



RECOGNITION-NOVEMBER



Diamond Associates

Build on a solid foundation



Craig and Sheri Melton, of Deland, Florida, have several years' experience in network marketing and have learned that building a solid business in this industry takes time and dedication. They joined Max in April of 2008 and got active in June of that year after they flew to Salt Lake to meet the leaders.

Pin levels and FastTracking are good motivation, and help build momentum and excitement, but establishing a strong, lasting team usually takes time. When the Meltons went Gold in September of 2008, they had built their business solidly enough that they never dipped below that level—in terms of business volume—until they went Platinum a year later, and Diamond just a month after that. A solid business base gave them stability that led to momentum.

“You don't build a business on quicksand but on a solid foundation. We built a business—not a pin level,” Sheri said. “The law of the harvest, sowing and reaping, will always work. The results you see two years from now, including advancements, will directly result from your daily activities and hard work now.”

Plugging into daily activities like passing out product, CDs, and Intro Packs—and consistently following up with your prospects—will lead to future results. Diligently working with your team to provide a system of activities that keep team members focused on building the business is important. Some ways to accomplish this include lunch and boardroom meetings and accountability calls.

Bringing as many team members as possible to things like fly-ins, regional events, showcases and conventions is a very effective way to stay motivated and excited about the company and vital for learning how to build the business.

“Max is re-establishing the culture of this industry,” Sheri said. “The Associates that understand this are having great success.”