



Income Producing Activities

- ▶ Holding a party or facial
- ▶ Booking a party or facial
- ▶ Calling for reorders
- ▶ Networking for leads by phone or out-and-about
- ▶ Presenting the marketing plan
- ▶ Confirming appointments
- ▶ Pre-profiling party guests
- ▶ Follow-up with party guests or interviews
- ▶ Follow-up with team members
- ▶ Follow-up with hostess
- ▶ Coaching
- ▶ Filling orders to mail that day
- ▶ Calling customers on your Preferred Customer Mailing
- ▶ Listening to recordings while cooking dinner, doing your making-up, driving, etc
- ▶ Setting daily goals (6 most important things list)
- ▶ Attending special company functions with a guest or husband, friend, etc.
- ▶ Having a booth at a show or event and handing out cards and brochures and collecting names and numbers

Best way to succeed in your business is to focus on Income Producing Activities (IPA's).

A good question to ask yourself...
“is what I'm doing making me money or moving my business forward?”

The following are important but are not IPA's

Paperwork of any kind

Organizing product

Ordering product or business supplies

Setting goals

Filling out weekly sheets

Reading

Creating/mailing packets

Making copies

Cleaning office

Bookkeeping

Labeling product or brochures

Practicing (dialogues, smiling, etc.)

Organizing customers info

Addressing birthday cards, brochures, etc.