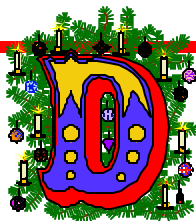




Attitude is Everything!!

By Paul J. Meyer and Kevin Rhea

Prepared for the benefit of all Pre-Paid Legal Associates
Newsletter #11



December 2001

The BEST MONTH of the YEAR!

- * It's the **BEST MONTH** to celebrate!
- * It's the **BEST MONTH** to be with family!
- * It's the **BEST MONTH** to be a giver!
- * It's the **LAST MONTH** we have to finish the year strong!
- * The **LAST MONTH** we have to gain momentum to start the new year in High Gear!

Are there any problems in December? **YES:** **DISTRACTIONS!!**

Throughout Paul's career in selling, one of his major goals was to make December his best month! People are in happy moods in December! It's kind of a euphroic atmosphere . . . and a buying atmosphere!

YOUR #1 GOAL should be to make December the best month you've had all year!

- A. *In membership sales . . .*
- B. *In new recruits . . .*
- C. *In getting new leads . . .*
- D. *In commissions earned.*

Pre-Paid Legal is more than a business! It's more than a job! It's an opportunity for this time of the year to give someone the gift of the **best opportunity they will ever have!** If there's a better business opportunity than Pre-Paid Legal, we have not seen it. We believe we would not be challenged by making the statement that:

*The evidence is in:
Pre-Paid Legal is #1 across the board!*

CHALLENGE GOALS:

**D
E
C
E
M
B
E
R**

If the most recruits you have made in the month is **one**,

Set a goal this month to recruit **two!**

If the most is **three**, set a goal to recruit **five**.

If the most you have done before is **five**, set a goal to recruit **eight**.

If **ten** -- recruit **fifteen!**

And then, **pay the price** -- In focus, in discipline, in calls --

And do whatever you have to do to get it done!

In other words, DELIVER!!



You are not just delivering for Pre-Paid Legal, Harland Stonecipher, or your sponsor . . . but you are delivering for yourself -- a cornerstone or an anchor for an organization that can recruit up to 100 associates next year . . . or 500 . . . or even 1,000!



**Give the gift of helping someone become
a Pre-Paid Legal associate.**

**If your specialty is groups, set a record
of opening more groups this month than ever.**

We love December! We want to encourage you to do the following this month:

While others sun bathe, you swim!

While others are watching CNN war news, you get on the phone!

While others are making excuses, you make presentations!

While others procrastinate, you persist . . . and put in the extra hours!

While others walk, you run!



TO GET IT DONE, USE IT ALL: Videos, cd-roms, brochures, flip charts, business briefings, trainings, three-way calls, conference calls, Pre-Paid Legal website, and e-mail. They are designed to help you get your job done with less effort -- and more professionally, efficiently, and effectively!

The above is the best way to have a great Christmas and happy New Year . . . and to build a new launch pad to spring into the year 2002!

More to come . . .

Attitude is Everything!! Series

Copyright © 2001 Paul J. Meyer and Kevin M. Rhea ALL RIGHTS RESERVED

P. O. Box 8072, Waco, TX 76714 ♦ Phone 254/741-1575 ♦ FAX 254/741-6700 ♦ E-Mail: info@lksupport.com

WEBSITE: www.lksupport.com