

Attitude is Everything!!

by Paul J. Meyer

Written especially for the L-K Marketing Group

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HAVE YOU STRUCK GOLD?

The dictionary describes prospecting as what you do “to explore an area, especially for mineral deposits.”

In other words, people who are looking for gold or other precious metals have to use this method of exploration.

**IN THIS BUSINESS, THE GOLD IS THE NEW RECRUIT
AND THE NEW MEMBERSHIP SALE!**

When I began my career as a salesperson, I had little education and no sales experience. Based on the so-called list of necessary selling attributes, I lacked every quality of a top salesperson. I tried feverishly to improve my abilities until I had a revelation ...

**MY IMPROVED TALENTS DON'T MEAN A THING
UNLESS I DEVELOP THE SKILL OF PROSPECTING!**

I became a master prospector and went on to become the top salesperson in every insurance company I worked for.

Here is the bottom line for you:

**THE MORE PROSPECTING YOU DO, THE MORE
LIKELY YOU ARE TO STRIKE GOLD!**

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