

Attitude is Everything!!

Recruiting Newsletter Series

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Written especially for the L-K Marketing Group

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Spare Us Your Brilliance

If you are new to Pre-Paid Legal, welcome! It is obvious that you are intelligent, smart, service-minded, and have an entrepreneurial spirit!

Great ... but please spare us your brilliance for the next 6 months.

The secret to succeeding in this business is to master the basics.

What are these basics? They are the principles that your sponsors and upline are telling you.

They are the principles outlined in the best-selling:

- *Success in Pre-Paid Legal*, a book with incredible training designed specifically for new Associates.
- *Pathway to Platinum*, a book for Associates who want to reach Platinum.
- *Success in Group Sales*, a new book for every Associate who is interested in the group market or has prospects who are.

- ***“Activity—key to success in selling”***, a booklet for all Associates to help them keep taking action that produces results.
- ***“Recruit! Recruit! Recruit!”***, a booklet for all Associates to help them continually recruit.
- ***“Self-Talk, Self-Affirmation, & Self-Suggestion”***, a booklet for all Associates to help make them stronger.
- ***“How to Build a Large Organization”***, a new booklet with step-by-step instructions on how to build a large organization.

When you master the basics, you will decide (like the Platinums already have) that the magic formula is already here.

So, please spare us your brilliance for 6 months.

When you’ve mastered the basics, then show the world what you’ve got!

More to come . . .



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