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ATTITUDE IS EVERYTHING

RECRUITING - The Key to Multiplying Your Business!

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It is obviously **imperative** that in building your Pre-Paid Legal business you must have, (1) a **desire to build**, (2) the **confidence that you can build**, (3) the **knowledge necessary to build**, and, of course, (4) **a passion for the business**.

Two major ingredients in building marketing organizations are **visualization** and **affirmations** (positive declarations of things you believe to be or expect to be true and desire to live by).

Affirmations transform your thinking, your attitudes, and your behavior, which helps to produce the results you desire. **The most effective affirmations are those you compose yourself.** They are based on your goals and describe the person you want to be, the things you want to do, and what you want to possess. When you repeat such affirmations, you build the needed internal confidence and determination to overcome obstacles, accomplish goals, and improve productivity.

To be successful in recruiting you must, (1) **Realize and believe that recruiting is important**, (2) **Visualize yourself as a recruiter**, and (3) **have some affirmations to speak to your sub-conscious mind** until you have developed the **thoughts and habits** of a recruiter.

Listed below are some examples of affirmations:

- 1) I am the NUMBER ONE RECRUITER in Pre-Paid Legal!
- 2) I recruit "ten" people a month! (include whatever number is your goal)
- 3) I am a recruiting magnet!
- 4) Recruiting is the CORE of my business!
- 5) Today I will call a prospect and he will be waiting for my call to join PPL!
- 6) Recruiting is the lifeblood of my Pre-Paid Legal business!
- 7) I spend three-fourths of my time recruiting and training new associates!
- 8) I am building a huge team every minute of every day!
- 9) I recruit every day - it's the key to success in this business!
- 10) I recruit the top people in all of Pre-Paid Legal!
- 11) I love talking to people about Pre-Paid Legal!
- 12) I love teaching others how to build their organization!
- 13) Recruiting, Recruiting, Recruiting, Recruiting

Everyone should write their own affirmations. Write them on a 3 x 5 card or print them in large, bold print on an 8-1/2 x 11 sheet of paper. Tape them in various places around your office. Put them in your Success Planner. You can order the PPL Success Planner from Video Plus by calling 1-800-388-3884. See details on www.lksupport.com under Marketing Tools. Read them every day. They will stimulate you into action.

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