Part 1: The Eagle Program

The BWW Eagle Program is a set of optional guidelines, all designed to help IBOs set up a framework for success in their business. The Eagle Program is spelled out in detail in the Mentorship Brochure (MTB), available from your upline.

1. Eagle

Activities
1. Show the plan 5 times per week
2. Personal Circle of 150PV, including Customer volume
3. Develop Customers (50PV minimum)
4. Listen to talks daily—Standing Order audio program
5. Read daily—Book of the Month program
6. Subscribe to BWW Technology Tools: IBO Webspace, BWW TV and BMP
7. Attend all business conferences and seminars
8. Counsel monthly with counseling sheet
9. Build your business with integrity and accountability

Structure
5 IBOs on Standing Order CD and Book Programs monthly
10 IBOs attending all business conferences and seminars
3 IBOs subscribed to all BWW Technology Tools
2. Double Eagle

Activities
1. Show the plan 5 times per week
2. Personal Circle of 150PV, including Customer volume
3. Develop Customers (50PV minimum)
4. Listen to talks daily—Standing Order Audio Program
5. Read daily—Book of the Month program
6. Subscribe to BWW Technology Tools
7. Attend all business conferences and seminars
8. Counsel monthly with counseling sheet
9. Build your business with integrity and accountability

Structure
10 IBOs on Standing Order Audio and Book Programs monthly
20 IBOs consistently attending business conferences and seminars.
5 IBOs subscribed to all BWW Technology Tools
2 legs who each have a minimum of 3 IBOs on the Standing Order Audio and Book Programs, and 1 Premiere Technology subscription.
3. Ultimate Eagle

Activities
1. Show the plan 5 times per week
2. Personal Circle of 150PV, including Customer volume
3. Develop Customers (50PV minimum)
4. Listen to talks daily—Standing Order Audio Program
5. Read daily—Book of the Month program
6. Subscribe to BWW Technology Tools: IBO Webspace, BWW TV and BMP
7. Attend all business conferences and seminars
8. Counsel monthly with counseling sheet
9. Build your business with integrity and accountability

Structure
20 IBOs on Standing Order Audio and Book Program monthly
35 IBOs consistently attending business conferences and seminars
10 IBOs on BWW Technology Tools
3 legs who each have a minimum of 3 IBOs on Standing Order CD and Book programs, and 1 Premiere Technology subscription
3. Crown Eagle

Activities
1. Show the plan 5 times per week
2. Personal Circle of 150PV, including Customer volume
3. Develop Customers (50PV minimum)
4. Listen to talks daily—Standing Order Audio Program
5. Read daily—Book of the Month program
6. Subscribe to BWW Technology Tools: IBO Webspace, BWW TV and BMP
7. Attend all business conferences and seminars
8. Counsel monthly with counseling sheet
9. Build your business with integrity and accountability

Structure
35 IBOs on Standing Order Audio and Book Program monthly
50 IBOs consistently attending business conferences and seminars
20 IBOs on BWW Technology Tools
3 legs who each have a minimum of 5 IBOs on Standing Order CD and Book programs, and 2 Premiere Technology subscriptions
Part 2: Width & Depth

Width
Some IBOs create momentum by building their businesses very wide. The recommended pattern for building width is to register in batches over a short period of time. The pattern for building width is:

6 – 6 – 8 – 6 – 6

a. Register six people as soon as possible.
b. Register six more people right away. This should give you about three or four legs that are very serious. This should take you to the Silver level.
c. Register eight more people at this point. This should give you six to eight good working legs, and should provide the framework for the Emerald level.
d. Solidify the Emeraldship and then register two more batches of six people. This should provide you with the width to help achieve the Diamond, EDC, and possibly the Double Diamond pin levels.

Depth
Depth is very important to your success. As your upline is helping you work depth in your hottest legs, you should develop more width and work depth in those legs as well. Remember: Duplicate your leader. In developing a solid business, you should look for at least four leaders.

Part 3: Taproot Mentorship

Taproot
Taproot is an alternative to the traditional model of building width and depth. With a taproot, you are solidifying your business by building a structure below you as deeply as possible. If you picture the root system of a tree, the deeper the roots the more stable the tree will be. By working with your downline to teach them to duplicate your efforts, you will maximize both the width and the depth in the organization very quickly.

With a taproot, your goal is to create depth below your sponsored IBOs as quickly as possible. The model for building a taproot is to work in sets of three: once you sponsor "John" your goal is to have three people sponsored in depth below them as quickly as possible. If John is enthusiastic about building the business, you as the upline are going to be spending a lot of time working with them and their group. Therefore as you meet new prospects, you might introduce them to John and, if the two of them agree, have them become a part of John's downline.

As the more experienced leader, you'll have a better chance of successfully sponsoring new people into the business than John, but at the same time you're teaching John how to duplicate your efforts. So while you sponsor people below John, he can begin personally sponsoring other people into their own groups once they are able to duplicate your efforts successfully. Once this structure begins to take shape in your downline, you'll begin to see both depth and width being built simultaneously.
Part 4: 9-5-3 B.I.B.

We use "9-5-3 B.I.B." as shorthand for the activities and principles that we as an organization aspire to as we build businesses.

9 - There are 9 Eagle Activities:
1. Show the plan 3 or more times per week
2. Personal Circle: 150PV (single IBO), 300PV (couple), including Customer volume
3. Develop Customers (50PV minimum)
4. Listen to CDs daily: Standing Order Audio Program
5. Read daily: Book of the Month program
6. Subscribe to the BWW Technology Tools
7. Attend all business conferences and seminars
8. Counsel monthly with counseling sheet
9. Build your business with integrity and accountability

5 - Show the plan 5 nights per week:
Show the business plan 5 nights per week. If you are willing to work 5 days a week for someone else, why not work 5 nights per week for yourself?

3 - Understand the 3 Powers:
Power of Unity: The ability to work in harmony as a team, where each member is following the guidelines and recommendations of the same system. You as an IBO can benefit from the ability to learn from those who have built successful businesses.

Power of Submission: The willingness to listen to others that have gone before you. Having a personal business coach/mentor to guide you in your specific circumstances is priceless.

Power of the Spoken Word: Your words carry a lot of weight. Speak your goals often to keep yourself on track. You are the architect of your future.

B.I.B. - Board in the Bedroom:
This underscores the importance of staying focused on your game plan. A board and stand in your bedroom with your personal goals, game plan, and your business drawn out will keep you focused.