

## WHAT IS RECORD BREAKER?

- It's a TRADITION – a month long focus.
- Beat your best – Challenge, Thrill, THINKING BIG, Pride, Loyalty, Teamwork.
- Bringing out the BEST in others. Your Hosts, yourself and your team.
- One of the 3 big months of the year we ask for 100% activity
- Hosts get the most! Build VIP 3 time a year loyal hosts \$1000 party club.  
Invite them to a December Celebration (first to see and date for Jan)

## WHY DO WE DO IT?

- Launching Pad into the Holiday Selling Season!
- Creates income/debt free cash Christmas (retained profit-bonuses 3<sup>rd</sup> Mon November!)
- Generates a TON of excitement and success stories!
- We learn a lot and grow a lot when we STRETCH ourselves!

## WHEN and HOW do I start building for it? WHY START NOW?

- START NOW – Today we are 6 weeks out! RBM Starts Sept 28.  
3 parties on that first day! Best Hosts! Sept 28-Oct 4
- BIG ROCKS IN FIRST. Start your big picture plan. SET GOAL – Profit/parties.  
3 party Saturday.  
Find 5 Fundraisers. Launch them 3<sup>rd</sup> week of Sept to CLOSE Oct 2.  
Multi Host in the first week. Choose Date/Location  
STOCK UP amp up on SUPPLIES.
- SUCCESS LOVES SPEED and MOMENTUM.
- STEP UP no later than Sept 27. How you finish Sept is title paid in Oct.

## SOME STRATEGY SUCCESS TIPS

- COUNTDOWN PLAN. MEAL PLAN. FAMILY PLAN. Plan work/Work Plan
- CREATE A FAMILY BASED REWARD. Engage them.