

Attitude is Everything!!

Recruiting Newsletter Series

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Written especially for the L-K Marketing Group

#13

It's A Numbers Game!

“The secret to recruiting,” say Platinums Frank and Theresa AuCoin, **“is massive exposure, which results in massive awareness, which brings about massive numbers of new recruits.”**

Simply put, it's a numbers game!

Platinum and Top Recruiter Brian Carruthers looks at it this way:

Recruiting is like looking for four aces in a deck of cards. The aces might be anywhere, but if you keep flipping the cards one at a time, you will eventually find your aces.

It's a numbers game!

When people don't immediately find their aces, they are quick to say:

- Why haven't I found an ace yet?
- I'm terrible at this.
- Why did that other Associate find an ace and I didn't?
- My warm market is no good.

Have you heard these comments? Have you said them yourself? **All the decks are the same!** Some aces are on the top, some on the bottom, and some in the middle.

Just keep looking!

Rules of the Game

Since it's a game, there are rules that must be followed. Here are the rules:

Rule #1—Know the aces are in there:

Regardless of how you feel, what you know or don't know, or how long you've been an Associate, recognize that the aces are in there! Know that! Your job is to find them.

Rule #2—Keep looking:

Every deck has the same number of aces. You must keep flipping the cards over until you find the aces. Keep looking until you find them.

Rule #3—Force nothing:

Never try to force a "3" or a "10" into an ace. It is not going to happen!

Rule #4—Don't worry about the outcome:

Adopt an *I don't care* attitude. Top Recruiters John and Tammie Seaman explain, "The outcome is irrelevant. What is important is how many times the story is being told on your behalf."

**"Massive exposure
=
massive awareness
=
massive numbers
of new recruits."**

—Frank & Theresa AuCoin

When you've played the game and found your aces, what are you going to do now?
The answer: play the game again!

There is no limit to the number of times that you can play the game!

Recruiting is a numbers game!

More to come . . .



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