

# DYB SYSTEM

## 1 ALL STAR TEAM

### AllStarTeam

- Annual Team party
- Monthly breakfast
- Daily Encouragement
- Hire for Character
- Weekly Bonuses

**Above The Line (Philosophy)**

- Ownership
- Accountability
- Responsibility

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- Blame
- Excess
- Denial

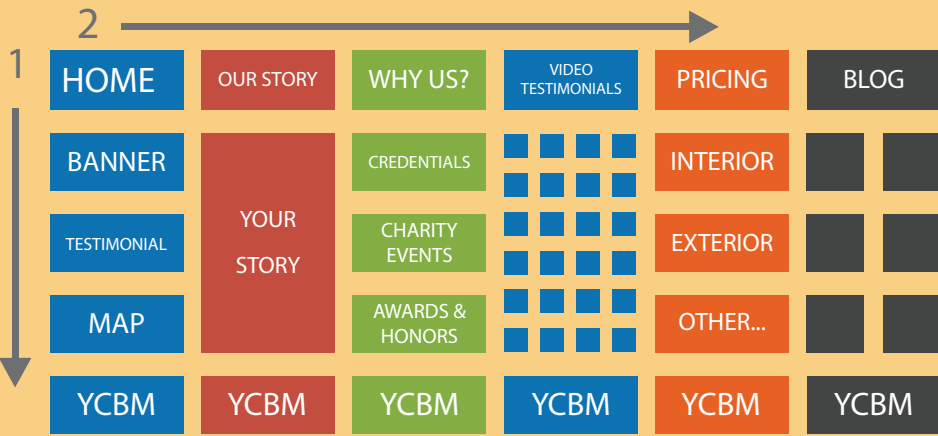
## 2 TARGET MARKET WITH THE 3P'S



## 3 OWN THE 1ST PAGE OF GOOGLE



## 4 DYB WEBSITE CONVERSION FUNNEL



## 5 ABC OF SALES (ALWAYS BE CONNECTING)



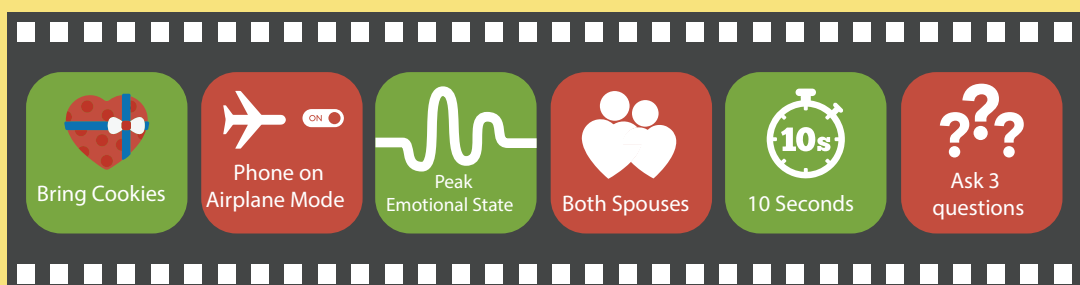
## 6 ABA (ADS THAT LOOK LIKE ANYTHING BUT ADVERTISING)



## 7 DYB SALES PROCESS



## 8 DYB VIDEO TESTIMONIALS SYSTEM



## 9 STAY T.O.M. TOP OF MIND

