

# *Attitude is Everything!!*

*Recruiting Newsletter Series*

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*Written especially for the L-K Marketing Group*

*#27*

## **NO ONE TO TELL MY STORY TO**

Early on in my sales and marketing career I developed a one-liner phrase that became famous in insurance circles and direct selling, etc.

*“I would rather be a Master Prospector (networker) than the Wizard of Speech and have no one to tell my story to.”*

The fact is – all the training meetings that I did the entire time regardless of the product, I spent 80 percent of my time in the training meeting talking about three subjects:

- A. Attitude**
- B. Prospecting**
- C. Time Management**

As far as I was concerned, the rest of it was superfluous and unnecessary if you didn't master the above three.

**I love graphics.** You can tell that in all the newsletters I write. A picture is better than a thousand words.

**The attached graphic is a perfect description of avidly seeking prospects, having a prospecting awareness, a prospecting consciousness, a prospecting habit, and a prospecting attitude. It shows you the differences and what you end up with.**

### **CONCLUSION:**

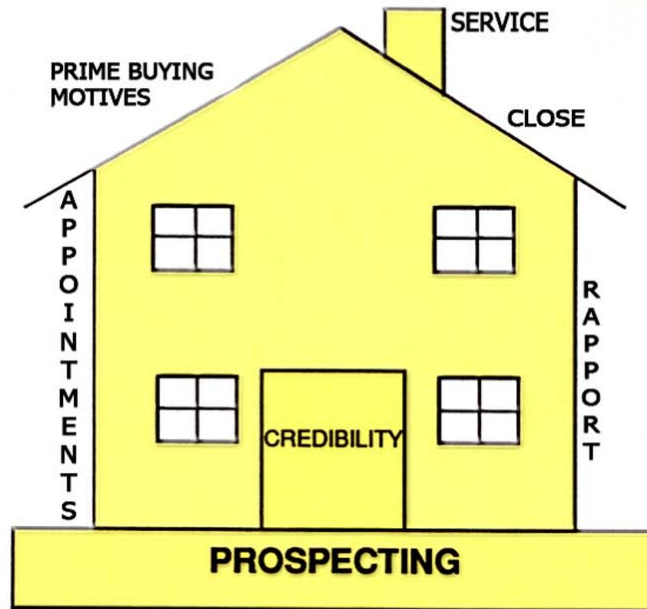
- **CHOOSE TO PROSPECT EVERY DAY.**
- **NETWORK EVERY DAY.**
- **GET LEADS EVERY DAY!**

**More to come ...**

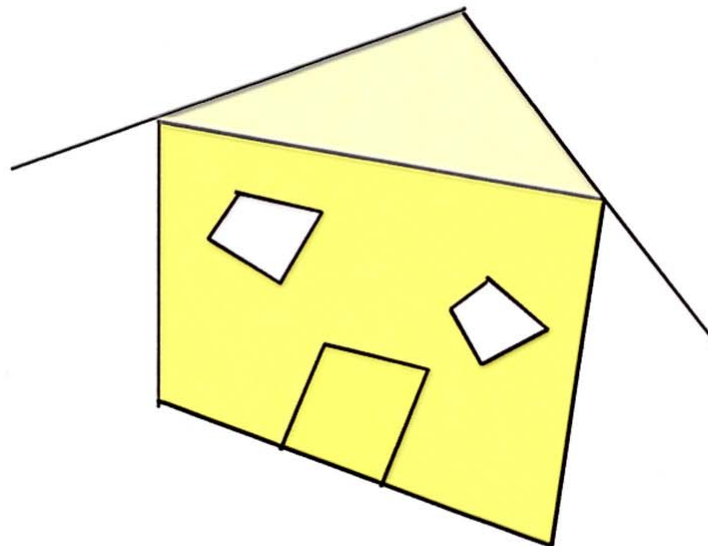


**P.S. Bring this subject up often in your training. Pass it to your organization. Act on it personally! If we keep networking and using the Success Magazine and all the other great tools of the company, we will keep growing ... and we will keep setting records!**

**Prospecting is like building your house on a rock.**



**Not Prospecting is like building your house on the sand.**



**Good prospecting builds the foundation of your business. Without prospecting, the other elements in the sales cycle are unstable and unpredictable.**