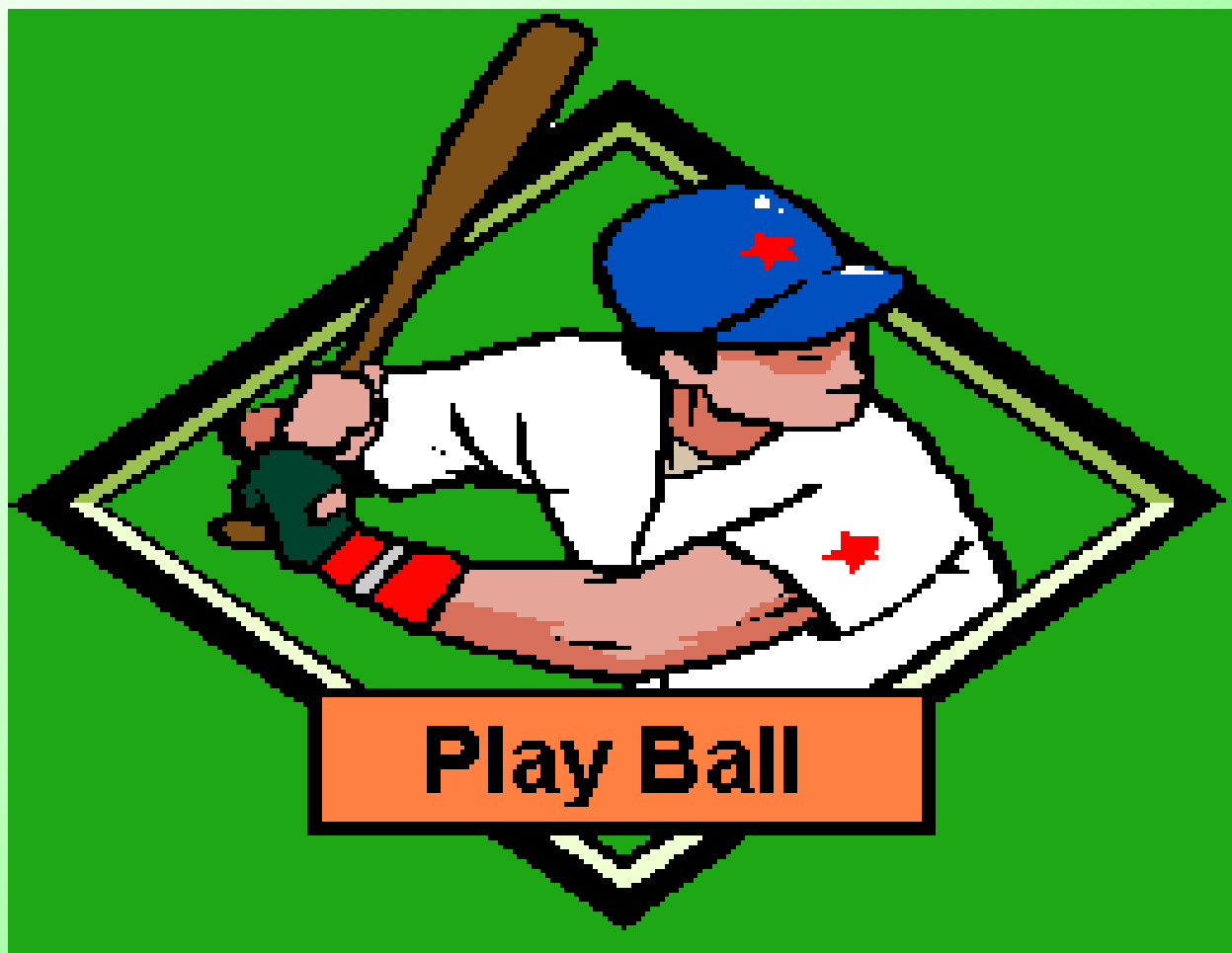


# Play Ball! Run the Bases! Make Money!

Why you should follow a System



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## **Why follow a System?**

Why should you follow a System?

Discipline

Accountability

Consistency

Duplication

Examples of a System

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# Why Follow a System?

## WHY SHOULD YOU FOLLOW A SYSTEM?

Following a system provides the following:

- **Discipline**
- **Accountability**
- **Consistency**
- **Duplication**

### **Discipline**

Following a system develops the discipline to perform each task at the proper time. It builds the discipline to answer questions that are asked with the appropriate responses. This guides the prospect to receiving the correct information in the proper order.

### **Accountability**

A system gives order to tasks. Following a system creates accountability to providing information at the proper time to your prospects. Not only does the system require you to be accountable to your prospects, it also makes you accountable to your teammates as well.

# Why Follow a System?

## Consistency

Following a system will build a consistency in your recruiting process. You will be consistent on how and when you answer your prospect's questions. You will also develop a sense of timing of when to move your prospects to the next step. Each person in your team will see your consistency in how you recruit prospects. Your consistent methods will then flow throughout your entire team.

## Duplication

Following a system enables your entire team to be as successful as you are. Each new team member will see your discipline and consistency and they will want to follow the same pattern. Just as a child watches with great intensity the actions of their parents, your team watches you as their leader. If parents are consistent in what they do in life, their children are more likely to be consistent in their life as well.

**“In Network Marketing, how good you are is not the issue; the real issue is how duplicatable are your methods.”  
~Robert Crisp~**

Of the four reasons to follow a system, Duplication may be the most important. If no one else can do what you do, you are trapped in an environment you cannot escape. When you take those three-week vacations, there are no checks in the mailbox when you return home. However, if you have a system that you have duplicated over and over, you are closer to having checks come to your mailbox at a pace you cannot stop or slow down.

# Why Follow a System?

## Examples of a System

One of the most commonly used examples of a company using a system is the McDonalds restaurant franchise. When you purchase a McDonalds restaurant, you are purchasing a system. You do not have to create a menu. You do not have to work out a schedule of what hours to be open, what type of uniforms the employees are to wear, or where to purchase your equipment.

McDonalds has already done the planning for you. A happy meal at a McDonalds in Los Angeles, CA, will taste just the same in Atlanta, GA. The french fries will have the same taste and the same calories. The cherry and apple pies will taste the same, and have the same wrapper in New York as they do in California. This is because each McDonalds follows the same system. In fact, if you do not follow the system in a McDonalds restaurant, the chances are you will fail.

The McDonalds system is so successful that you can look at many other hamburger franchises and see where they have duplicated their system to a large degree. These companies simply followed a proven system to create their own success.

Another example of a system in business is Wal-Mart. Wal-Mart stores from one part of the country to the other carry essentially the same products in each store and generally have the same prices.

The system that Wal-Mart has created has enabled them to become the largest retailer in the world.

## Why Follow a System?

The richest man from my hometown became rich after he had gone bankrupt in another business. He later made millions of dollars in the fast food franchise business. Each of his restaurants had a “system.” He duplicated this system all over the corner of the state.

But the most important reason I have found to follow a system comes from observing people. In any endeavor, there will be people who excel and people who fail. Every successful person I have met and studied has followed a system. In this industry, some people make literally hundreds of thousands of dollars per year. Most of them follow a system.

However, most people struggle to make two or three hundred dollars a month in this business. This is because the vast majority of these people do not follow a system.

A true test of a system is can it be duplicated. If what you are doing can be passed on to your recruits, and those recruits can pass it on to their recruits, then you have a true system.