

# *Attitude is Everything!!*

*by Paul J. Meyer*

*Written especially for the L-K Marketing Group*

*#11*

## Connect the Dots for Your Recruits

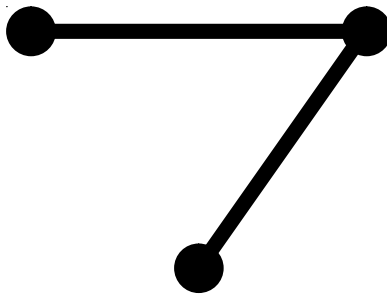
---

With your recruits, you must connect the dots in 3 different areas:



### **#1 — Connect Your Recruits with: *Their Comfort Level***

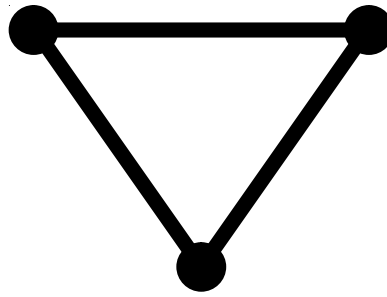
“With new recruits, we try to find their comfort level in the various areas of the business,” explain Platinums Frank and Theresa AuCoin. “If they aren’t comfortable speaking in front of a group, we aren’t going to put them there. Eventually they will be comfortable in all areas so they can teach others to do the same, but initially we aren’t going to push them where they don’t want to go.”



### **#2 — Connect Your Recruits with: *Their Area of Specialty.***

“A truck driver is more likely to buy the Commercial Drivers Legal Plan membership from another truck driver,” Top Recruiters Ron and Norma Crutcher point out, “so when we prospect for new recruits, we first determine what is missing in our organization.”

This applies to your current recruits, for they have areas of interest and specialty that will make them much more affective than someone else.



### **#3 — Connect Your Recruits with: *A Business Plan that Suits Them.***

Platinum John Hoffman explains, “We look at the strengths and interests of the people we choose to work with and put together a business plan that matches their goals. A mom who works part-time and wants to make \$500 a month will dictate a very different business plan than a new college graduate who wants to build a marketing team with serious duplication and revenue taking place and make \$40,000 a month.”

When you connect the dots with your recruits, you are creating a strong bond of teamwork and friendship.

**The result will be to everyone’s liking!**

*More to come . . .*

*Attitude Is Everything!! is published by L-K Marketing Group, LLC*

*Copyright © 2004 L-K Marketing Group All Rights Reserved.*

*Material may not be reproduced in whole or part in any form without the written permission of L-K Marketing Group.*