

# *Attitude is Everything!!*

*by Paul J. Meyer*

*Written especially for the L-K Marketing Group*

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## **You've Made the Sale ... NOW WHAT?**

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You've mastered Step #1 - **TO MAKE THE SALE**. You've got that down pat. Good for you!

How are you on Step # 2 - **TO GET REFERRALS FROM EACH SALE?**

How are you on Step #3 - **TO RECRUIT THE PERSON YOU ARE TALKING TO?**

**Unfortunately, a lot of people skip Step #2.** They completely forget to ask for referrals! They have just lost their best prospect (because he or she purchased a membership) and they have a satisfied customer ... but they don't ask for referrals!

***But even more unfortunate is the fact that  
99% of people skip Step #3!***

They don't offer their new members the business opportunity!

Platinum Larry Smith says it best when he explains his proven approach to accomplishing Step #2 and Step #3.

Larry says to his new member/prospect:

**“You must always be recruiting.”**

*-- Patrick Shaw*

There are a couple things I'd like you to consider. **Number one**, we work off referrals. I'm sure right now you could work off your mental list and think of some friends who have been treated unfairly like you were, correct? You probably have friends who say they need to get a Will in place to protect their family.

What I'd like to ask you for is a list of referrals. I'm going to contact those referrals the same way I contacted you.

*Number two*, if you'd like to see how you could earn up to \$200 per membership sold by simply showing this information to other people just like I've shown you, I'd be happy to share our business program with you.

Which of these two would you prefer?

Larry has mastered this non-intimidating, casual way of accomplishing both Step #2 and Step #3. And because the prospects obviously saw value in the service, even if they didn't buy a membership (*Larry is that sharp, he won't let anyone get away!*), the referrals will come quickly.

**And if the referrals come quickly, any entrepreneur-minded individual will be interested in the opportunity.**

What's more, Larry isn't convincing anyone to do anything. His prospects are making their own decisions, and whatever the outcome, he wins.

When you consistently practice Steps #1, #2, and #3, you will have what Top Recruiter Obinna Ndu calls the "**mindset of a successful recruiter.**"

And when that is the case, Obinna adds, "**the sign on your business always reads 'OPEN,' because as soon as you put the 'CLOSED' sign up, the next million dollar producer like Dave Savula might walk by and you'd miss him.**"

*And that, as you well know,  
would NOT be a good thing!*

*More to come ...*



**Pass on via fax & email to your organization!**

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