

Weekly Action Plan



Let's Play!

Earn Points for Actions that Build Your Income

8 is great ★★☆☆☆☆

10 to win ★★★★★☆

Even more to really score! ★★★★★★

Below are the core actions that will lead to successful results.

Complete group actions to earn points:

1 Point

- Share "issues" list with 10 people and ask what sounds familiar.
- Ask 10 people to complete Pet Profile.
- Share solution videos with 10 people.
- Ask 5 people who've seen solutions to place an order.
- Ask 5 people in the checkout process to take a look at being a petPro.
- Call 10 customers for a customer care check-in call.
- Add 20 new people to your contact list.

Places to find these new people include:

- Social media/ group/ feed for your page
- Networking groups (real and/or virtual)
- Vendor events
- Asking people for referrals

2 Point

- Have 3 people you want to work with take a look using 3-way conversations. Introduce prospects to your sponsor/upline.

Success doesn't come from what you do occasionally. Success comes from what you do *consistently*.





Ways to Play!

Play Alone

1. Determine the number of points you want to reach this week.
2. If you reached your point goal easily the week before, consider challenging yourself to level up!
3. Using the points chart, track your results for the week.



Play Together

1. Connect with another petPro or set up a group.
2. Decide the intent of your group or partnership:
 - Will it be a race to get the most points?
 - Will it be everyone going for the same number of points?
 - Will it be an accountability group with everyone running toward their own point goal?
3. Using the points chart, track your results for the week. Reach out during the week to check in, celebrate and encourage each other.



Prioritize the People

This action plan starts with a flowing list of at least 100 people you know. If this list has not been created, start there. [Find the “Contact List” and “Grow Your Contact List” PDFs in the petPro Library.] Each week determine **how many people** you will take action with and **prioritize who they are**. The action is intended to take them from a conversation to a decision.

Prioritizing factors include things like:

- People you just met who need an immediate follow-up
- People who have been given videos that need follow-up
- People you want to begin building a stronger relationship with
- People you specifically want to ask to take a look at being a petPro
- Customers who need a customer care conversation
- Etc. ...

The more people you put into your Action Plan, the more results you will see,
and the faster you will reach your income goals.

Each week after Week 1, you will come back to your list of 100 and do 2 things:

- Add more people to your list from your relationship-building activities.
- Determine how many people you will take action with and prioritize who they are.



Set Your Goal

MY POINTS GOAL

for the week:

TOTAL ACTUAL POINTS

at the end of the week:



Evaluate and Track Successes

At the end of each week, evaluate the results of your actions.

- Look for actions that give you the best results, so you can focus on doing more of those actions in the future.
- Look for actions that fall short of expected results and determine if you need more training on how to do that action, or if it's just an action that doesn't serve you well.
- If it's the latter, this allows you to focus more time on actions that do serve you well.

“Yes” Results

Number of New Customers:

Number of New petPros:

Number of current customers that added new solutions to their recurring orders or gave you a referral.

“No” Results

Number of “NO for now”:

- Make note on your 100+ list of when the best time will be to follow up in the future.
- Stay engaged with these people on a pure relationship-building basis.

Number of “No, not for me”:

- Make note on your 100+ list that it was a “no.” Keep an eye out in the future to see if their circumstances change, warranting a new conversation. (New pet / new pet issue expressed / loss of job/ dissatisfaction with a job / etc. ...)
- Stay engaged with these people on a pure relationship-building basis.

