



— BEMER NORTH AMERICA · FIELD GUIDE

The Power Cycle

A monthly rhythm to build your BEMER business



Image: bemerbusiness.com marketing library

More Health. More Life.

Monthly cycle . Action-oriented . Goal-driven . Team-supported

Why the Power Cycle matters

Building gets hard. Motivation fades. What lasts is a **rhythm of business** everyone can run.

The Power Cycle is that rhythm: simple enough to start day one, strong enough for a growing team. You do not wait for a corporate call to begin. You run the month.

— ACTION-ORIENTED

You do the work on a schedule
— Power Hours, events,
follow-through.

— GOAL-DRIVEN

Each month has a clear,
measurable target you
reverse-engineer into weekly
and daily moves.

— TEAM-SUPPORTED

You don't build alone. Leaders
stay close between the
big touches.



Image: bemberbusiness.com marketing library

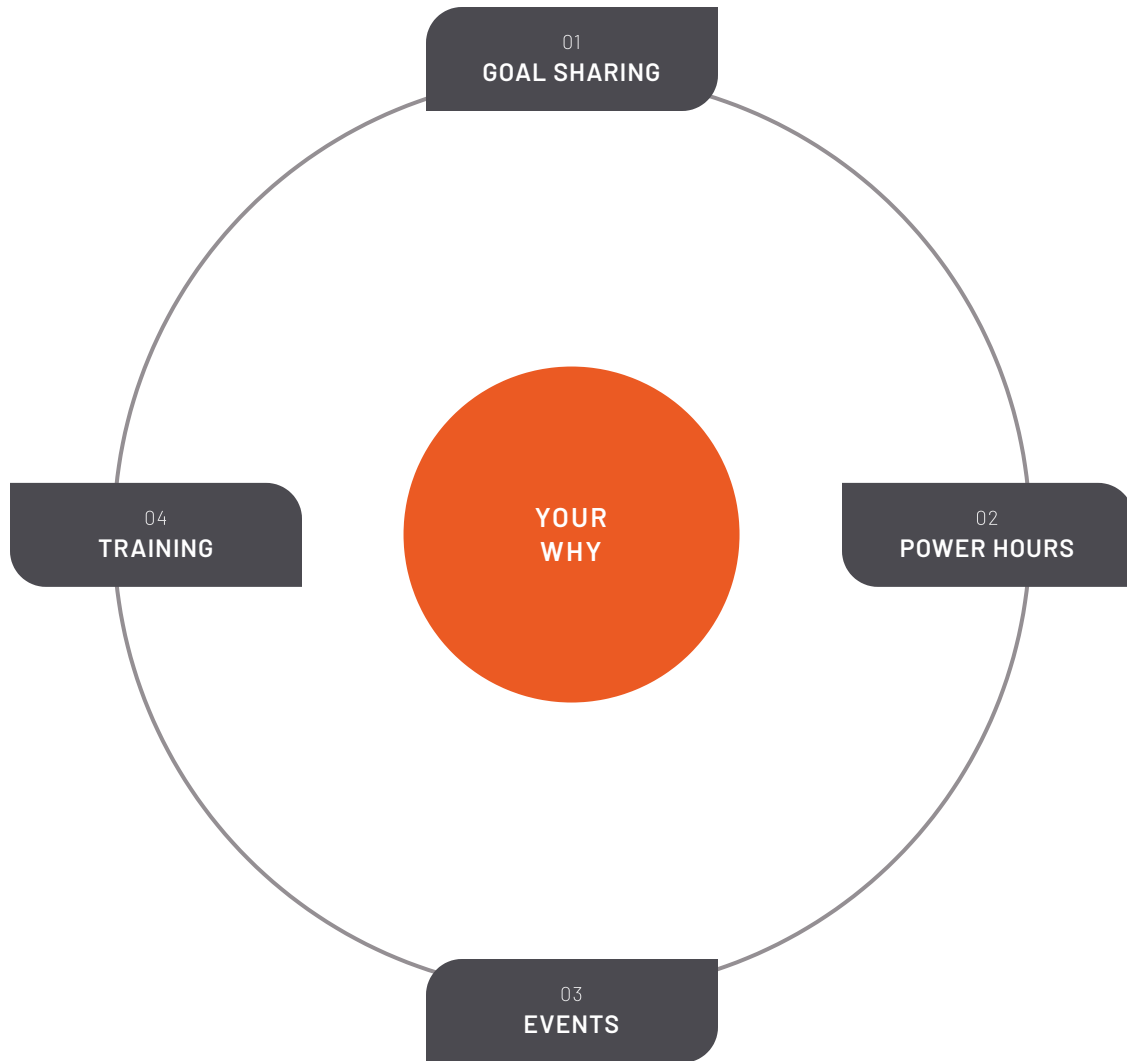
Governing principles

- **Simplicity that scales** — easy-to-duplicate activities
- **The Fun Factor** — this shouldn't feel like empty meetings
- **Effort deserves recognition** — celebrate real work and real wins (customers, partners, appointments, consistency)
- **Celebrate together** — we win as a team

Best time to start: now. You're building a club people want to belong to — by showing up on cadence. Perfect tactics are optional. Rhythm is not.

The Power Cycle

Your WHY sits at the center. Around it, four monthly moves. Celebrate last month, share this month's goals, then run the loop again.



— TWO “POWER HOURS”

Team Power Hour (this guide): outreach burst with your team — weekly floor.

HQ Power Hour: one Tuesday a month, company virtual. Add it to your calendar. It does **not** replace your team Power Hour.

— HOW TO USE THIS BOOK

This guide is for everyone. If you're new, follow it in order. If you lead, master the back section too — pages 12–16.

Start with WHY

Before goals, before lists, before the first Power Hour: write your governing WHY. What is driving you? Why are you building your BEMER business?

When it's hard, you don't invent a new strategy — you remember what you're doing this for. Drill into it. Make it specific enough that it still works on a bad Tuesday.

— WORKSHEET · MY GOVERNING WHY

1. WHY I'M BUILDING THIS BUSINESS

2. WHO I'M DOING THIS FOR

3. WHAT I REFUSE TO QUIT ON WHEN A WEEK GETS HARD

4. ONE-SENTENCE WHY (CARRY IT)

5. DATE I SHARED IT WITH MY LEADER / ACCOUNTABILITY PARTNER

Leader cue: Ask for their WHY in 1:1s. Don't skip it.

Goal Sharing

— BE EXPLICIT

This is **goal sharing**, not goal setting. You arrive with your monthly goal already locked in.

- **When:** front end of the month — this starts the cycle
- **Goal standard:** specific, measurable, targeted, time-sensitive (month-bound)
- **Example shape:** “I’m going to sell **two BEMERs** this month and **sign up one new partner.**”
- Bigger annual ambitions are fine elsewhere — the Power Cycle runs on **month-to-month** goals
- **Reverse-engineer:** monthly outcome → weekly must-dos → daily actions
- At the gathering you **share** the goal out loud and submit it to your leader
- Same meeting: celebrate last month’s successes, struggles, and learnings — evidence you were working

WORKED EXAMPLE · ILLUSTRATION ONLY — NOT A QUOTA

Monthly outcomes (example): 2 new customers / BEMERs + 1 new partner this month.

Sample weekly actions: Wk1 — Power Hour + book demos/appointments; Wk2 — run those appointments + invite to a near-term event; Wk3 — partner conversations + follow-ups on open appointments; Wk4 — close remaining appointments, capture wins/struggles/learnings for next Goal Sharing.

Sample daily actions: a short outreach block (calls/texts), one follow-up on an open appointment, and list prep so the next Power Hour isn’t cold. Count customers, partners, and appointments — never income.

— FOR LEADERS (FULL TREATMENT PP. 12–13)

- Capture every goal. If you don’t know their goals, the month goes void.
- Goals tell you who your builders are and what they’re chasing.
- Drive accountability touches, three-way calls, chase-ups, celebration.
- Between Power Hours, events, and trainings: **one-on-one mentoring.**

My month declared

MONTH

SUBMITTED TO LEADER ON

MEASURABLE OUTCOMES (CUSTOMERS / PARTNERS / APPOINTMENTS – COUNTABLE)

WEEKLY REVERSE-ENGINEER

Week 1

Week 3

Week 2

Week 4

DAILY ACTIONS THAT FEED THE WEEK

LAST MONTH – WINS · STRUGGLES · LEARNINGS (SHOUT-OUTS DESERVE SPACE)

Wins

Struggles

Learnings

Leader capture: Notes or submitted form. Goal acquisition at the front of the month is how you drive group performance. Skip it and you fail the month's leadership job.

Power Hour

Not a training call. **Not** a workshop. A business-building activity — outreach with your team.

- **Cadence:** at least weekly; serious teams may run more often (including daily) — your leader sets the norm
- **Format:** Zoom or in person
- **Bring:** contact list + short notes on who you're reaching

— PREPARATION PRECEDES POWER

Prepared list + notes → strong Power Hour. Show up cold → weaker experience. Work *before* the hour: build lists, develop new contacts, warm and nurture connections so the hour is meaningful.

Agenda flow

1. Brief opening
2. Brief example / demo of effective outreach (call, text, or email)
3. Outreach block — reach as many people as possible
4. Primary outcome: **set as many appointments as you can for the coming week**
5. **Last ~15 minutes — experience sharing (the highlight)**
6. Log counts; close

— THE HIGHLIGHT · EXPERIENCE SHARING

Everyone shares what happened on their outreach. This is not optional fluff. Many people start the hour nervous or intimidated; hearing real experiences is positive proof the activity works, raises energy, and is highly constructive. **End on this high note.**

Appointments need a destination: product demo, video/presentation, next team meeting / event. Follow-up still happens between Power Hours — the burst is for volume + appointments.

Power Hour log

DATE

FORMAT (ZOOM / IN PERSON)

PREPARED? Y / N

COUNTS

Conversations

Appointments set

Follows scheduled

APPOINTMENTS POINTED TO (WHICH EVENT / NEXT STEP)

— EXPERIENCE-SHARE NOTES

What I heard . what I'll try next . proof that calmed my nerves

PREP NOTE FOR NEXT BURST (LIST WORK I'LL DO BEFORE THEN)

Leader cue: Protect the invite — keep it an activity hour; don't let it become a training meeting. Model preparation. Spot who came cold; coach list-building between bursts. **Protect the last ~15 minutes for experience sharing** — don't let the outreach block eat the share.

Events

Events can be **hybrid, in person, or virtual**. Power Hours exist partly to **fill events**: invite to demo, presentation, team meeting, watch party — give people a reason to lock in.

- **Start where you stand** — even you + your first guest in an in-home meeting
- Growth pattern: **2 becomes 4 becomes 8 becomes 16** — build out by doing the work
- Events create lessons learned — those lessons feed training
- Don't wait for a big room. Run the smallest real meeting and grow it.

— WORKSHEET · THIS MONTH'S EVENTS

EVENT 1 · DATE · FORMAT

EVENT 2 · DATE · FORMAT

WHO I'M INVITING FROM POWER HOUR APPOINTMENTS

WHO I'M INVITING FROM POWER HOUR APPOINTMENTS

AFTER-ACTION: WHAT WE LEARNED (GOES TO YOUR LEADER)

Leader cue: Tie every Power Hour to a near-term event date. Watch attendance and invite quality; use that in 1:1s.

Training

Training is informed by what leaders see in 1:1s and real activity — support the team **here and now**. Not meetings for meetings' sake.

- Official cadence still matters (fundamentals / leadership / HQ calendar) — find live times on the **current BEMER NA / BBO calendar**
- What makes training useful: your leader chooses emphasis from **where the group is falling down** and where wins need amplifying
- Warning pattern: when people stop building, they sometimes keep holding meetings so it *looks* active — the Power Cycle breaks that. Training follows real goal pursuit.
- Your job: attend the focus your leader names → take one tool → use it in the next Power Hour / event invite

— WORKSHEET · THIS MONTH'S SHARPENING

LEADER'S FOCUS (GAP WE'RE FIXING)

SESSION I'LL ATTEND + DATE

ONE TOOL I'LL USE IN POWER HOUR / EVENTS THIS MONTH

Leader cue: 1:1s between touches → list gaps and wins → pick training that serves month-end goals.
Announce: "We're sharpening X because the scorecards / conversations show Y."

One-month operating page

MONTH

MY DECLARED GOAL (FROM GOAL SHARING)

WEEKLY FLOOR · POWER HOURS · EVENT(S) · TRAINING · 1:1

WEEK 1

☐ Power Hour

☐ Event

☐ Training

☐ 1:1

WEEK 2

☐ Power Hour

☐ Event

☐ Training

☐ 1:1

WEEK 3

☐ Power Hour

☐ Event

☐ Training

☐ 1:1

WEEK 4

☐ Power Hour

☐ Event

☐ Training

☐ 1:1

Weekly Power Hour floor – at least one checked Power Hour each week (above). Serious teams also mark daily bursts below.

DAILY POWER HOUR BURSTS · OPTIONAL FOR DAILY TEAMS

Mark each day you ran a burst. Same page as the weekly floor.

	MON	TUE	WED	THU	FRI	SAT	SUN
WK1	☐	☐	☐	☐	☐	☐	☐
WK2	☐	☐	☐	☐	☐	☐	☐
WK3	☐	☐	☐	☐	☐	☐	☐
WK4	☐	☐	☐	☐	☐	☐	☐

SCORECARD

	WK1	WK2	WK3	WK4	MONTH
Conversations					
Appointments					
Follows					
Customers					
Partners					

END OF MONTH → BRING TO NEXT GOAL SHARING

Wins

Struggles

Learnings

Mentorship in action

You don't only host the big four touches — you **govern the in-between**.

The month works when: goals are captured → Power Hours stay activity → events get filled → training follows real gaps → 1:1s keep people honest and encouraged.

— LEADER OATH

If I don't know their monthly goals, I can't lead the month.

— PODS

Fast Track (when live): run pods in teams of six when applicable. Until then, any accountable upline pod works.

The Fun Factor — examples, not rules

Here are **some ways** teams make it fun. Always claims-safe; never earnings-framed. Invent what fits your team.

- Lunch goal shares
- Small prizes for Power Hour appointments set
- Optional light door-fee pot → most appointments that burst (*see compliance note*)
- Social Power Hour (e.g. wine & cheese) while building

OTHER WAYS WE'LL MAKE IT FUN

Compliance before field print: Cash pots / door-fee prizes need a Compliance review before you use them in the field. Prefer a **non-cash alternate** (recognition, team experience, product sample within policy). Never frame fun around income or lifestyle-as-earnings. No health or disease claims in huddles or prize talk.

Leading Goal Sharing + the 1:1 engine

Host Goal Sharing

1. Schedule front of month
2. Tell team: arrive with locked measurable goal (not a brainstorm)
3. Celebrate last month: successes, struggles, learnings (shout-outs for the hard stuff – proof of work)
4. Each person shares this month's goal
5. Collect goals (form or notes)
6. Confirm Power Hour norm + near-term event dates + training focus tease

WORK IN BETWEEN (CRITICAL)

- Accountability calls against stated goals
- Three-way calls for recruiting / customer introductions
- Chase-ups: how are you getting on?
- Celebrate progress; hold the standard
- Diagnose struggles → feed Training

Failure mode: No goal capture → void month → leader missed the job.

HOST CHECKLIST

INVITES SENT

CELEBRATION PROMPT READY

CAPTURE METHOD

1:1 CALENDAR FOR THE MONTH

Leading Power Hours + Events

Power Hours

- Set frequency norm (weekly floor; daily for committed teams)
- Keep it an **activity** — brief outreach demo, then lists out
- Coach **preparation precedes power** — list-building assignments between bursts
- Track appointments set; point appointments at upcoming events

PROTECT EXPERIENCE SHARING

Protect the last ~15 minutes for **experience sharing** — this is the highlight. Draw out nervous teammates; celebrate proof of activity; keep energy high and constructive. Don't let the outreach block eat the share.

Events

- Start where the team stands (smallest real meeting OK)
- Publish the event date before Power Hours so invites have a destination
- Capture lessons learned for training

WORK IN BETWEEN

Follow-up coaching . invite quality . who needs a three-way into an event

NOTES THIS MONTH

Leading Training + closing the month

Training

- Do not lead with a generic calendar dump
- Build the agenda from 1:1s + scorecards + event lessons
- Plug official Fundamentals / Leadership / HQ Power Hour from BBO/NA calendar – **topic emphasis** follows team gaps
- Say out loud what you're sharpening and why

Close / reopen the month

Same Goal Sharing gathering: celebrate successes, struggles, learnings → share next month's locked goals. Hard things get a shout-out – they mean people were working.

COMPLIANCE QUICK CARD

- Celebrate customers, partners, appointments, consistency, learnings – never earnings
- No health claims in huddles or prize talk
- HQ Power Hour ≠ team Power Hour
- Measurable customer / partner goals are OK; income promises are not

THIS MONTH'S TRAINING PICK

GAP WE'RE FIXING

WHY (SCORECARD / 1:1 EVIDENCE)

SESSION + DATE ANNOUNCED TO TEAM

Reset + notes

— STUCK MID-MONTH?

1. Re-read WHY
2. Re-declare / re-submit this month's measurable goal to your leader
3. Build or clean your list (prep)
4. Run the next Power Hour prepared
5. Book or re-confirm your 1:1

LEADER COMMITMENTS

TEAM ROSTER / TEAMS OF SIX

NOTES

