



# *Attitude is Everything!!*

By Paul J. Meyer and Kevin Rhea

Prepared for the benefit of all Pre-Paid Legal Associates

#16

## *THE DECISIVE FACTOR: WORK HABITS!*

**The price of success in selling Pre-Paid Legal is exacting!**

There isn't any "bargain table" where you can exchange promises and good intentions for a fat paycheck!

*Work* ➔ **INTELLIGENT, CONSTRUCTIVE WORK . . .**  
is the price that success demands . . .

*Work* ➔ So **productive** and **satisfying** . . .  
That which **ceases to be difficult** or onerous . . .

*Work* ➔ So **interesting**, so **deeply embedded** into your  
subconsciousness that it becomes a way of life!

*Work* ➔ A habit that turns **referrals into prospects,**  
**prospects into membership sales,** and  
**membership sales into friends,**  
**more market, and more sales!**



*Are you going to pay that price?*

*Attitude is Everything!!* Series

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