

One single action per day to achieve success

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Do you want to know the most powerful means to build your business network in network marketing, general work, and life?

The path that will make you progress in whatever you decide to do, the means that more than any other has created fame, fortune, and success for many people? What is it? Would you like to know but only have a moment to listen?

No problem. This incredible secret can be summarized in just three letters:

S.D.A. (Single Daily Action, One action per day).

It seems very simple, but it is worth exploring further. I learned about this method through Carol McCall and Mike Smith, founders of The World Institute Group.

The idea of action, including a single daily action, is not new. Already in 1982, Tom Peters and Robert Waterman, authors of *In Search of Excellence*, placed “the bias for action” at the top of the list of eight attributes common to all the best companies they examined (the complete list of “excellences” is found later).

About 200 years before, the great German poet and philosopher Goethe had ambiguously recognized the power of action when he said nothing is more terrible than the “inactivity of action.”

In all forms of human achievement, there has been action. In this era of continuous acceleration and overtaking, the “bias for action” was hastily defined as “Ready, Fire, Aim.” This is the ability to take action.

The wisdom of the saying, “It’s not so much about how you plan your work, but how you work your plan,” is even truer when building your network marketing business. Set your goals, and be as enthusiastic as possible about your product, company, or industry.

But remember, it all counts for nothing if you don’t start to act. But how to act? And when? How can we know which action will yield the desired results?

Consistent and appropriate action

The essential prerogative of the single daily action (S.D.A.), which most highlights its extraordinary abilities, is repetitiveness and consistency over time.

What is done consistently and repeatedly has the strength of the subtle stream of water that erodes ancient rocks over time. The S.D.A. must take place every day, relentlessly. There are no excuses; it is part of your commitment to achieve your goal.

Be careful; it should not be done “once in a while,” “when it is more convenient,” or “when you feel like it”: **it must be the action of every day.**

The good thing is that it is only one, but it must be done daily. This is its strength. If you are not convinced, you can also try to do as you please and see what happens. Good luck.

And this is the point: an S.D.A. will lead you to success methodically.

The action done once in a while (which happens in most cases in the world of work) is successful (when it is) only thanks to luck. Consider the randomness in the winnings of the national lottery. Instead, you choose one thing (or a set of things if you want to make an effort) that you can do every day, relentlessly, even if it is hard for you. This action will allow you to achieve the results you desire. Smith and McCall say that the S.D.A. will lead you to reach 80% of your goal. Use it as a reference point.

Here are some operational suggestions.

In the phase of structuring your business, start three conversations a day with new friends [as you learned in these lessons](#), plus two other conversations with people you have already contacted, people who have already seen informational material such as videos, presentations brochures, or people who have already attended a zoom call or a webinar.

“The SDA must take place every day, relentlessly. There are no excuses; it is part of the commitments you have made to achieve your goal.”

Five conversations a day, five days a week. This will only occupy a part of your day.

Do it, whether you like it or not, and see what happens. **I guarantee that you will notice the results.**

Network marketing millionaires talked to 30 people daily when they were in the exploratory phase of a business. Too much?

Perhaps, but **these professionals' businesses generate millions**

of dollars annually each and know they owe their success to the S.D.A.

Other examples: set the frequency and number of your presentations: one, two, three, or more a day; also set the amount of material to send. So, how will you plan the most appropriate actions that will lead you to realize your 6-Star Executive Director goal or more?

Imagine the level of productivity you would reach if every active Clubshopper or V.I.P. in your network committed to their S.D.A.

Return from the future.

Since even the longest journey always begins with the first step, the most challenging goal also starts with a simple action. No matter your aspirations, simply “pick up the phone or other device and have a conversation with someone.” Now, look at your available time to achieve your goal: a month, a year, or more. From this moment, plan an S.D.A. that will allow you to accomplish your goal.

Ask yourself: “If my goal is to earn twelve thousand dollars a month for a year, what could be the SDA that allows me to achieve it?”

Understand the concept: *The average recorded by most of those who start operating in network marketing is the recruitment of a potential distributor for every 15 people contacted. Now, let's be more conservative and consider a V.I.P. every 25 conversations we open with people through social networks, [as explained in the other lessons](#).*

So, how many people will you need to talk to to have 10

V.I.P.s as your Personal Qualifier within a month, each of whom will generate a \$25 direct commission monthly?

And so that each of these V.I.P.s, in turn, can have 10 V.I.P.s who do the same thing? Remember: As an executive director, you earn 4,000 dollars per month. And you only need 6 V.I.P.s as your P.Q. and a total G.Q. of 200 VIPs

Teaching your S.D.A. to your V.I.P.s makes them qualify as directors with certainty.

It means as soon as they are qualified as Ruby Director or above, they are your stars, worth \$2,000 in monthly passive income. *In total, we are talking about a monthly \$20,000 passive income.*

To define your S.D.A. in this scenario, you must examine your commitment to get to the ten V.I.P.s for your qualifier: 25 conversations for 10 equals 250. So, if you make five conversations a day, you should be able to have your ten V.I.P.s in about 50 days.

Multiple S.D.A.

However, to achieve this particular goal, you will need to add another S.D.A., which will make you work with these first ten team leaders to help them create their business and, in turn, find their ten personal V.I.P.s. So, since your action plan consists of two distinct parts (your search for the ten personal team leaders and your support participation in the search for the ten Personal team leaders of each), you must implement two S.D.A.s to achieve your purpose.

- 1. Your first S.D.A. could be five conversations/presentations per day.**
- 2. The second S.D.A. could be a daily scheduled call with each of your five team leaders and one of their V.I.P.s.**

Six calls or conversations a day thus constitute your S.D.A.s.

Imagine what would happen if you did all this daily, six days a week?

Can you create a highly profitable business in a year or so? It's worth betting on!

If you observe all those people earning 20, 30, or 50 thousand dollars a month who populate network marketing, you will see that this is what they have done to achieve success.

Some call it "mass action," but it requires much less mass and much more action than this name suggests. And I'm sure that once you realize how fun and stress-free having five conversations with new friends per day is, you keep improving your skills day after day. And, instead of limiting your working day to five conversations, you will want to make even more that.

What about ten conversations per day for 25 days?

You would have your 10 V.I.P.s within a month. And considering that the more you practice, the better you become, soon you will need much less than 25 conversations to sponsor a V.I.P.

Make action a habit.

The crux of the matter in building a business is to make action a habit, something to do without thinking. With the S.D.A., action becomes meaningful, powerful, deliberate, productive, and almost automatic.

You will no longer ask yourself, "What do I do today?" You already know what to do: your SDA!

Imagine the level of productivity (measured as group volume, as your organizational growth, as the amount of your check) if

every active teammate in your network committed to their S.D.A. And when can't you do your S.D.A.?

Well, If there is an emergency, solve it. What happens if you don't feel like it if you want to take a day off? That's fine, too. Take one or two days off. But be aware of the consequences and commit to returning to action as soon as you return from vacation.

Those who have fully adhered to the S.D.A. tactic usually double their S.D.A.s after a period of absence.

Your S.D.A. is a powerful means to keep you on track to produce the results you want to achieve, whatever they may be.

Some people use a certain number of S.D.A.s to support themselves in many areas of their lives. An S.D.A. could be spending half an hour a day with your children. Another could be to run for three miles.

You could schedule an S.D.A. to communicate daily with your husband or wife or one for your entertainment: "I will read for fifteen minutes every day before sleeping," or "I will listen to an hour of classical music every day."

The S.D.A. should serve you, not command you. And it is one of the most efficient servants I have found for achieving all your goals. The essential prerogative of daily action (S.D.A.), which most highlights its extraordinary abilities, is repetitiveness and consistency over time. In conclusion, remember what you learned in the other lesson of this course:

It takes 21 days to establish a habit and 90 days to integrate it into your lifestyle.

It means that what today seems hard or impossible after 90

days will be your everyday bread, and as a result, your bank account will be much happier than today!

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