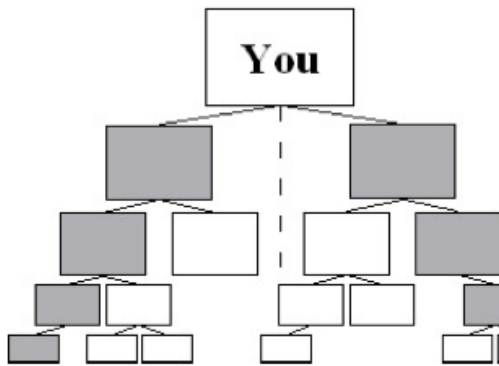


# Placement Strategy

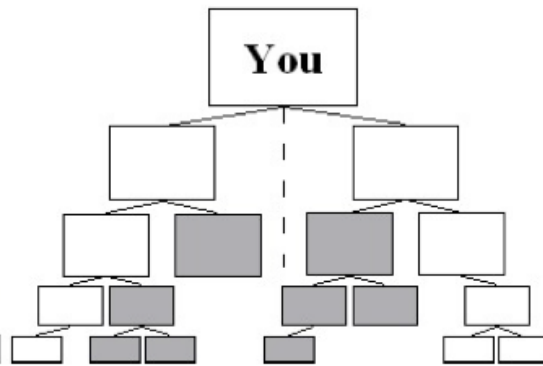
Proper placement strategy in this business is absolutely critical! By utilizing a universal placement strategy within your team, you will motivate the most people by maximizing spillover, which will multiply your ROE (Return On Efforts). Fortunately, it is quite simple to maximize placement strategy.

When placing someone new into your business, **always place him or her, on the outside left or the outside right**. Never place personal sign ups on the inside of someone else. Typically you place them wherever they are needed for you to STAY BALANCED and get closer to your next cycle, but there are situations where this does not apply.

## **CORRECT**



## **NOT CORRECT**



There are two ways for someone to sign up – they can do it by themselves on your website, or you can take their information and sign them up in your back office. We strongly recommend having your prospects fill out a paper application and enter it into the system **yourself**. This controls variables, ensures your prospects get placed in the right spot, and eliminates the possibility of them signing up on the wrong website. When somebody does sign up themselves, they will get placed according to the rules you have set in your back office under “Business Management” – here you can set your “Placement Preference” to Left (outside left), Right (outside right).

**Also, we advise you to personally enroll 3 on your left & 3 on your right & then keep balanced. (Put your first 3 sign ups on the team leg to create some momentum)**