

# *Attitude is Everything!!*

*Recruiting Newsletter Series*

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*Written especially for the L-K Marketing Group*

**#21**

## **Becoming a Master Prospector**

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**Are you a MASTER prospector?** We all have the ability to master the skill of prospecting ... *but will you actually master this necessary skill for success?*

**Set yourself apart!**

*To truly master this skill, you must thoroughly understand and THE PROSPECTING HABIT. It will set you apart!*

**When you have the prospecting habit,  
you are in prospecting mode all the time.  
It becomes as natural as breathing.**

**How do you achieve this?**

The key to the prospecting habit is becoming aware of your attitudes, beliefs, and internal dialogue *because your thoughts drive your actions.*

It is critical that you develop an internal dialogue that steers your actions as a master prospector in the right direction.

**When 99.9% of all salespeople are in front of a prospect, their objective is to make a sale ... NOT ME!**

I do not focus on the sale itself because I am equipped with the prospecting habit. **The internal dialogue that has been engrained in my thought process allows me to see beyond the sale.**

By using the prospecting habit...

- ***I breathe prospecting!***
- ***I know this person has a lot of friends who need this great service!***
- ***I hope this person will join me in the business and be incredibly successful!***
- ***I know that obtaining 8-10 referrals is more important than any sale.***

Instead of focusing solely on the sale, use the prospecting habit and focus on obtaining more prospects, who in turn will provide you with more sales, more recruits, more money, and more ways to help more people!

If you want to become a master prospector, you must use the prospecting habit. **IT WILL SET YOU APART!**

**I would always rather be a MASTER PROSPECTOR than a wizard of speech and have no one to tell my story to!**

**WOULDN'T YOU?**

*More to come . . .*



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