



*The 12 Keys to Building  
a SUCCESSFUL  
Network Marketing Business!*



*Analyzing the!*



Dear Business/Potential Business Owner,

Thank you for downloading this report on the activities necessary to build a successful Network Marketing/Direct Selling business. As we know, more and more individuals are looking for an opportunity, and many are selecting the Network Marketing Industry as a cost-effective alternative to a traditional business. We also understand there is a tremendous need for current leaders/trainers in the industry to educate these newly created business owners.

Hi, my name is Joe Silich, I've been involved in the Network Marketing industry for over 30 years. I have also been a licensed vendor providing marketing materials for several large Network Marketing companies for over 20 years. During this time, I have attended hundreds of Super Saturday trainings as well as dozens of National/International training events. I have seen and been trained by many of the leaders throughout the industry.

While being an associate as well as a vendor I have found that there are a set of commitments that if performed on a daily/weekly/monthly basis will increase the rate of success of the Network Marketer enormously.

Please read my story below on how I got started in this industry, and why we developed these activities/commitments. We will analyze each of these commitments and the value of implementing them within your organization.

While analyzing these commitments we will outline the value of the cloud-based application we developed to track these essential activities called Home Biz Books.

We have perfected these commitments and named them "The Strategic Commitments", if you commit to executing and tracking them on a regular basis you and your teams success rate will increase substantially.

## **My Story:**

I was a civil engineer by trade, however, I have always been motivated to participate in a business ownership. Unfortunately, it became very challenging to save enough money to invest in a traditional brick and mortar business while working my job, and supporting a family. Once I was exposed to the Network Marketing industry and the minimal investment it took to get started, I became very intrigued by the opportunity. Finally, after working my engineering job for years the transition from being an W2 employee and into the business world had finally begun...

## **The Exposure:**

A friend of mine invited me to a home-based business opportunity meeting on a Tuesday evening. Again, being an entrepreneur at heart, I was excited to attend the meeting. Wednesday morning, I woke up and owned my own home-based business, and since my friend was new as well we said, “Ok, now what? We had zero experience in a home-based business.

## **I Studied:**

After trial and error, I discovered from seasoned networkers, to build a strong organization, a series of daily, weekly and monthly activities/commitments would need to be incorporated into my business action plan. They taught me by following these commitments I would become a more successful networker. Teaching others to do the same would build a strong successful organization. I took what I learned and refined it into a set of controlled commitments and named them The Strategic Commitments. With many hours of trial and error, plus refinement and implementation of the commitments, we realized that success would be achieved if practiced and tracked properly.

My slogan

“Success will be achieved after mastering a few simple commitments while practicing and tracking them daily”. *Home Biz Books, Inc.*

## **My Dilemma:**

Now realizing The Strategic Commitments was the mechanism to succeed, I had to find something that was going to help me track these commitments. My contacts, exposures, prospects in play, goals, workout partners, weekly meetings, conference calls, my income and expenses all needed to be tracked. It was essential to find an instrument to track the data that these commitments produced.

## **My Search:**

After an extensive search, I found nothing on the market that had the capability to track all these commitments in one application. I found separate programs that tracked my contacts, one for your goals, your exposures, another for personal development, and yet another for your income and expenses. There was NOTHING on the market that would track everything in one easy to use application. There was not one that was specifically geared to the home-based business industry.

## **My Entrepreneurism:**

Being a student, and now a mentor within the industry, (as I stated above I was an entrepreneur at heart) I decided to design and develop an easy to use cloud-based application to track all The Strategic Commitments. Home Biz Books was born!

## **The Application:**

Our approach was simple, and with many hours of dedication we designed and developed a system that is simple, duplicable, interactive and able to track ALL the Strategic Commitments. This application along with our team's dedication will improve your networking business. The Strategic Commitments can supplement any current business plan that you have incorporated within your organization. It will become your team's action plan for success. It's that easy!

## **Our Training:**

We have many years of experience; our coaches/mentors will consistently be available for live webinars, phone consultations, and personal appearances for hands on training of your organization. We will not sign you and your organization up, and just take your hard earned business capital, walk away, and say good luck. We will be there every inch of the way to provide the training and support needed for success.

## **Customer Success:**

Our customers are our number one priority. When you succeed, we feel successful. When we exceed expectations, we feel exceptional. When you're successful, we wonder how we can do even better. We have a win-win approach to your business.

## **Our Team=Your Team:**

Our Team will become part of your team, integrate ourselves into your organization, and coach/mentor you and your team on the capabilities, and effectiveness of Home Biz Books. We'll listen, we'll ask questions, we'll learn – then, together we will modify the Home Biz Books application as needed to fit the needs of your organization. Your suggestions will always be welcomed and encouraged.

**We would like to welcome you to The Strategic Commitments and Home Biz Books, we are here to support your success!!!**



## Strategic Commitment No. 1



There are 1000's of Network Marketing companies, with a multitude of products for purchase, it's critical that you work with a company that has the right mix of products that you can use personally. It's very difficult to sell something or share your opportunity if you don't have pride in what you are representing. We must also build a base of retail customers to purchase our products, which gives us a good ratio of distributors vs customers. This helps the company stay compliant with current FTC regulations and guards the company as being classified as a pyramid.

Some companies have a number of products while some have just several to choose from, if your company has an assortment of products pick the few that you enjoy using and commit to using on a personal level. I can't stress it enough that doing so gives you the confidence you'll need when marketing your products and promoting your business.

## Strategic Commitment No. 2



Make a list of 100 contacts, (Most people have 2 to 3 hundred contacts/family/friends on their Facebook page alone.) There are memory joggers that can help you with adding old acquaintances to your list. Then you can add contacts from your phone, Christmas card list, casual acquaintances, and co-workers. Doing this one commitment and working with your sponsor by contacting each person to peak interest can make an enormous difference in the success or failure of your business.


Once you start exposing them to the products/business nothing will annoy your top list more than constantly bothering them with your business. At your first attempt at showing them your business, you're just trying to peak their interest, however if they say "no," just let them go. In many cases, friends and family who are in your business often come well after the success you achieve.




## Strategic Commitment No. 2

By using Home Biz Books, you can add your contacts into the database, you can then sort them by level of exposure difficulty. You want to start by focusing on exposing people that look up to you and your peers, instead of people you look up to. Then tracking your prospects progress becomes a snap.

### My Contacts



[Click here to add a new contact](#) 


This is a list of your contacts.

You can click on a name to edit the details or initiate a Daily Exposure or a National/International Exposure for today, or click on an email address to email them directly.

Sort by Name or Relation Level by clicking on the column headers.

**Key:**  
**Red** = 7-10 People you look up to  
**Green** = 4-6 People who are your peers  
**Blue** = 1-3 People who look up to you

Name	Phone	Email	Relation
Daniel Beirne	<a href="tel:724-420-7216">724-420-7216</a>	<a href="mailto:dbeirne@yahoo.net">dbeirne@yahoo.net</a>	1
Glenn Bolt	<a href="tel:412-736-4743">412-736-4743</a>	<a href="mailto:gbolt555@comcast.net">gbolt555@comcast.net</a>	3
Brad Burford	<a href="tel:814-221-0247">814-221-0247</a>	<a href="mailto:bradbur@gmail.com">bradbur@gmail.com</a>	8
Boone Business	<a href="tel:412-821-3400">412-821-3400</a>	<a href="mailto:boobus4140@gmail.com">boobus4140@gmail.com</a>	6
Kara Compton	<a href="tel:412-818-1593">412-818-1593</a>	<a href="mailto:kcompton1@gmail.com">kcompton1@gmail.com</a>	3
Nikki Compton	<a href="tel:412-260-5666">412-260-5666</a>	<a href="mailto:ncompton1111@gmail.com">ncompton1111@gmail.com</a>	9
Chang Cumins	<a href="tel:412-744-3797">412-744-3797</a>		3
David Earl	<a href="tel:412-585-9874">412-585-9874</a>		3
Mike Earl	<a href="tel:412-401-5666">412-401-5666</a>	<a href="mailto:emike502@yahoo.com">emike502@yahoo.com</a>	3
Joyce Goding	<a href="tel:412-652-9873">412-652-9873</a>		5
Oliver Green	<a href="tel:917-291-5219">917-291-5219</a>	<a href="mailto:green0@aol.com">green0@aol.com</a>	3
Dorthy Greneland	<a href="tel:412-554-6258">412-554-6258</a>		6
Shela Jurek	<a href="tel:724-989-6309">724-989-6309</a>		8
Maye Kenworthy	<a href="tel:724-885-3214">724-885-3214</a>		6
Kathy Matthews	<a href="tel:412-720-1177">412-720-1177</a>	<a href="mailto:katmat@gmail.com">katmat@gmail.com</a>	5





## Strategic Commitment No. 3



Leaders in any business teach us to establish a set of goals for the business. The goals we teach, and need to track for Network Marketers are:

Why are you building your business? (Reason why are you in this business)

What income do you hope to achieve? (First Month, Six Months and One Year)

How many hours will you commit! (Daily, Weekly and Monthly)

How many exposures do you plan to make?

How many Customers do you plan on acquiring?

How many Distributors do you plan to sponsor?

When will you achieve the following positions?

Writing these goals down was always the easy part, however the CHALLENGE has always been TRACKING these goals. On the next page I will show you how easy it is to track this information with Home Biz Books.

# Strategic Commitment No. 3

By using Home Biz Books not only can you enter your goals, as you enter your information the application tracks your actual accomplishments!

## My Goals

Use this area to view the goals you set for yourself with your business. You may update these at any time by clicking 'edit'.

These goals are unique to you. This information is not sent to anyone else and it is not possible for your Coach or any of your Accountability Partners to view them.

Entering your goals here provides you with a easy way to measure how well you're doing, as they work with the rest of your HBB System to create reports that help you track the actual impact of your business activities verses the goals you have set.

### Why are you building your business?

To travel more, work part time, pay off debt and spend more time with my Grandkids while earning extra income to help them through college.

edit

### What income do you hope to achieve?

edit

Next 30 days:	Next 6 months:	By one year:
<input type="text" value="500"/>	<input type="text" value="12000"/>	<input type="text" value="30000"/>
Actual Income: \$575.65	Actual Income: \$5,549.58	Actual Income: \$23,599.87

### How many hours will you commit?

edit

Each day:	Each week:	Each month:
<input type="text" value="2"/>	<input type="text" value="14"/>	<input type="text" value="60"/>
Daily Average: 1.68hrs	Weekly Average: 11.74hrs	Monthly Average: 51.05hrs

### How many exposures do you plan to make?

edit

Each day:	Each week:	Each month:
<input type="text" value="2"/>	<input type="text" value="14"/>	<input type="text" value="60"/>
Daily Average: 0.90	Weekly Average: 6.29	Monthly Average: 27.34

### How many Customers do you plan on acquiring?

edit

Each week:	Each month:
<input type="text" value="4"/>	<input type="text" value="12"/>
Weekly Average: 1.78	Monthly Average: 7.75

### How many Distributors do you plan to sponsor?

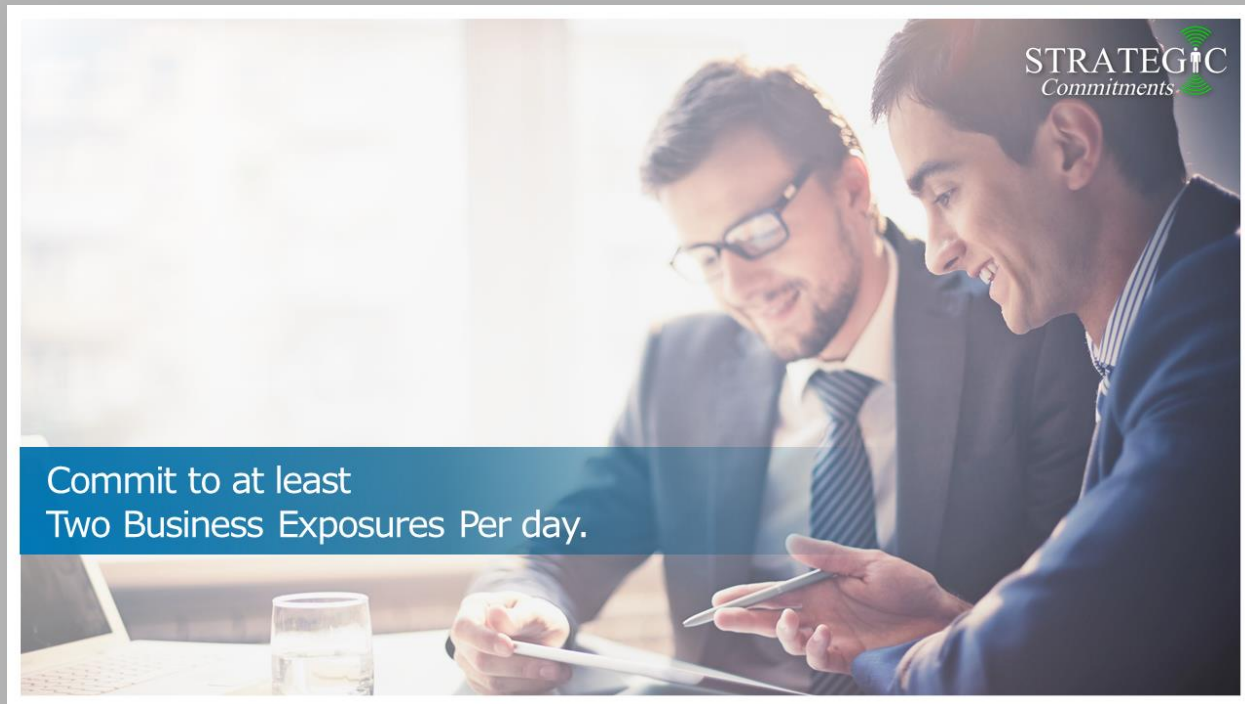
edit

Each week:	Each month:
<input type="text" value="2"/>	<input type="text" value="6"/>
Weekly Average: 1.28	Monthly Average: 5.58

### When will you achieve the following positions?

Executive Director (ED):	<input type="text" value="N/A"/>
	edit
National Director (ND):	<input type="text" value="N/A"/>
	edit
Senior Vice President (SVP):	<input type="text" value="N/A"/>
	edit

## Strategic Commitment No. 4



The heart of the network marketing industry and your business is exposing people, by bringing new activity into your organization that provides the growth needed to sustain a profitable business.

You need to commit to at least 2 business/product exposures a day. This means not contacting the same 2 people over and over, but contacting 2 new people that you have not had the opportunity to see and present your company to.

There are several excellent ways to expose new prospects to your business/products, most companies have sales tools in place along with your team's exposure methods. Imagine what would happen within a year if you had over 700 new exposures in your business. And your whole organization was committed to do duplicating your efforts.

## Strategic Commitment No. 4

Using Home Biz Books, it's very easy to enter all the information needed for your exposures. The best part is that with the application you can enter a follow-up date and time, the system then reminds you to do the follow up.

**Daily Exposures. March 13th, 2018**

✕ Cancel

*Prospect's Name:*  
Mike Howard

*Phone Number:*


*Cellphone Number:*  
724-569-8520

*Email Address:*  
mikehoward1982@gmail.com

*Address:*



*City:* Murrysville *State:* PA *Zip:*

*Notes:*  
Wife Karen 2 Kids (Mike Jr. Ashley), Engineer, Likes to Golf, Needs extra income for college and retirement.



*Followup Date:*  (Click to set)  
**March 17th, 2018.**

*Best Time to Call:*  
7:00

*Methods of Exposure:*  
☐ 3 Way Call  
☐ Business Briefing  
☐ Business Card  
☐ Conference Call  
☐ DVD/CD  
☐ Home Meeting/Party  
☐ Information Packet  
☐ Online Webinar  
☐ Pre-Recorded Call  
☒ Sitdown (Flipchart, Brochure, Etc.)  
☐ Social Media  
☐ Website  
☐ Other

 **March 2018** 

Su	Mo	Tu	We	Th	Fr	Sa
25	26	27	28	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
1	2	3	4	5	6	7

 Expense  Save

## Strategic Commitment No. 4

Home Biz Books allows you to view your personal activities calendar where you can see the exposures you have or have not contacted throughout the month, exposures that need follow-up action, plus other key activities that we will cover in the following commitments.

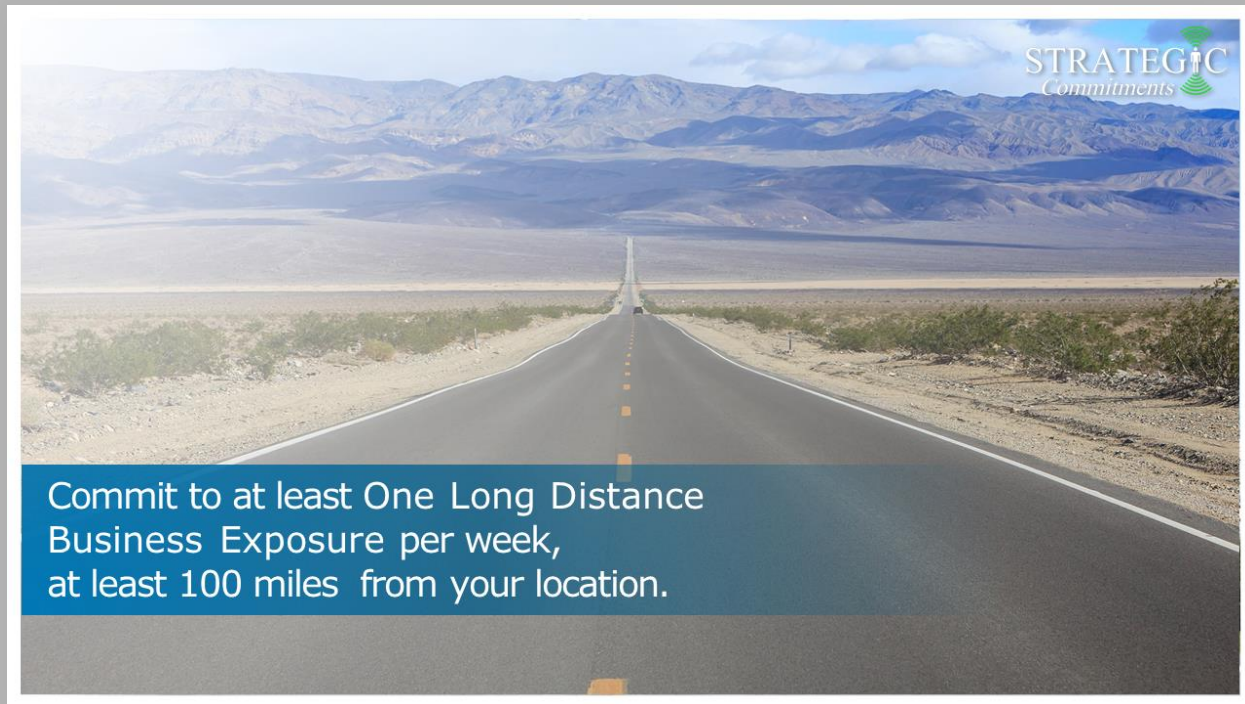
Sun	Mon	Tue	Wed	Thu	Fri	Sat	Weekly Tasks
✓ ⚠	✓ ✗	✓ ✓	✓ ✓	✓ ✗	✗ ✓	✓ ✗	
1	2	3	4	5	6	7	CML
✓ ✓	✓ ⚠	✓ ✓	✗ ✗	✓ ⚠	✗ ✗	✓ ✗	
8	9	10	11	12	13	14	CML
✓ ✗	✓ ✓	✓ ✗	✗ ⚠	✓ ⚠	✓ ✗	✓ ✓	
15	16	17	18	19	20	21	CML
✓ ⚠	✓ ⚠	✓ ✗	✗ ✗	✓ ⚠	✓ ✗	✗ ✗	
22	23	24	25	26	27	28	✓
✗ ✗	✗ ✗	✓ ✗	✓				
29	30	31					✗

Legend - What it all Means	
✓	Objective completed on time.
⚠	Completed on time, follow up now required.
✗	Objective not completed on time. Please note however you have up to 14 days to update this information.
C	Weekly Task - Conference Call
M	Weekly Task - Weekly Meeting
L	Weekly Task - National/International Exposure
<b>Note:</b> For Weekly Tasks, green = full amount completed, yellow = partially complete.	

Legend - How You're Doing	
Daily Exposure 1	✓
Daily Exposure 2	✓
	24
	Personal Development



## Strategic Commitment No. 5



To be successful, you must be willing to expose prospects in other states. Think of the possibilities of building organizations throughout the United States and possibly worldwide. Then as you travel to these locations for training and mentoring, part or all of your trip can be classified as a business expense.

When you start building out of state first check with your company/sponsor to see if there are other successful distributors in the area to help support your efforts. It's much easier and cheaper for you to send your prospects, and hopefully new recruits to weekly meetings, trainings, and Super Saturday events that are already in place.

On the opposite side, you must be ready to support new prospects that other distributors send to your events, (remember we are a team). We must assist each other for all of our continued success.

# Strategic Commitment No. 5

Since your Long Distance Exposure is a weekly task it shows up in the right hand side of your activities calendar, if the task isn't completed you'll get a red L for not complete, if you complete the task you'll see the green L.

Sun	Mon	Tue	Wed	Thu	Fri	Sat
✓ ✗	✓ ✗	✓ ✓	✓ ✓	✓ ✓	✓ ✗	✓ ✗
1	2	3	4	5	6	7
✓ ✗	✓ ✓	✓ ✗	✓ ✓	✓ ✓	✓ ✗	✓ ✓
8	9	10	11	12	13	14
✓ ✓	✓ ✗	✓ ✓	✓ ✓	✓ ✓	✓ ✓	✓ ✗
15	16	17	18	19	20	21
✓ ✓	✓ ✗	✓ ✓	✓ ✓	✓ ✓	✓ ✗	✓ ✗
22	23	24	25	26	27	28
✓ ✗	✓ ✓	✓ ✗				
29	30	31				

Weekly  
Tasks

CML

CML

✓

✓

CML

## Legend - What it all Means

- ✓ Objective completed on time.
  - ⚠ Completed on time, follow up not required.
  - ✗ Objective not completed on time. Please note however you have up to 14 days to complete the task.
  - C Weekly Task - Call
  - M Weekly Task - Meeting
  - L Weekly Task - National/International Exposure
- Note:** For Weekly Tasks, green = full amount completed, yellow = partially complete.

## National/International Exposures. March 13th, 2018

Prospect's Name:

Sue Williams

Phone Number:

Cellphone Number:

615-852-9625

Email Address:

suewill1005@yahoo.com

Address:

101 Plainfield Dr.

City:

Nashville

State:

TN

Zip:

37202

Notes:

Moved to Nashville in 2007, Hair stylist, never married.

✗ Cancel

Followup Date: (Click to set)

March 15th, 2018.

Best Time to Call:

9:00

Methods

☐ 3 W

☐ Busi

☐ Busi

☐ Con

☐ DVD

☐ Hom

☐ Info

☒ Onli

☐ Pre-Recorded Call

☐ Sitdown (Flipchart, Brochure,

Etc.)

☐ Social Media

☒ Website

☐ Other

\$ Expense

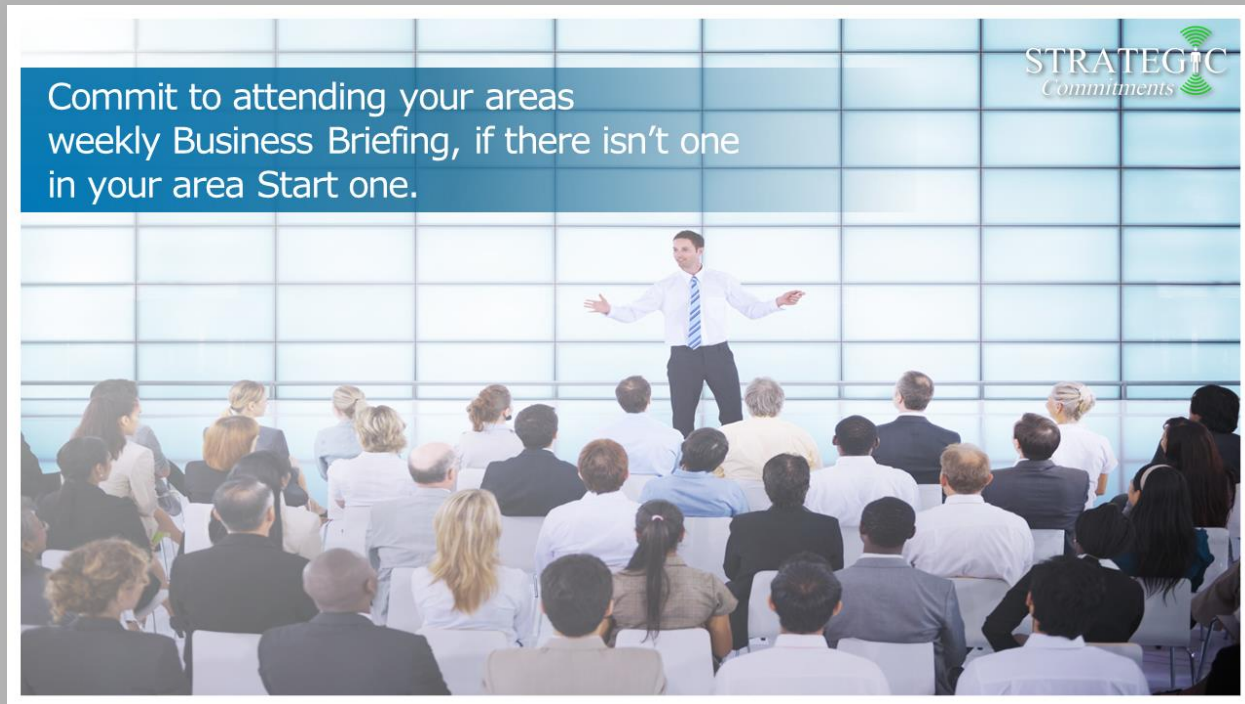
Save

March 2018

Su	Mo	Tu	We	Th	Fr	Sa
25	26	27	28	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
1	2	3	4	5	6	7



## Strategic Commitment No. 6



Your weekly business briefing is an excellent place to expose new prospects to your business. You must be committed to attending all your weekly business briefings. At these events you're going to obtain the necessary support to keep you engaged in your business, as well as supporting the meeting.

If you are in an area that does not have a weekly business briefing you need to undertake the task of starting one (for your team and your company). To do this inexpensively, start the weekly meeting in your home, once you build the meeting into enough distributors then you can move into a space that has some costs.

## Strategic Commitment No. 6

Again, being a weekly task, your meeting indicator shows up on the right side of the Activities Calendar. If the task isn't marked completed you'll get a **red M** for not complete, if you complete the task you'll see the green **M**.

Sun	Mon	Tue	Wed	Thu	Fri	Sat
✓ ✗	✓ ✗	✓ ✓	✓ ✓	✓ ✓	✓ ✗	✓ ✗
1	2	3	4	5	6	7
✓ ✗	✓ ✓	✓ ✗	✓ ✓	✓ ✓	✓ ✗	✓ ✓
8	9	10	11	12	13	14
✓ ✓	✓ ✗	✗ ✓	✓ ✓	✓ ✓	✓ ✓	✓ ✗
15	16	17	18	19	20	21
✓ ✓	✓ ✓	✓ ✓	✓ ✗	✓ ✓	✗ ✓	✓ ✗
22	23	24	25	26	27	28
✓ ✗	✓ ✓	✓ ✗	✓ ✓	✓ ✓	✓ ✗	✓ ✗
29	30	31				

**Weekly Tasks**

G M L

G M L

✓

✓

G M L

**Legend - What it all Means**

- ✓ Objective completed on time.
- ⚠ Completed on time, follow up required.
- ✗ Objective not completed on time. Please note however you have up to 14 days to complete this information.
- G Weekly Task - General Call
- M Weekly Task - Weekly Meeting
- L Weekly Task - National/International Exposure

**Note:** For Weekly Tasks, green = full amount completed, yellow = partially complete.

### Weekly Meetings. March 8th, 2018

✗ Cancel

Meeting Location:

Holiday Inn Express

Parties Present / Notes:

Guest speaker Bill Monroe,  
Super Saturday March 31st,  
New promotions for April will be  
announced at the event.

Type of Meeting:

- ☐ Executive Luncheon/Dinner
- ☐ Home Meeting/Party (PBR)
- ☐ International Event
- ☐ Leadership Training
- ☐ Local Event
- ☐ National Event
- ☐ Online Meeting/Webinar
- ☐ Regional Event
- ☐ Team/System Training
- ☒ Weekly Business Briefing
- ☐ Other

\$ Expense

Save

## Strategic Commitment No. 7



Commit to listening to weekly company/team Conference/Training Calls.

Weekly conference calls are a valuable tool and very important to your business. This is your best resource for acquiring company/team information. There you will hear from officials, leaders, and top earners in your company. You will also learn the business tips, and tricks from the successful people in your organization and company.

Once you become a team leader, and start hosting your own conference calls, it will get you and your team motivated for positive growth in your business.

# Strategic Commitment No. 7

Once again, being a weekly task, your conference call indicator shows up on the right side of the Activities Calendar. If the task isn't completed you'll get a red C for not complete, if you complete the task you'll see the green C.

Sun	Mon	Tue	Wed	Thu	Fri	Sat	Weekly Tasks
				✓ ✓ 1	✓ ✓ 2	✗ ✓ 3	✓
✓ ✓	✓ ✗	✓ ✓	✓ ✗	✓ ✓	✓ ✗	✓ ✓	CML
4	5	6	7	8	9	10	
✓ ✓	✓ ✗	✗ ✗	✓ ✓	✓ ✓	✓ ✓	✓ ✓	CML
11	12	13	14	15	16	17	
✓ ✗	✓ ✓	✗ ✓	✓ ✓	✓ ✓	✓ ✓	✗ ✓	✓
18	19	20	21	22	23	24	
✗ ✗	✓ ✗	✓ ✗	✗ ✓	✓ ✓	✓ ✗	✓ ✗	CML
25	26	27	28	29	30	31	

Legend - What it all Means	
✓	Objective completed on time
⚠	Completed on time but follow up now required.
✗	Objective not completed on time. Please note however you have up to 14 days to update this information.
C	Weekly Task - Conference Call
M	Weekly Task - Weekly Meeting
L	Weekly Task - National/International Exposure
<b>Note:</b> For Weekly Tasks, green = full amount completed, yellow = partially complete.	

Conference Calls. March 14th, 2018

Time of Call:

9:00

Notes:

John talked about the power of getting all of our team members on the conference calls. We did a training on the 4 basic types of conference calls, Basic Training, Leadership Training, Promotions and General company information.

Expense

Save



## Strategic Commitment No. 8



Commit to attending all company "Super Saturdays", "Regional Events" & "Major Corporate Events".

Attending these major events, you will gain valuable information on new products and services, compensation plan updates, and promote team building. You also get to experience and interact with corporate staff and company leaders. All this builds the confidence and excitement that you need to take your business to the next level.

# Strategic Commitment No. 8

We treat any meeting as our weekly meeting and with Home Biz Books you can track all your meetings in one simple location.

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			✓	✓	✓	✓
			1	2	3	4
✓	✓	✓	✓	✓	✓	✓
5	6	7	8	9	10	11
✓	✓	✓	✓	✓	✓	✓
12	13	14	15	16	17	18
✓	✓	✓	✓	✓	✓	✓
19	20	21	22	23	24	25
✓	✓	✓	✓	✓	✓	✓
26	27	28	29	30	31	
✓	✓	✓	✓	✓	✓	

Weekly Tasks

CML

✓

✓

CML

✓

Legend - What it all Means

Objective completed on time.

⚠ Completed on time, follow-up required.

✗ Objective not completed on time. Please note however you have up to 14 days to update this information.

G Weekly Task - Group Call

M Weekly Task - Weekly Meeting

L Weekly Task - National/International Exposure

**Note:** For Weekly Tasks, green = full amount completed, yellow = partially complete.

## Weekly Meetings. March 18th, 2018

✗ Cancel

Meeting Location:

Las Vegas Nevada (MGM Hotel)

Type of Meeting:

- ☐ Executive Luncheon/Dinner
- ☐ Home Meeting/Party (PBR)
- ☐ International Event
- ☐ Leadership Training
- ☐ Local Event
- ☒ National Event
- ☐ Online Meeting/Webinar
- ☐ Regional Event
- ☐ Team/System Training
- ☐ Weekly Business Briefing
- ☐ Other

Parties Present / Notes:

Great Nationals see my notes journal for specific notes on the complete event.

\$ Expense

Save

## Strategic Commitment No. 9



Like any business you're going to have peaks and valleys. It is critical to have a support team to iron out these peaks and valleys. You, and your workout partners should hold each other accountable. Knowing your workout partners goals, you will be able to work together and achieve your goals as a team. It is very important that your workout partners support you in a positive way, being tough enough to call you out and guide in the right direction.

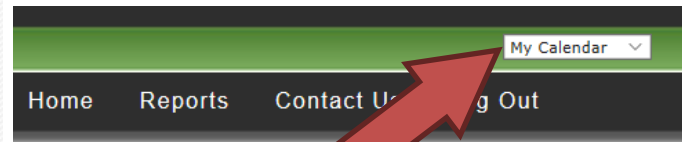


## Strategic Commitment No. 9

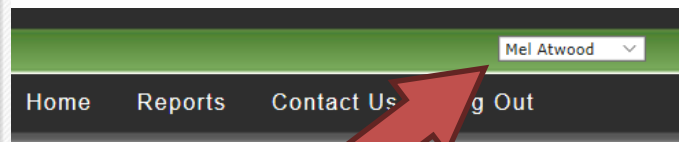
With Home Biz Books not only can you visually view your Activities Calendar, but you can also cross reference and view your Workout Partners Activities Calendar as well. (You can have up to 10 Workout Partners/Groups) within Home Biz Books. Then if you're a leader and coaching your team you can cross reference and view as many distributors in your organization that make you their coach.

Sun	Mon	Tue	Wed	Thu	Fri	Sat	Weekly Tasks
			✓ ✓	✓ ✗	✓ ✓	✓ ✗	
			1	2	3	4	CML
✓ ✓	✓ ✗	✓ ✓	✓ ✓	✓ ✗	✓ ✗	✓ ✓	✓
5	6	7	8	9	10	11	
✓ ✗	✓ ✗	✓ ✓	✓ ✓	✓ ✗	✓ ✓	✓ ✗	✓
12	13	14	15	16	17	18	
✓ ✗	✓ ✗	✓ ✓	✓ ✓	✓ ✗	✓ ✓	✓ ✓	✓
19	20	21	22	23	24	25	CML
✓ ✗	✓ ✓	✓ ✓	✓ ✗	✓ ✗	✓ ✗	✓ ✗	
26	27	28	29	30	31		✓

### Your Activities Calendar

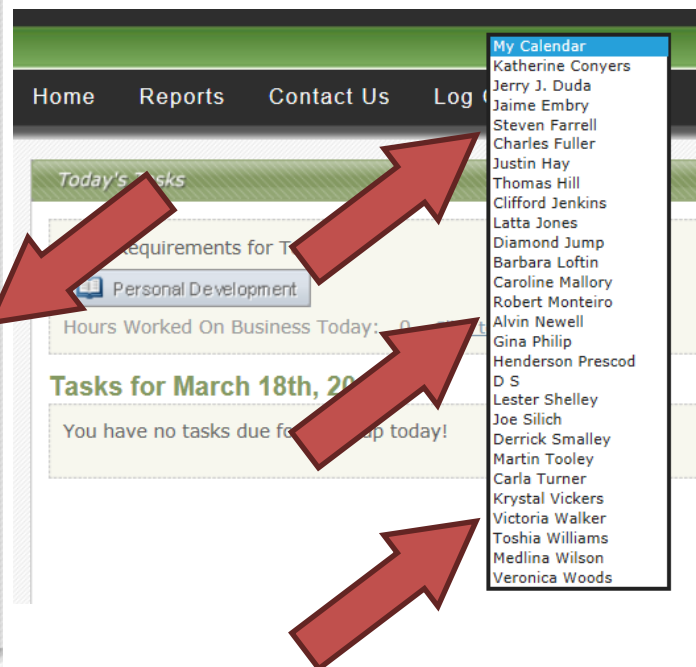


### Your Workout Partners Calendar



Sun	Mon	Tue	Wed	Thu	Fri	Sat	Weekly Tasks
					✗ ✗	✗ ✗	
					1	2	✗
✗ ✗	✗ ✗	✗ ✗	✗ ✗	✗ ✗	✗ ✗	✗ ✗	✗
3	4	5	6	7	8	9	
✗ ✗	✗ ✗	✗ ✓	✓ ✓	✓ ✗	✓ ✓	✓ ✓	CML
10	11	12	13	14	15	16	
✓ ✓	✗ ✓	✓ ✗	✓ ✓	✓ ✗	✓ ✓	✗ ✓	✓
17	18	19	20	21	22	23	
✓ ✓	✓ ✗	✓ ✓	✓ ✓	✓ ✗	✓ ✗	✓ ✗	CML
24	25	26	27	28	29	30	

### Your Coaching Networks Calendars



## Strategic Commitment No. 10

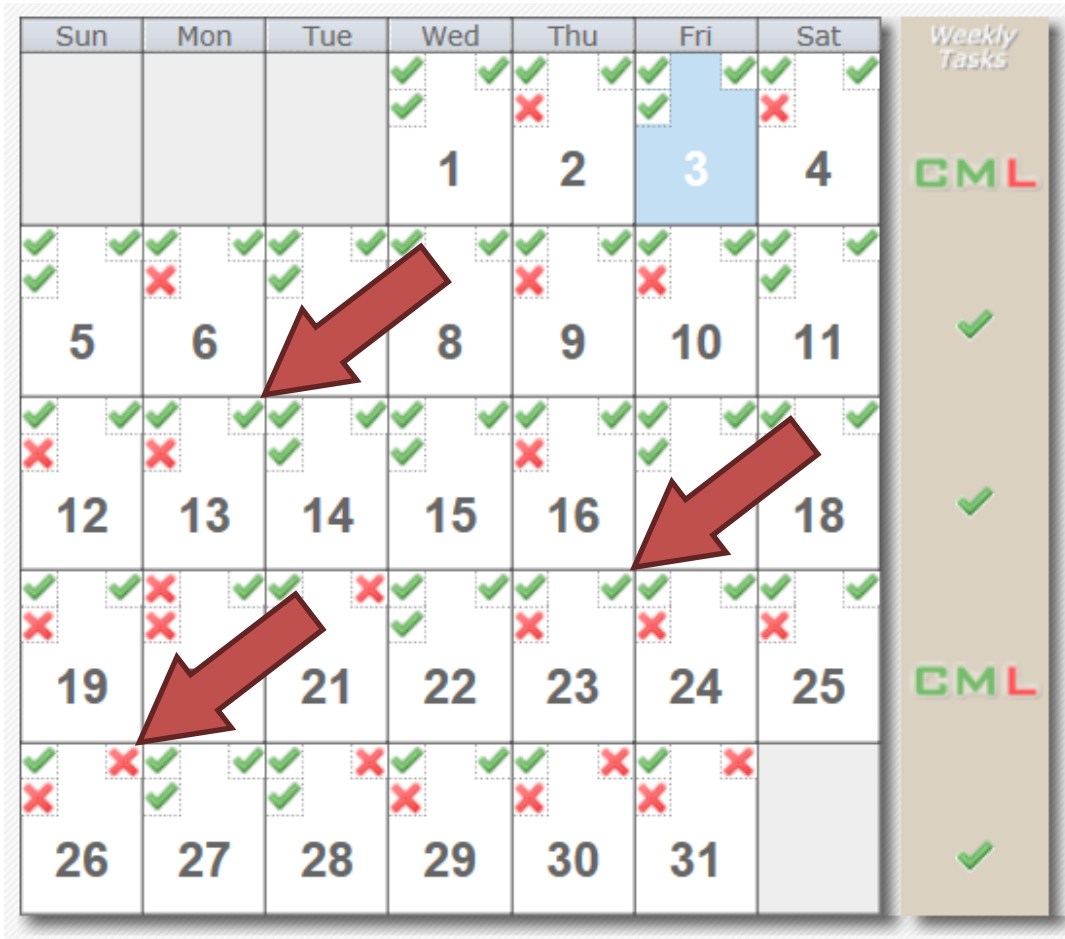


Commit to daily  
Personal Self Development /  
Team Development.

A personal development plan will help you achieve your goals, and the success you deserve in your business. You need to work on developing yourself into the type of person that others want to be in business with. You must take personal development seriously by taking courses, learning new skills, or reading 15 pages of a personal development book every day. This all will make you a better business leader, and prepare you for everything your business throws at you with more ease and confidence.

# Strategic Commitment No. 10

With Home Biz Books you can easily input your personal development activities and they will automatically track on you Activities Calendar.



**Today's Tasks**

Daily Requirements for Today

Hours Worked On Business Today: 2.5 [Click to Update](#)

**Tasks for March 18th, 2018:** [Expand this view](#)

**New Tasks Today:**

[Daily Exposure followup from March 16th, 2018.](#)

Bill Phillips

**Controlled Daily Exposures**

**Weekly Meetings & Trainings**

**Conference Calls**

**National / International Exposures**

**Legend - How You're Doing**

Daily Exposure 1 ☒ ☒ Personal Development

Daily Exposure 2 ☒ ☒

24

**Personal Development Notes**

**Personal Development Notes:**

Read Pages 50-65 of the Slight Edge

[Save](#)

## Strategic Commitment No. 11



Think about it! Most people that enter the network marketing industry have worked their jobs for the past 20-30 years. Then like me they get invited to a Tuesday evening business opportunity meeting. You wake up Wednesday morning owning your own business. We must learn and teach these new distributors the value of tracking their business's income and expenses. In the past, it has been a challenge tracking your income and expenses. It is also easy to put it off and try to do it later. Later in the presentation, I will show you how easy this task can be completed, with minimal time commitment.

## Strategic Commitment No. 11

With Home Biz Books it's very easy to track your Income and Expenses, this way you do not miss any deductions allowed by the IRS. Not only can you add your monthly expenses, but as you add your exposures/meetings you can add those expenses right at that time so not to forget them in the future.

**My Income and Expenses** ✕

Add an Income/Expense Item

Amount: \$

Income or Expense?   
 Expense ▾

**Select -**

- Advertising
- Air Fare
- Bank Charges
- Books, Publications
- Bus and Taxi Fares
- Business Association
- Business Opportunity Meeting
- Cell Phone
- Computers
- Entertainment
- Home Biz Books Fee
- Home Office
- Home Office Maintenance
- Home Office Supplies
- Home Office Utilities
- Home Phone
- Insurance
- Internet Access
- Laundry Services
- Legal Fees
- Lodging
- Marketing Supplies
- Meals
- Membership Fees
- Mileage
- Parking
- Postage
- Prizes, Awards
- Tolls

March 2018

Su	Mo	Tu	We	Th	Fr	Sa
25	26	27	28	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
1	2	3	4	5	6	7

s, Inc. Al and Conditions

Only the expenses that are used by Home Based Business Owners!



# Strategic Commitment No. 11

Home Biz Books has built in calculators for every expense that needs a calculation!

The screenshot shows the Home Biz Books interface. On the left, under the 'Expenses' heading, there is a form with an 'Amount:' field containing '\$ 18.53' and a 'Required For:' dropdown menu set to 'Mileage'. A red arrow points to this section. In the center, a 'Calculator' dialog box titled 'Mileage Calculator' is open. It contains fields for 'Date:' (2018), 'Mileage rate:' (\$0.545), 'Beginning Odometer Reading:' (52125), 'Ending Odometer Reading:' (52159), and 'Miles this trip:' (34). A 'calculate' button is at the bottom right of the dialog. A red arrow points to the 'calculate' button. On the right, another 'Calculator' dialog box is shown, identical to the one in the center, with a red arrow pointing to its 'calculate' button. A 'Save' button is visible at the bottom right of the main interface.

While doing your controlled exposures NEVER miss those deductions!

The screenshot shows the 'Today's Tasks' section of the Home Biz Books interface. Under the 'Controlled Daily Exposures' heading, there is a form for 'Dave Cooper'. The form includes fields for 'Cellphone:' (724-965-8525), 'Followup:' (Mar. 24th, 2018), and 'Method(s) of Exposure:' (Sitdown (Flipchart, Brochure)). Below these, the 'Expenses:' section lists three items: '\$18.53 for Mileage', '\$7.50 for Tolls', and '\$37.50 for Meals'. A red arrow points to the '\$18.53 for Mileage' entry. Below the list, a dashed line separates the items from the total, which is '\$63.53 Total'. A 'Follow Up Details' button is located at the bottom right of the form. At the bottom of the interface, there are three sections: 'Weekly Meetings & Trainings', 'Conference Calls', and 'National / International Exposures'.

## Strategic Commitment No. 12

Commit to working your business for at least one year "See You Here in a Year" in a "professional manor" using:

**STRATEGIC Commitments**

**HOME**BIZ**BOOKS**  
TRACK YOUR BUSINESS  
**GROW**  
YOUR BUSINESS

to "Track All Your Strategic Commitments"

[www.homebizbooks.com](http://www.homebizbooks.com)



The problem is most people quit within a couple of months without even getting started in their new business.

Think about this, have you ever seen contractors putting up a new building? They are down in that deep hole for months, you wonder what the heck are they doing down there, well there building the foundation of the building. Without a solid foundation the building will collapse.

Just like your first six months in your new business, your building your foundation, learning about your products and services, the compensation plan, the presentation, working on your personal development and mastering The Strategic Commitments. And if you quit in the first couple months you never get your foundation built, and never see the end results that can change your life forever.

*This is the reason you need to commit to your business for a year.*



Same as with the building, all of the sudden, you look up and it's done, you say wait, it took them 6 months down in that hole laying the foundation, and only a couple months to build the rest???

Just like the building, if you commit to your business for a year, you will see the most progress in the second 6 months and beyond, by then you will have built a solid foundation for your business. After a year, you can re-evaluate your business and see where you stand, and if you want to continue. I can guarantee you that if you actively work The Strategic Commitments for a year, the results will amaze you.

Now, in commitment 12, you want to perform in a professional manner, while treating your company staff, field leaders, organization, new prospects and everyone you meet with respect.

As you can see most of these commitments are very easy to apply. A few of these may take a little time to master. Like my quote says "Success will be achieved after mastering a few simple commitments while practicing and, tracking them daily". The key word is tracking, Home Biz Books is the mechanism I have developed to easily assist you in tracking ALL of the commitments daily, weekly and monthly.



## *Analyzing the Top Home Business Tax Write-Offs!*



*And how Home Biz Books can help  
make sure you capture every deduction  
your entitled too!*

## Top Home Business Deductions

In the next section, we will analyze the top Home-Based Business deductions. Home Biz Books will always be looking for the best deductions that the tax code has to offer, and will be delivering this information to you on a timely basis to keep you up to date on what you can take as a business expense.



## Home Office



One of the most popular deductions is your home office deduction, as you are working your home-based business there's a 99% chance you will have a Home Office. There is a calculation to figuring out your home office deduction that your new distributors will have no idea how to calculate. We know the best methods of calculating this deduction and have developed a calculator to handle this menacing task.

Starting in 2013 the IRS came up with the simplified option, you just deduct \$5 per square foot of your home office, with a maximum write-off of \$1,500 (which works out to a limit of 300 square feet) on Schedule C. You can still deduct office expenses such as supplies and advertising on Schedule C and all of your mortgage interest and property taxes, if you itemize, on Schedule A.

## Business Mileage



Another popular business deduction is your business mileage, each year the IRS gives business owners a rate at which each business mile can be calculated and deducted. In 2017 this rate is .535 cents per mile, so let's figure this out, say you drive a total of 18 miles for a business exposure, how much can you write off for your business deduction? 18 Miles times .535 cents, how much is that???? Pretty hard to figure out in your head... Yea, I know what you're saying, why don't they just round it off to .53 or .54 cents, well that's our federal government at work... the 18 miles is a \$9.63 deduction, our application does all the work for you and your distributors. And of course, we plug in the new mileage rate year after year, so you don't have to worry about tracking this rate.

## Cell/Home Phones



If you're working your business effectively and following the Strategic Commitments, you will be using your cell/home phone more than 50% of the time for business. And of course, the IRS has given us a calculation for this expense, we have built this calculation into the application to easily figure out your monthly cell phone expense and deduction.



## Business Meals



Another major business deduction is your business meals, as you work your business you will be sitting down with prospects and distributors having a coffee, maybe lunch or even dinner, these expenses can be deducted. Then as you sit down with your significant other/business partner and plan on the following weeks activities that can be a deduction as well. To write it off, there must be some substantial business discussion before, during, or directly after the meal. If you expect to get some income or business benefit from providing the meal, it also qualifies as a deduction. As with travel-related meals, you can only deduct 50 percent of meals as entertainment expense. We will be here to help you with the rules and calculations you need for this business expense.

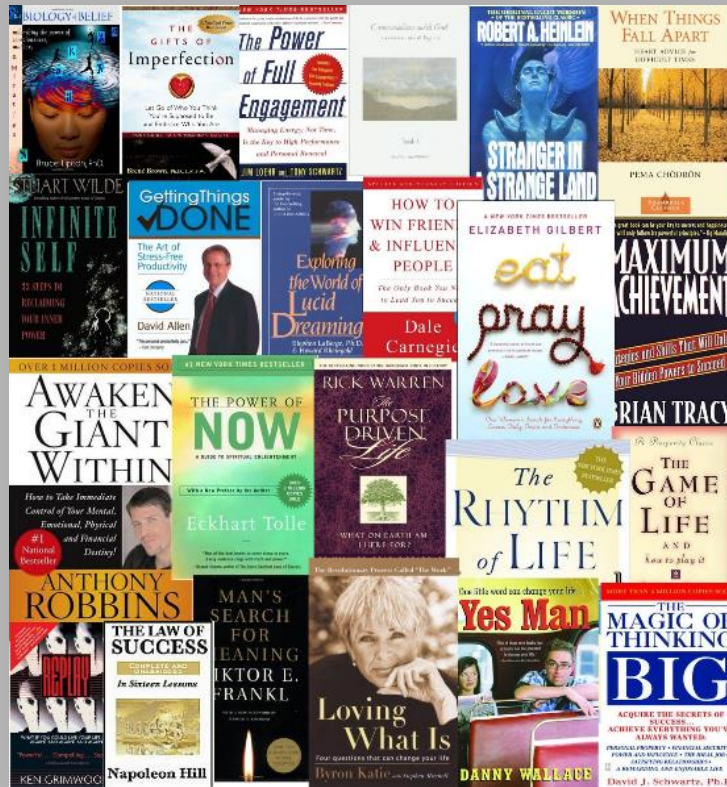


## Marketing/Business Supplies



Of course, essential to all businesses including Home Based are your office and marketing supplies. While running your business all your marketing supplies, advertising and business supplies are tax deductible, we will assist you in the best way to take these tax deductions.

## Personal Development



Like I said earlier your personal development is one of the keys to your business success, as well as your life achievements in general. All your personal development books, CDs and seminars are fully tax deductible.

## Computer/Business Equipment



The IRS is constantly changing the rules on business equipment, we will be constantly evaluating the rules laid out by the IRS and giving you the best way to deduct your equipment expenses.

# Business Travel



Any time you travel for business, these expenses are deductible, like I said earlier once you start building your organization across the country, and possibly worldwide, you can travel to these locations, and claim the trip as a business deduction. This is by far a great home-based business deduction.

## Hire your Child



Building a large organization is fantastic, and the money is great, but it does come with some time challenges. There may be a need for you to hire an assistant to help you with some of the administrative tasks, taking messages, schedule meetings, making appointments, some social media tasks, and run some of the errands you will be too busy to handle. Your children can help you with these day to day needs, and also be a great tax savings as they would be your employee.



## In Conclusion



With countless years of Network Marketing experience I understand what it takes to be successful. I have built organizations of 100's of distributors and 1000's of customers, as well as being a licensed vendor providing marketing materials for several large successful companies. I have searched the internet in and out and have found nothing that compares to the capability of the Home Biz Books application.

I am sure you see the value in implementing Home Biz Books into your organization, and like I said in my story. Our coaches/mentors will consistently be available for live webinars, phone consultations, and personal appearances for hands on training of your organization. We will not sign you and your organization up, and just take your hard earned business capital, walk away, and say good luck. We will be there every inch of the way to provide the training and support needed for success.

If you have any questions or would like a personal overview webinar please contact me at:

Joe Silich/CEO  
Home Biz Books, Inc.  
855-392-6657  
855-EZBOOKS



# STRATEGIC

*Commitments*



*Track your entire business along with  
The Strategic Commitments*

*with*

*[www.homebizbooks.com](http://www.homebizbooks.com)*

*Only \$17.95 a Month*

*(Only .59 cents a Day!!!)*

*Save even more money and get a  
annual subscription for only \$179.95*