



# Attitude is Everything!!

By Paul J. Meyer and Kevin Rhea  
Prepared for the benefit of all Pre-Paid Legal Associates

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## EVERYONE CAN BE SOLD BY SOMEONE ! WHY NOT ME?

### I LOVE AFFIRMATIONS!

They have incredible power to influence our subconscious minds and therefore our actions.

I have always used affirmations such as:

*“I am a great salesman . . .”*

I really like Émile Coué’s original affirmation:

*“Every day in every way, I am getting better and better.”*

*“I have earned the right to see this person (prospect). I have done my homework! I have a service awareness, a service consciousness, and a service attitude.”*

One of my really personal favorite affirmations has always been

*“Everyone can be sold by someone, why not me?”*

### Think about it! It’s true!

- ☞ Someone can call on your neighbor and present Pre-Paid Legal and sign up a membership.
- ☞ Someone can call on your dentist and sign up a membership.
- ☞ Someone can recruit a person they meet walking down the beach!
- ☞ Someone can go to a small manufacturing company closest to your home that has 50 employees and sign up 80% of them as group members.
- ☞ Someone can meet a person in a lobby of a doctor’s office, strike up a conversation, share experiences, make an appointment, and sell a Pre-Paid Legal membership.

## Think about it again!

### Everyone can be sold by someone! Why not me?

What if you embrace this idea and begin to use this affirmation?

- ➔ You will begin to develop an ATTITUDE of **POSITIVENESS**, an attitude of **EXPECTATION**, an attitude of **BELIEF!**
- ➔ What will follow?
- ➔ Like calls to like!!
- ➔ You will magnetize the condition you seek . . . and ***VOILA . . .***  
You'll will sell memberships in Pre-Paid Legal ...  
or you will recruit new sales associates!

### WHAT WILL HAPPEN NEXT?

- ➔ More reinforcement of your self-esteem.
- ➔ More belief in your ability and greater confidence to do it again ... and
- ➔ A deepening conviction of the incredible need in America for this great product!



**Everyone can be  
sold by somebody!  
Why not me?**

*More to come . . .*

*Attitude is Everything!!* Series

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