



Attitude is Everything!!

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TYPES OF GOALS

Once you have written your goals in every area of your life: **SPIRITUAL, FAMILY, PHYSICAL, MENTAL, FINANCIAL,** and **SOCIAL,** and you have categorized them under those groupings, the next step is to further break them down into four categories as follows:

1. SHORT-RANGE *intermediate* GOALS:

These are goals that can be achieved in a week, two weeks, a month, or a maximum of three months.

EXAMPLE: If you just started working with Pre-Paid Legal, your goal would be to complete an *Initial Inventory of Prospects* (a list of everybody you and your family knows). Next, you would list how much time per week you plan to work exclusively for Pre-Paid Legal, and then how many calls you plan to make each week as well as goals for selling memberships and recruiting. **These are very immediate and short-range in nature.**

2. LONG-RANGE *ultimate* GOALS:

These goals run anywhere from six months to a year, two years, three years, five years, ten years, or even a lifetime.

EXAMPLE: In your Pre-Paid Legal business, your first goal would be to become a director -- and you need to pick a target date to accomplish this. Then your next goal would be to become an Executive Director . . . then a Bronze, Silver, Gold and Platinum.

3. TANGIBLE GOALS:

These deal with material wants, needs, and desires.

EXAMPLE: The amount of income you desire . . . or the type of car, home, clothes, education, trips, etc. Some of these are immediate, some are short-range, some are long range. With some of the tangible things, you should get some pictures of them and put them up where you can see them. You should figure how much time and money it will take to get them. There are also other purposes for making a living besides for the income. Your goals can also be those which would help make our world a better place to live, which would include many worthwhile charities and ministries.

4. INTANGIBLE GOALS:

It seems that we often set goals for material things and fail to realize that setting goals for internal growth are equally, if not more, important to set. Intangible goals include changing your inner thoughts, attitudes, and feelings to be more positive and ultimately successful!

An example would be a personality characteristic that needs to be changed in order to achieve a tangible goal. Attitude, confidence, assertiveness, speaking up, being more positive and a more determined person.

EXAMPLE: If you are shy, introverted, with a low self-esteem, quiet, afraid to approach people or talk on the phone, then Pre-Paid Legal is probably not your business. After all, we do get our business by calling someone and explaining the benefits of Pre-Paid Legal and asking them for referrals. This is better done if you can speak up with confidence and are enthusiastic in your voice, smile, and walk.

In our next newsletter we will talk more about goals.

More to come . . .

Attitude is Everything!! Series

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