

Attitude is Everything!!

Recruiting Newsletter Series

by Paul J. Meyer

Written especially for the L-K Marketing Group

#16

Recruit with the Willing

You know to “work with the willing.”

You know that new Associates cannot be forced to sell, to recruit, to prospect, or to build a large organization.

You know all this.

What **you don't know** are how many of your recruits' prospects will become recruits themselves.

That is what you must find out!

How will you help your recruits find out how many of their contacts would like to become recruits themselves? There are 3 steps to accomplishing this:

STEP #1 — Ask them! Ask your recruits to name names.

- Who do you know who could use this service immediately?
- Who, like you, is keeping their income options open?
- Who do you know who would refer you to other top-quality individuals?
- Who do you know who currently works in the areas that could bring a lot of sales?
 - Employees of businesses
 - Truckers
 - Police officers
 - Insurance agents

STEP #2 — Motivate them! Explain the power and benefits of recruiting.

- Do you want to reach your goals much more quickly?
- Do you want to make overrides on other people's efforts?
- Do you want to create a passive asset stream that is not based on how many hours of work you put in?
- Do you want to reach the level of Platinum?

STEP #3 — Go with them! Take action together.

- Let's visit your top 10 local recruiting prospects together (and get referrals)!
- Let's 3-way call your top 10 out-of-town recruiting prospects together (and get referrals)!
- Let's meet together with your prospects that you know need this service immediately (and get referrals)!
- Let's invite your business-minded prospects to a luncheon and we'll recruit them together (and get referrals)!

And the beauty of recruiting with the willing is that they in turn will recruit with the willing, and the recruits will do the same, and the cycle will continue.

Recruit with the willing!

More to come . . .

