

# *Attitude is Everything!!*

*by Paul J. Meyer*

*Written especially for the L-K Marketing Group*

*February 4, 2004*

## **What Were You Doing The Last Time It Worked?**

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I don't know if you are like me, but throughout my sales life I have had good days and days not as good. I have had good months/quarters and months/quarters not as good.

I remember vividly in the insurance business having the worst month of my life, and I couldn't figure it out. So I went to the home office and talked with Mr. McCart, President of the company.

I told him, *"My sales haven't been good this month. I can't figure it out."*

### **HERE WAS HIS RESPONSE:**

*"Paul, what were you doing the last time sales were good? How was your attitude the last time sales were good? How was your desire and your work ethic and your activity?"*

### **THEN HE ASKED THE FOLLOWING QUESTIONS:**

1. Are you selling the exact same contract now that you were then in your best month?
2. Are you working in the same town?
3. Are you using the same sales presentation, or have you changed it?
4. Are you working the same nest of prospects as you did then?
5. Was there a contest that was going on which motivated you last time things were going well?
6. Was anything going on in your personal life where you needed money and were paying an extra price for a good month?

### **I WAS SHOCKED AT MY ANSWERS:**

1. I had gone to try another town 100 miles away because it was where my father-in-law lived.
2. I had changed my presentation at the suggestion of one of the people in our home office.
3. I was calling on a different group of people -- businesses as opposed to professional people.
4. I believe there was a contest going on the last time I had my best month.
5. And yes, I did need some extra money. I was paying down on a house.

**MR. MCCART SAID, "Well, it's pretty simple, Paul."**

- ▶ ***"I would go back to Columbus, Georgia, and reconstruct and do exactly what you did the last time it worked.***
- ▶ ***Use the same visuals.***
- ▶ ***Use the same sales presentation.***
- ▶ ***Work in the same town where you are a leader.***
- ▶ ***Use the same nest of prospects, getting referrals from the same strong clients.***
- ▶ ***It's true this month we don't have a contest, so why not pretend there is a contest!"***

**I said, "I can do that! ... And the answer to your question about needing money is YES! I still do because I have to buy furniture."**

**I COULD BET THE FARM THAT ANYONE READING THIS EMAIL OR THIS FAX KNOWS EXACTLY WHAT HAPPENED NEXT:**

- A. I got back on track!**
- B. I was back to *keeping it simple* and *doing what I knew how to do!***
- C. I was FOCUSED, and I was back to selling!**
- D. I was making money again. In fact:**
  - a. It was my best month in a year,**
  - b. It was my best recruiting month,**
  - c. I conducted some of the best sales meetings ever, and**
  - d. I had the highest percentage of sales to close in two years!**

**THINK ABOUT IT!**

**If this applies to you, make the switch like I did and watch your February membership sales go up ... and your recruiting go up ... and your cash flow go up!**

**A COUPLE OF MOTIVATIONAL POINTS:**

***"DEVELOP A DOGGED DETERMINATION TO FOLLOW THROUGH REGARDLESS OF OBSTACLES, CRITICISM, OR CIRCUMSTANCES, OR WHAT OTHER PEOPLE SAY, THINK OR DO!"***

**THIS IS REAL MOTIVATION ...**

**THIS IS LASTING MOTIVATION ...**

**THIS IS INTERNAL MOTIVATION!!**

## RESPONSES PLEASE:

If in fact you do all of the above and February is a better month than January ... and if you can attribute your success to anything in this newsletter, I would like to hear from you.

*Who knows, you could begin to start to think this way and every month would be successful ... and what would happen to your business and to your income!*

*Yours because I care,*



**Paul J. Meyer**

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### **2004 L-K Pre-Event:**

Thursday, March 4 - 1 to 5 pm  
with MARK VICTOR HANSEN  
Registration flyer at [lksupport.com](http://lksupport.com)

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