

TEAM BUILDING

# Duplication & Onboarding

Build a team that runs without you in the room.

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# Duplication is a system, not a talent

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A team that depends on you for every answer isn't a team — it's a job with extra steps. Duplication means a brand-new recruit can succeed by following the same simple, repeatable process you do, without you hovering. That's how an organization grows past your own two hands.

The enemy of duplication is complexity. If your onboarding only works because you're a charismatic genius, no one can copy it. This guide gives you the opposite: a boring, repeatable system any recruit can run — first 72 hours, first 30 days, and the leadership rhythm that keeps it going.

## The duplication test

Ask of everything you teach: "Could the least experienced person on my team do this without me?" If the answer is no, simplify it until it's yes. Simple duplicates; impressive doesn't.

## Why most teams don't duplicate

- **The leader is the system.** Everything routes through you, so nothing scales.
- **Onboarding is a firehose.** New people get 40 links on day one and freeze.
- **No defined first win.** Without a clear early goal, recruits drift and quit.
- **Inconsistent training.** Every upline teaches something different, so nothing duplicates.

# The first 72 hours decide everything

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A new recruit is never more excited or more fragile than in their first three days. Channel that energy into a few concrete wins and you build momentum. Leave them to figure it out alone and you lose most of them before week one.

## 1. Hour 1 — Welcome and connect

Send a warm voice note or short call, not a wall of text. "So glad you're here. Here's the ONE thing to do today — nothing else yet." Add them to your team chat. Make them feel chosen, not processed.

## 2. Day 1 — One simple action

Have them write their "why" and make a contact list of names — just names, no judgment. That's it. One win, fully completed, beats ten started and abandoned.

## 3. Day 2 — Their first share

Help them send ONE opener to ONE warm contact, using a script from the library. The goal isn't a signup — it's proving "I can do this." Celebrate the send itself.

## 4. Day 3 — Plug into the system

Show them where the scripts, the calendar, and the training live, and book their next check-in. End with a clear, tiny next step so they always know what's next.

- **One action at a time**

Overwhelm is the number-one cause of early dropout. Resist the urge to hand over everything you know on day one. Give the next single step, let them complete it, then give the next. Confidence compounds; information overload kills it.

# The 30-day fast-start checklist

Hand this to every new teammate. It turns a vague "go build your business" into a clear, copyable 30-day path with a defined first goal. Adapt the specifics to your company, but keep it this short.

## Week 1 — Foundation

- Write your "why" in one sentence and save it where you'll see it
- Build a contact list of 50+ names (no prejudging who's interested)
- Set up your profile and pin one intro post
- Send your first 3 openers using a library script
- Join the team chat and introduce yourself

## Week 2 — Rhythm

- Post using the content calendar at least 4 of 7 days
- Follow up with everyone from week 1 (day-3 nudge)
- Have 5 new conversations started
- Attend one team training or call

## Weeks 3-4 — Momentum

- Reach your company's first rank or first-customer goal
- Enroll or serve your first customer/teammate (the first-win milestone)
- Book a check-in with your sponsor to plan month 2
- Identify the ONE activity that's working and do more of it

### **Define the first win — and make it reachable**

Pick one concrete, achievable 30-day milestone for every new person: a first customer, a first rank, a first teammate. A recruit who gets one real win in month one is dramatically more likely to still be building in month six. No win, and motivation quietly evaporates.

# Train the trainer: how to teach so it sticks

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Duplication happens when your teammates can teach what you taught them. The classic framework is four steps — and the magic is in not skipping straight to step four.

## 1. I do, you watch

You run the activity — a follow-up, a three-way call, a post — while they observe. Narrate what you're doing and why.

## 2. I do, you help

You lead, but they participate. They draft the message; you refine it together.

## 3. You do, I help

They lead; you're the safety net. Let them do it imperfectly — that's how they learn.

## 4. You do, I watch

They run it solo while you observe and then they teach the next person. Now it duplicates without you.

### Resist rescuing

The instinct to jump in and "do it right" is what keeps teams dependent on the leader forever. Let people fumble through step three. A teammate who struggled and figured it out can teach it; one who only ever watched you cannot.

- **Point to one source of truth**

If every upline teaches a different opener, nothing duplicates. Keep one shared library of scripts, one onboarding checklist, one content calendar — and route everyone to it. Sameness is what lets a process copy itself down the line.

# The leadership check-in rhythm

You can't follow up with everyone every day — and you shouldn't try. Lead the leaders and the active builders; keep a light door open for everyone else. A simple weekly and monthly rhythm scales far better than random check-ins.

Cadence	Focus
Weekly	A short check-in with active builders: one win, one challenge, one next step
Monthly	A goal-setting and rank-planning conversation with each leader
As-needed	A genuine, no-agenda check-in with anyone who's gone quiet

## THE QUIET-TEAMMATE CHECK-IN

Hey [Name], no business agenda here — I just realized I hadn't heard from you in a bit and wanted to see how you're doing. How's life? (Lead with the person. If they want to re-engage with the business, they'll bring it up. If not, you've kept a relationship.)

## THE WEEKLY ACTIVE-BUILDER CHECK-IN

Quick 3 for our check-in:

1. What's one win from this week?
2. Where are you stuck?
3. What's your one focus for next week?

(Keep it to these three. Short and consistent beats long and sporadic.)

## A note on expectations and compliance

Lead with honesty from day one. Most people who start a direct-sales business earn modest part-time income, and many earn little or nothing — that's the reality, and saying so builds trust instead of setting up disappointment. Never recruit with income promises, lifestyle guarantees, or get-rich framing, and don't let your team do it either. No specific earnings figures, no "you'll definitely hit [rank] by [date]," no health-outcome claims.

### Follow your company's policies — and make your team do the same

This guide is general education, not legal advice. Your company's policies and your country's regulations set the real rules — on income statements, advertising, required disclosures, and how you may recruit. Read them, follow them even when they're stricter than this guide, and hold your team to the same standard. A leader's compliance habits duplicate just as surely as their scripts do.

**FROM TIERUP**

TierUp gives every recruit the same starting line: a duplication library of proven scripts, a first-90-days fast-start checklist you can share to your downline, follow-up reminders so no new teammate slips through the cracks, and a compliance script-checker that keeps everyone's wording honest. Build a team that runs the same system whether or not you're in the room, at [tierup.bizbottech.com](http://tierup.bizbottech.com).