

Attitude is Everything!!

*Recruiting Newsletter Series
by Paul J. Meyer*

Written especially for the L-K Marketing Group

#14

The Joy & Responsibility of Recruiting

The joy of recruiting is:

- **Seeing the excitement** on recruits' faces when they get their first sale or recruit!
- **Creating lasting relationships** with like-minded individuals!
- **Tracking your recruits' sales!**
- **Encouraging your recruits** to reach even higher!
- **Watching your recruits earn more** than they dreamed possible!
- **Rejoicing as your recruits walk across the stage!**
- **Smiling as your bank account fills up**, partly as a result of your recruits' efforts!

These are just a few of the tremendous joys — *and benefits* — that come from taking responsibility for your recruiting. **Responsibility is a choice**; so choose to be best recruiter possible.

Here are 4 tips to help you along the way:

TIP#1 — Be the example

Your recruits will do what you do, not what you say. That's human nature. Platinum Darnell Self says it plainly, "**Always ask yourself, 'If my team did what I'm doing today, how much money would I have made?'**"

TIP#2 — Go with them

With new recruits, Platinums Frank and Theresa AuCoin explain,

It is imperative that you are with your new recruits during their first 60 to 90 days of activities, that you are on the phone with them, that you are with them at appointments, etc.

TIP#3 — Train them

Teach your recruits:

- where to find the prospects
- how to approach the prospects
- how to close the prospects
- how to build those new prospects into teams

This will cause an explosion in their organization ... as well as yours!

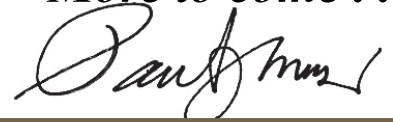
TIP#4 — Recruit, then develop

Top producer Kathy Aaron says candidly,

I can recruit hundreds of people, but I can't develop all of them. My goal is seeing how many people I can develop because I would rather recruit a few and see them succeed than to try to get a whole lot of people in the business who eventually give up and quit or never grow past their current level.

**Take responsibility for recruiting ...
so you can enjoy the benefits of recruiting!**

More to come . . .



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