



# Attitude is Everything!!

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Prepared for the benefit of all Pre-Paid Legal Associates  
Newsletter #5



## QUICK START... IS GOOD! SELF START... IS BETTER!!

### Quick Start is good . . . But Self Start is Better!

We have an excellent Quick Start program in Pre-Paid Legal, especially designed for new people.

Based on conversations we have had between top Home Office executives and top marketing executives, there is a feeling or belief that there has been too much dependence by our entire sales force who are "waiting on special deals, waiting on gimmicks, waiting on some extra commission deal or some discounted deal in some particular time frame."

It would be like a family who runs out of soap. They say, "We won't bathe until Walmart, K-Mart or Target announces a special where we can get two bars of soap for the price of one!"

**MEANWHILE** . . . everybody is holding their noses!

Does this sound ridiculous?



**Well, it's just as absurd or ridiculous to NOT HAVE:**

- Your own **plan of action**, or your own plan for daily activity;
- Your own **plan to make daily phone calls and recruiting calls**;
- Your own **plan to close sales**;
- Your own **plan to get leads and prospects** from your new customers.

What we are talking about here is a **Daily Self-Starter Program**. That's the only one you can depend on to produce for you on a daily, weekly, monthly, and an on-going basis.

**THE ONLY SECURITY  
YOU WILL HAVE ON THIS EARTH  
IS WHAT YOU HAVE IN  
YOUR OWN TWO SHOES!**



Translated, this means **having initiative, self reliance, self motivation**, and being a **big big self starter every day!**

**National, Regional, and Local** meetings are very important to build for . . . to work for . . . to plan for . . .

**IN THE MEANTIME** . . . What activity did you do today that will help you get yourself from where you *are* to where you *want to go*?

*More to come . . .*

*Attitude is Everything!!* Series

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