

Attitude is Everything!!

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RECRUIT! RECRUIT! RECRUIT!

That's what you do if you want to *unlock your potential* for big success in Pre-Paid Legal Services, Inc.

Why recruit in the first place?

It's imperative that you know why you recruit, and to do that, you must know why you are in Pre-Paid Legal.

Do you want to:

- make more money,
- get out of debt,
- meet a financial goal,
- start a new career,
- get out of the corporate "rat race," or
- avoid being downsized one more time?

Whatever your reason, you are well on your way to being a successful recruiter **WHEN YOU ARE MOTIVATED ENOUGH TO TAKE ACTION.**

When should you start recruiting?

Instantly! Right now! After your next presentation! After your next membership sale!

The time to recruit is always now! And as you speak with your prospects, keep the presentation simple and basic, regardless of your level of experience.

Platinum Mark Riches explains that new Associates are at the lowest knowledge level when they start, but their enthusiasm is at its highest level. What this means is that **NEW ASSOCIATES ARE HIGHLY EFFECTIVE RECRUITERS!**

Knowledge on ice will always be outperformed by ignorance on fire. Excitement and belief are much more effective than logic when it comes to recruiting.

Start with your warm market (people who know you, love you, and trust you, though they may not respect your business opinion or decision). **The cold market is only an add-on to your warm market.**

Lead with the opportunity or the product, whichever you feel more comfortable doing. *Your goal is to expose your prospects to the service and the opportunity and to find out if they want to be involved or not.*

“If you don’t recruit, 100% of your income is dictated by what you do.”

— Brian Carruthers

Because your warm market has to some degree an ongoing relationship with you, use third-party tools as much as possible. If they aren’t interested, then tell them, as top producers Ken Smith and Patti Ross recommend, **“That’s fine, I wasn’t sure if you would be interested or not. I’ll see you next week”** (or whenever you expect to see them next).

When they are free to choose, you haven’t compromised a friendship, and that is what is most important. And because your warm market holds untold referrals for you, maintaining a good relationship is vital.

***From there, continue to
RECRUIT! RECRUIT! RECRUIT!***

More to come . . .



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