Lots of touches so no one loses connection.
- C. Develop at least 3 Leaders in each Leg...RD's, then ND's, then ED's, then PD's
  - Always keep a presence throughout the entire leg...know your leaders and take active interest in them.

### **4. Tools for Supporting your Business**

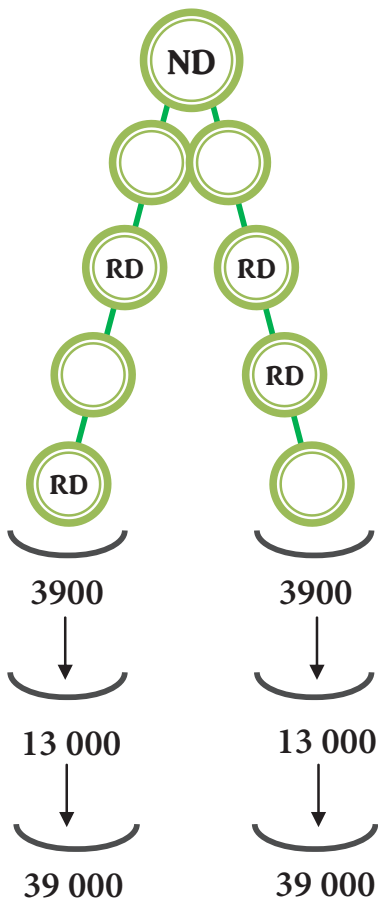
- a. Check out the [www.threepointplan](http://www.threepointplan) website
  - Use the Powerpoint "The 4 Basics" for your new Associates
- b. Use the Daily Action Tracker
- c. See attached Organization Chart to this outline
  - At Beginning good to have one to fill in actual names
- d. Train on basics:
  - How to Sign people up
  - How to use Success Tracker
- e. Use the Navig8 Getting Started booklet if you have no other tool to do such.
- f. Achiever Counseling Sheet used every month with each Leader
- g. Description of Achiever, Double Achiever and Super Achiever



# 3 POINT PLAN

(KEEP IT SIMPLE)

## GROUP STRUCTURE



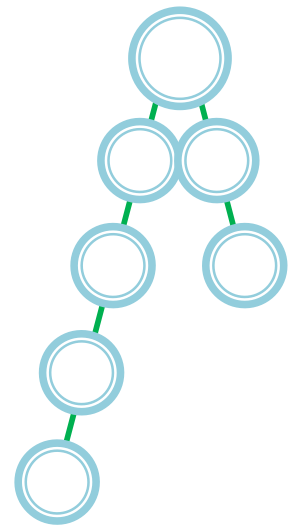
- 1) 90% Product Users  
10% Business Builders
- 2) Beginner - have fun,  
Tell a story, stay close to your Upline
- 3) Three Growing RDs  
Three Growing NDs  
Three Growing PDs
- 4) Q13 by developing Leadership
- 5) Only assist downline in building main leg. Downline is responsible for side volume

## ME

- a) CDs
  - b) 2x Books per BP
  - c) Monthly Training
  - d) Webinar
  - e) Master Counsel Session  
(Orrin Woodward Book-  
Leadership Revolution)
- Levels of Leadership**

- I. Learning
- II. Performing
- III. Leading
- IV. Developing Leader
- V. Develop Leaders who  
Develop Leaders

## GROUP RELATIONS



- 1) Phone call 2x a week
  - a) Share Story
  - b) Share CD
  - c) Share PV
- 2) Develop 3 Leaders in Depth
  - Three RDs per Leg
  - Three NDs per Leg
  - Three PDs per Leg
- 3) Keep presence at the bottom of the leg.

# Achiever

You've started well!

## Activities

1. Show the BUSINESS PLAN 2-3 times per week
2. Share the PRODUCT 2-3 times per week
3. Personal circle of 100 PV
4. Serve 5-10 product users
5. Listen to CDs daily from recommended CD list
6. Read daily from book of the month programme
7. SUBSCRIBE to Achievers Blog and Monday night Platinum teaching
8. ATTEND all business functions and seminars
9. COUNSEL monthly with active upline and counseling sheet
10. Build your business with INTEGRITY and ACCOUNTABILITY

## Structure

- 2 legs receiving GPV cheques
- 2 legs on T.O.M.
- 2 legs consistently attending all functions
- 1 leg 6 Automatic Orders deep
- 5 Associates on T.O.M.
- 5 people attending all functions in the area

## Benefits

Special recognition at functions

# Double Achiever

You've started to identify yourself as a leader!

## Activities

1. Show the BUSINESS PLAN 2-3 times per week
2. Share the PRODUCT 2-3 times per week
3. Personal circle of 100 PV
4. Serve 5-10 product users
5. Listen to CDs daily from recommended CD list
6. Read daily from book of the month programme
7. SUBSCRIBE to Achievers Blog and Monday night Platinum teaching
8. ATTEND all business functions and seminars
9. COUNSEL monthly with active upline and counseling sheet
10. Build your business with INTEGRITY and ACCOUNTABILITY

## Structure

- 2 legs receiving GPV cheques
- 2 legs on T.O.M.
- 2 legs consistently attending all functions
- 1 qualified Achiever leg
- 5 Associates on T.O.M. outside the Achiever leg for a total of 10
- 10 people attending all functions in the area

## Benefits

Special recognition at functions

# Ultimate Achiever

You've achieved great success in building your own business!

## Activities

1. Show the BUSINESS PLAN 2-3 times per week
2. Share the PRODUCT 2-3 times per week
3. Personal circle of 100 PV
4. Serve 5-10 product users
5. Listen to CDs daily from recommended CD list
6. Read daily from book of the month programme
7. SUBSCRIBE to Achievers Blog and Monday night Platinum teaching
8. ATTEND all business functions and seminars
9. COUNSEL monthly with active upline and counseling sheet
10. Build your business with INTEGRITY and ACCOUNTABILITY

## Structure

- 3 legs receiving GPV cheques
- 3 legs on T.O.M.
- 3 legs consistently attending all functions
- 1 qualified Double Achiever leg
- 10 Associates on T.O.M. outside the Double Achiever leg for a total of 20
- 20 people attending all functions in the area

## Benefits

Special recognition at functions





7. Leadership is about sacrifice	
8. A leader's job is never done	

**The Forth Level of Influence: Developing Leaders**

Art (Thinking)	Science (Action)
<ol style="list-style-type: none"> <li>1. Results will come through the efforts of other leaders</li> <li>2. The power of duplication</li> <li>3. Leaders have strengths in various areas</li> <li>4. The vision must be big enough for many leaders</li> <li>5. Recognition is the most valuable motivator</li> </ol>	<ol style="list-style-type: none"> <li>1. Compel other leaders to get team results</li> <li>2. Become a talent scout</li> <li>3. Empower other leaders</li> <li>4. Learn to mentor</li> </ol>

**The Fifth Level of Influence: Developing leaders who develop leaders**

Art (Thinking)	Science (Action)
<ol style="list-style-type: none"> <li>1. Results will come through the endurance and succession of the vision</li> <li>2. The vision and the leader are intertwined</li> </ol>	<ol style="list-style-type: none"> <li>1. Attract the highest caliber leaders to the cause</li> </ol>