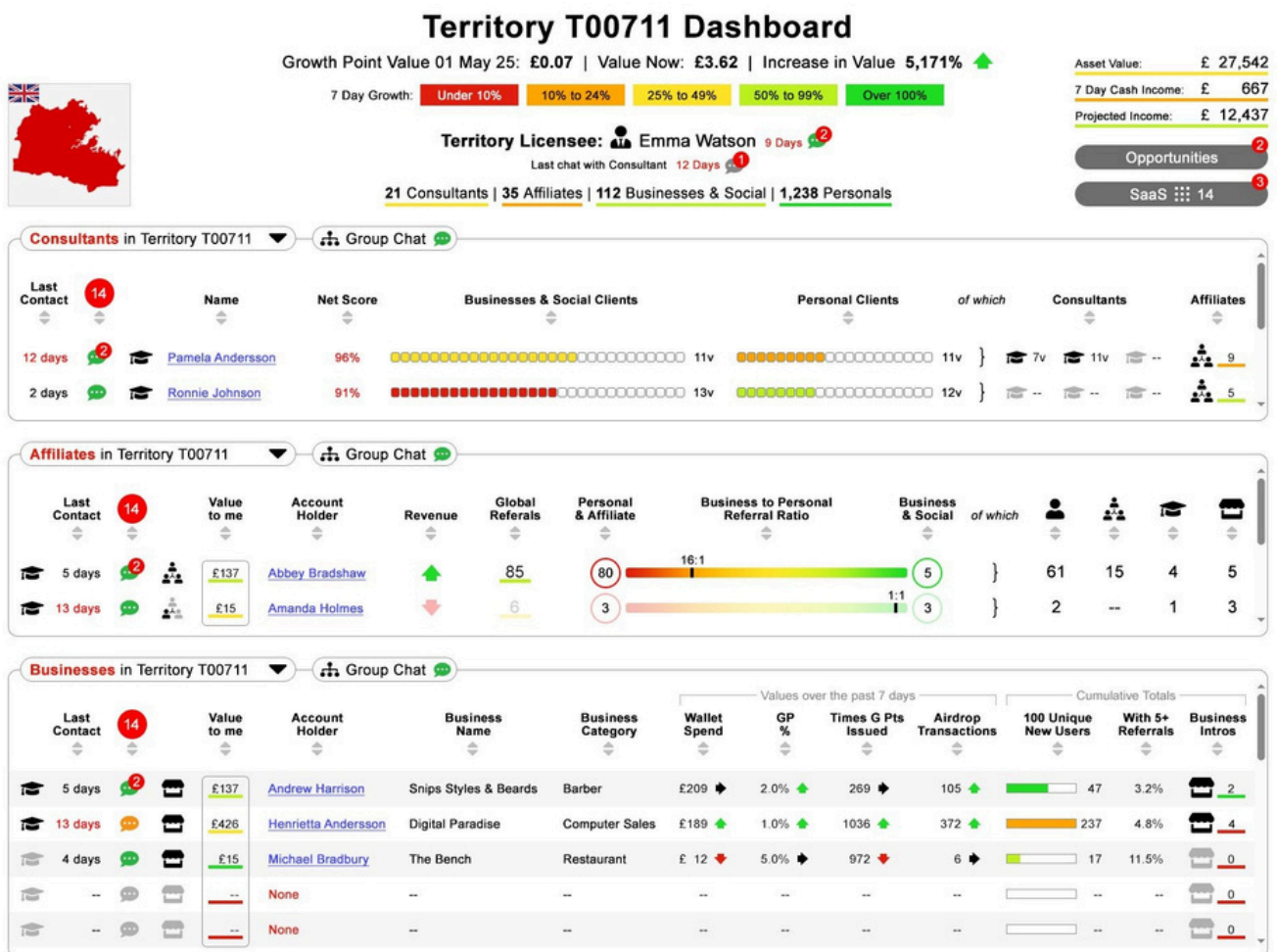




## Get Rid of the Red Strategy

### The Ultimate Path to Frega Territory Success



# Your Mission: Eliminate All Red From Your Dashboard

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**Red = Problems That Kill Your Success**

**Green = Growth That Builds Your Income**

**Your Job = Turn Every Red Indicator Green**

## The 5-step "Get Rid of the Red" Methodology

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### Step 1: Daily Red Hunt (*5 minutes every morning*)

- Check your dashboard first thing every day
- Count your red indicators across all sections
- Write down the number – this is your "Red Score"
- Goal: Red Score of ZERO

### Step 2: Prioritize Your Reds (*Immediate impact first*)

#### **n Critical Reds (Fix Today):**

- Consultant with 0% Net Score = Dead consultant, needs replacement
- Business with declining wallet spend = Losing money fast
- Affiliate with no business connections = Wasted opportunity

#### **n Warning Yellows (Fix This Week):**

- Consultant performance dropping = Needs support/training
- Business with low Growth Point % = Not engaging customers properly
- Affiliate with poor referral ratio = Wrong targeting strategy



### Step 3: Rapid Red Elimination (*Take immediate action*)

#### Red Consultant:

- ÿ Last contact over 7 days = Call them TODAY
- ÿ Net Score under 50% = Schedule emergency support session
- ÿ No business clients = Give them 3 warm leads immediately
- ÿ **Action:** Personal visit, additional training, or replacement

#### Red Affiliate:

- ÿ No business referrals = Provide better targeting list
- ÿ Low global referrals = Increase motivation/incentives
- ÿ Poor connection ratio = Retrain or replace
- ÿ **Action:** Weekly check-ins, better tools, performance review

#### Red Business:

- ÿ Declining spend = Visit in person to solve problems
- ÿ Low Growth Point % = Show better ROI examples
- ÿ No transactions = Check setup, retrain staff
- ÿ **Action:** On-site support, allocate a Consultant, setup review, competitor analysis

### Step 4: Track Your Progress (*Measure improvement daily*)

- ÿ Monitor color changes on dashboard
- ÿ Document actions taken for each red indicator
- ÿ Celebrate when red turns yellow, yellow turns green
- ÿ **Target:** Reduce Red Score by 50% each week

### Step 5: Prevent New Reds (*Stay ahead of problems*)

- ÿ Contact all GREEN performers weekly
- ÿ Intervene when GREEN starts turning YELLOW
- ÿ Provide continuous support before problems develop
- ÿ **Mindset:** Prevention is easier than cure



## Red Elimination Targets

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Week	Red Target Score	Action Focus
Week 1	Identify all reds	Learn dashboard, count problems
Week 2	Reduce by 50%	Address consultant issues
Week 3	Reduce by 75%	Fix affiliate performance
Week 4	<b>ZERO REDS</b>	Optimize business performance

## Daily Red Elimination Routine

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### Morning (5 minutes)

1. Open dashboard
2. Count red indicators
3. Identify top 3 priority reds
4. Plan action for each

### Midday (15 minutes)

1. Take action on Priority Red #1
2. Make contact, provide support, or solve problem
3. Check if action moved needle

### Evening (5 minutes)

1. Update dashboard notes
2. Plan tomorrow's red elimination
3. Celebrate any improvements





# Success Indicators

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## **n** Danger Zone (*More than 5 reds*):

- ÿ Your territory is in crisis
- ÿ Focus 80% of time on red elimination
- ÿ Consider getting immediate support

## **n** Improvement Needed (*2-4 reds*)

- ÿ Normal growth phase challenges
- ÿ Systematic daily red elimination required
- ÿ Monitor trends closely

## **n** Success Zone (*0-1 reds*)

- ÿ Healthy, growing territory
- ÿ Focus on maintaining performance
- ÿ Scale successful strategies

# The Get Rid of the Red Mindset

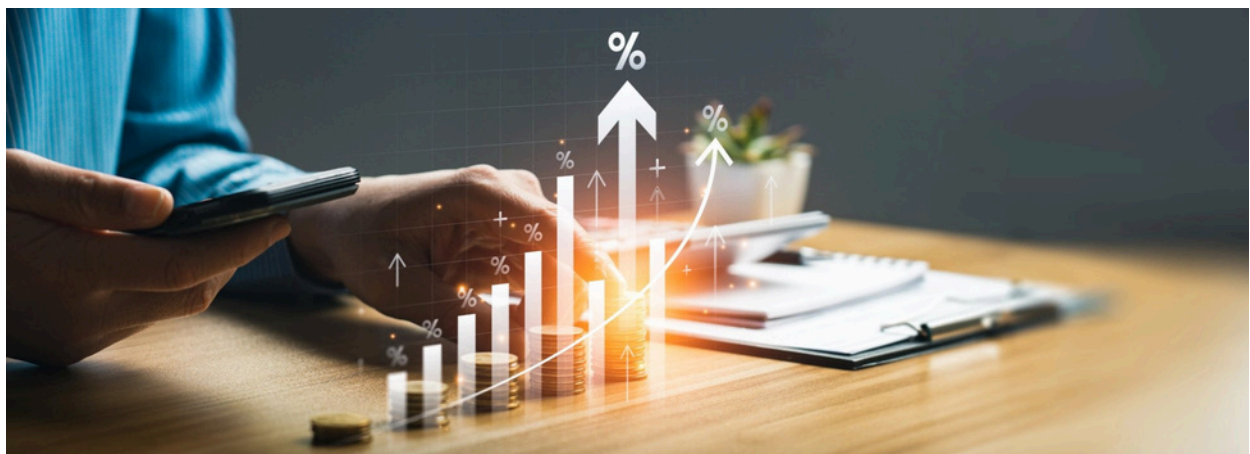
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## Remember:

- ÿ **Every red indicator costs you money**
- ÿ **Every green indicator makes you money**
- ÿ **Your income directly correlates to dashboard green**
- ÿ **Red problems compound - fix them fast**
- ÿ **Green success multiplies - protect it fiercely**

## Daily Mantra:

"Red indicators are fires that burn my income.  
Green indicators are engines that build my wealth.  
I will eliminate every red and protect every green.  
My dashboard will be my success scorecard."



# Critical Success Factors

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**Check dashboard every single day** - No exceptions

**Act on reds immediately** - Speed kills problems

**Document all actions** - Track what works

**Celebrate green wins** - Reinforce success

**Prevent new reds** - Maintain relationships

**Never ignore reds** - They multiply fast

**Don't delay action** - Time kills territories

**Don't work without data** - Dashboard tells truth

## Your Commitment

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"I commit to checking my dashboard daily and systematically eliminating every red indicator until my territory operates in the green success zone. I understand that red indicators represent lost income and missed opportunities, while green indicators represent growing wealth and sustainable success. I will make 'Get Rid of the Red' my operational priority until my dashboard reflects the thriving Frega territory I am building."

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Bottom Line: Red = Poor | Green = Rich | Your Choice = Daily**

