

**Welcome to the  
McGrath Diamond Team**

# MDT PLAYBOOK

## **1. Register**

Register your business and order an eligible product kit w/ Amway.

Register your business w/ LTD and take advantage of the free trials & information.

## **2. Download**

Visit [www.ltdteamapps.com](http://www.ltdteamapps.com)

Here you can download the free 60-Day trial to the LTD Messaging App & LTD Media App to your mobile device(s).

## **3. Activate**

Create 150 PV through a combination of any personal use & customer sales.

Develop a list of potential Business & Customer Prospects

# 6 STEPS TO A PROFITABLE BUSINESS

STEP 1: FAST TRACK	STEP 2: FAST TRACK PRO	STEP 3: LEADERSHIP	STEP 4: LEADERSHIP PRO	STEP 5: VISION 1	STEP 6: VISION 2
3 + LEGS REGISTERED  YOU & 3 LEGS AT 50/150	6 LEGS REGISTERED  3 LEGS & 10 TOTAL PEOPLE PLUGGING-IN  4 IBOSHIPS ON A BUNDLE  1500 PV	12 LEGS REGISTERED  6 LEGS & 25 TOTAL PEOPLE PLUGGING-IN  10 IBOSHIPS ON A BUNDLE  4000 PV	18 LEGS REGISTERED  9 LEGS & 50 TOTAL PEOPLE PLUGGING-IN  20 IBOSHIPS ON A BUNDLE  7500 PV	24 LEGS REGISTERED  12 LEGS & 100 TOTAL PEOPLE PLUGGING-IN  40 IBOSHIPS ON A BUNDLE  15,000 PV	<b>TEAM</b>
<b>HOW:</b>  BUILD HUGE "A&B" LIST  USE UPLINE HELP  LEARN TO CREATE VOLUME & USE DITTO	<b>HOW:</b>  START DEVELOPING A "C" LIST  CONSISTENT DAILY HABITS  LEARN BUSINESS POSTURE	<b>HOW:</b>  KEEP EXPANDING "C" LIST  GAME PLAN W/ UPLINE ON WHERE TO SPEND TIME, THE TYPE OF TIME, AND HOW MUCH TIME	<b>HOW:</b>  KEEP EXPANDING "C" LIST  FOCUS EFFORTS ON HELPING PEOPLE MOVE TO THE NEXT STEP	<b>HOW:</b>  KEEP EXPANDING "C" LIST  BUILD DEPTH	<b>MDT</b>
<b>WHY:</b>  FOUNDATION FOR PROFITABILITY	<b>WHY:</b>  FIND REAL LEGS THAT YOU CAN START TO DRIVE DEPTH IN	<b>WHY:</b>  LAYS FOUNDATION FOR GOING 7500 PV	<b>WHY:</b>  STABILIZES VOLUME & GIVES CREDIBILITY	<b>WHY:</b>  TO IDENTIFY 6 TEAMS TO GO DIAMOND!!	<b>DIAMOND</b>

Focus on moving from step to step. Diamond can take 24 months or 24 years...The beauty is that you decide!

# WHAT'S MY ROLE?

## CREATING VOLUME

### YOU DO:

Start buying & using products from your own business

Setup a Ditto Delivery Profile w/ products you need monthly

### WE DO:

Provide the opportunity for your 1st Grand Opening/Customer Event

Help you establish your initial customer base and teach you how to follow up w/ them

## DEVELOPING A TEAM

### YOU DO:

Write down a list of all the people that you would like to share the business opportunity with. (100 prospects is a good start)  
(Name, Phone #, Age, Location, Relationship)

Take advantage of a weekly "Phone Team" so that you can learn and become confident talking about your business

### WE DO:

We'll help you filter through your list of contacts to see who's interested in earning extra income and help you share the plan with them.

Help you follow up, answer questions your potential teammates may have, and help you get them started properly

## EDUCATION

### YOU DO:

Study CDs/books and get acclimated to the LTD Messaging & Media Apps

Plug into local info sessions, team meetings, major conferences, & other available training events

### WE DO:

Loan you several CDs & books to help kick-start your business

Inform you of important events and help you provide the proper education to new teammates

# BOOKING A GRAND OPENING EXPRESS

## 1) MAKE THE PHONE CALL

Ask if they would be willing to support your new business or if they would be interested in checking out some new products that you are marketing.

If they say NO.....NEXT

If they say YES.....

## 2) IDENTIFY NEEDS OR AREAS OF INTEREST

Ask which products or product lines that they would be interested in learning more about.

Home Care: Liquid Organic Cleaner/Legacy of Clean (LOC)

Organic Vitamins/Supplements (Nutralite)

Plant-Based Skin Care (Artistry)

## 3) SCHEDULE THE APPOINTMENT

Ask when would be a good time to meet.

Give two options: "I can meet you on (Date & Time) or (Date & Time). Which works best for you?"

(Most people will naturally just pick one of the times you offer)

If they are at a distance, book them into a phone call or web conference.

## 4) ASK THE RIGHT QUESTIONS

Inquire about products they are currently using and ask what about their likes/dislikes. What would they change or improve if they could?

## 5) BE PREPARED

Bring plenty of product samples to the GOX.

Have a few product demos to showcase.

Be sure and leave some catalogs & website info.

## 6) ASK FOR THE SALE

Don't be timid. We represent some of the best products in the world so be confident and ask for the order. Assure them that every product has a 180-day Satisfaction Guarantee.

# SUGGESTED TOOLS FOR NEW IBOS

## INFO SESSION

- Define Your Future (L10-0013)
- DYF Supplemental
- Under 26 - Gen Y Supplemental
- Send "More Info" link from IBO site pro

## GETTING STARTED MEETING (GSM)

McGrath Bundle 1:

- "Your Plan for Success" L11-0240-CD
- "Your First Three Days - Volume I" L10-1099-CD
- "Putt Putt or Pebble Beach" S11-0120-CD
- "The After Party" S13-0501-CD

## 2ND BAMFAM

McGrath Bundle 2:

- "Becoming an Entrepreneur" S10-1152-CD
- "Complexity and Chaos" S10-1148-CD
- "Firepower" L10-1093-CD
- "Free Man Walking" S13-0503-CD

## 3RD BAMFAM

McGrath Bundle 3:

- "Filtering for Prospects" L11-0146-CD
- "Habits for Success" L10-1168-CD
- "Protect The Goose" S12-0365-CD
- "When Did We Go Diamond?" S12-0398-CD

## 4TH BAMFAM

McGrath Bundle 4:

- "Your Foundation...Brick by Brick" S12-0245-CD
- "First Round Draft Pick" S11-0054-CD
- "In Emerald Qualification - Helzer" L12-0280-CD
- "No Regrets" S11-0058-CD

**BAMFAM: Book A Meeting From A Meeting (these should happen every 2-3 days)**

# SUGGESTED TOOLS FOR CONTINUED GROWTH

**Audios: (To purchase MP3s in lieu of CDs, use the LTD Media App)**

- Our Heritage - Victor (S11-0119-CD)
- Habits For Success - Grotewold (S09-1068-CD)
- Two Paths - Francis (S13-0499-CD)
- Action Changes Everything - Baker (S10-1082-CD)
- Big Dreamers - Grotewold (S11-0121-CD)
- Is PMA In Your DNA? - West (L11-0346-CD)
- The Shortcut - Winters (S13-0564-CD)
- Play Offense - Francis (L13-0516-AUD) **\*\*AUDIO ONLY AT THIS TIME\*\***
- 10 seconds of Courage - Grotewold (S12-0293-CD)
- 21-Day Challenge - McGrath (S12-0467-CD)
- Stop Making Excuses/Couch Confessions - Winston/Wang (L13-0574-AUD) **\*\*AUDIO ONLY AT THIS TIME\*\***
- First Round Draft Pick - Nathan (S11-0054-CD)
- Tactical or Strategic Income - Goodwin (S12-0427-CD)
- Growth-Francis (S10-1174-CD)
- Building Businesses or Building People? - Grotewold (L12-0327-CD)
- Look at the Scoreboard - Nathan (L12-0294-CD)
- Growth Solves Everything - Grotewold (L11-0148-CD)
- How to Properly Start A Future Diamond - Francis (S13-0511-CD)
- Louisville Attitude - Baker (S12-0434-CD)
- The Power of Edification and Promotion - Adams (L12-0270-CD)
- No Heroes, No Game - Grotewold (L12-0250-CD)
- Goal with a Deadline - McGrath (S12-0337-CD)
- Free Man Walking - Bremer (S13-0503-CD)
- Divorce Your Feelings - Francis (S12-0295-CD)
- Emerald Success Story - Nathan (S10-1150-CD)
- The After Party - Angle (S13-0501-CD)
- Patient in Pursuit/Success or Significance - White/Roby (L13-0582-AUD) **\*\*AUDIO ONLY AT THIS TIME\*\***
- Stages of Manhood - Francis (L11-0351-CD)
- The Nature of Your Belief - Baker (S12-0301-CD)
- 6 Guidelines for Continual Growth - Nathan (L10-1128-CD)
- Needs x Faith = Motivation - Winters (S09-1063-CD)
- Your Business Will Never Outgrow Your Self Image - Francis (L11-0227-CD)
- Depth Means Relationships - Winters (S11-0349-CD)
- It Takes 5 C's - Winters (S12-0347-CD)
- Take Everyday Captive -Grotewold (S12-0333-CD)

# LTD BUNDLE PACKAGES

## **BASIC BUNDLE: \$89.95/mo.**

This subscription supplies the tools needed to start the business, stay informed, and stay connected.

- Messaging Application (iPhone & Droid compatible)
- Media Application (iPhone & Droid compatible)
- Two (2) Monthly Audio Credits on the Media App
- IBO Site Pro (Credibility Website)

## **PREMIUM BUNDLE: \$149.95/mo.**

This subscription supplies the tools needed to grow and manage a successful business team.

- Everything in the BASIC SUBSCRIPTION
- Web Office (Business Reports)
- Seven (7) Monthly Audio Credits on the Media App
- Free Web Casts (for a limited time only)
- Reduced Pricing on Audios:  
\$7.50 for MP3 streams / \$8.50 for mailed CDs

## **VIP BUNDLE: \$249.95/mo**

This subscription is the best value providing all the resources needed to learn, grow, and manage a team.

- Everything in the PREMIUM PACKAGE
- Unlimited Video Access
- John Maxwell's "Maximize Your Leadership" (Monthly Series)
- Dr. Chet's "Maximize Your Health" (Monthly Series)
- Holly Brooks' "Maximize Your Profit" (Monthly Series)
- OneSource Tax Management
- Reserved Seating at Major Conferences
- Reduced Pricing on Audios:  
\$6.00 for MP3 streams / \$7.50 for mailed CDs
- Additional Benefits

# FAST TRACK: MDT FORM

PERSONALLY CREATE 150 PV PER MONTH

PERSONALLY REGISTERED 3 + LEGS (ON BOTH AMWAY & LTD) WITH YOU AND EACH LEG DOING 50/150

1.
2.
3.

IBO SIGNATURE: \_\_\_\_\_

UPLINE PLATINUM: \_\_\_\_\_

**CONGRATS NEW FAST TRACK!**

# FAST TRACK PRO: MDT FORM

PERSONALLY CREATE 150 PV PER MONTH

PERSONALLY REGISTERED ON A BUNDLE

PERSONALLY REGISTERED 6 LEGS (ON BOTH AMWAY & LTD)

1.	4.
2.	5.
3.	6.

3 LEGS AND 10 TOTAL TEAM MEMBERS ATTENDING MAJOR CONFERENCES

1.
2.
3.

1.	6.
2.	7.
3.	8.
4.	9.
5.	10.

4 IBOSHIPS SUBSCRIBED TO A BUNDLE

1.	3.
2.	4.

1500 PV OF TOTAL GROUP VOLUME

IBO SIGNATURE: \_\_\_\_\_

UPLINE PLATINUM: \_\_\_\_\_

**CONGRATS NEW FAST TRACK PRO!**

# LEADERSHIP: MDT FORM

- PERSONALLY CREATE 150 PV PER MONTH
- PERSONALLY REGISTERED ON A BUNDLE
- PERSONALLY REGISTERED 12 LEGS (ON BOTH AMWAY & LTD)

VERIFIED BY UPLINE PLATINUM

- 6 LEGS AND 25 TOTAL TEAM MEMBERS ATTENDING MAJOR CONFERENCES

1.	4.
2.	5.
3.	6.

25 TOTAL TEAM MEMBERS  
VERIFIED BY UPLINE PLATINUM

- 10 IBOSHIPS SUBSCRIBED TO A BUNDLE

VERIFIED BY UPLINE PLATINUM

- 4000 PV OF TOTAL GROUP VOLUME

IBO SIGNATURE: \_\_\_\_\_

UPLINE PLATINUM: \_\_\_\_\_

**CONGRATS NEW LEADERSHIP MEMBER!**

# LEADERSHIP PRO: MDT FORM

- PERSONALLY CREATE 150 PV PER MONTH
- PERSONALLY REGISTERED ON A BUNDLE
- PERSONALLY REGISTERED 18 LEGS (ON BOTH AMWAY & LTD)

VERIFIED BY UPLINE PLATINUM

- 9 LEGS AND 50 TOTAL TEAM MEMBERS ATTENDING MAJOR CONFERENCES

1.	4.	7.
2.	5.	8.
3.	6.	9.

50 TOTAL TEAM MEMBERS  
VERIFIED BY UPLINE PLATINUM

- 20 IBOSHIPS SUBSCRIBED TO A BUNDLE

VERIFIED BY UPLINE PLATINUM

- 7500 PV OF TOTAL GROUP VOLUME

IBO SIGNATURE: \_\_\_\_\_

UPLINE PLATINUM: \_\_\_\_\_

**CONGRATS NEW LEADERSHIP PRO MEMBER!**

# **VISION 1: MDT FORM**

PERSONALLY CREATE 150 PV PER MONTH

PERSONALLY REGISTERED ON A BUNDLE

PERSONALLY REGISTERED 24 LEGS (ON BOTH AMWAY & LTD)

VERIFIED BY UPLINE RUBY OR ABOVE

12 LEGS AND 100 TOTAL TEAM MEMBERS ATTENDING MAJOR CONFERENCES

12 LEGS VERIFIED BY  
UPLINE RUBY OR ABOVE

100 TOTAL TEAM MEMBERS VERIFIED  
BY UPLINE RUBY OR ABOVE

40 IBOSHIPS SUBSCRIBED TO A BUNDLE

VERIFIED BY UPLINE PLATINUM

15,000 PV OF TOTAL GROUP VOLUME

**IBO SIGNATURE:** \_\_\_\_\_

**UPLINE RUBY OR ABOVE:** \_\_\_\_\_

**CONGRATS NEW VISION 1 MEMBER!**