

# The Key Mindset

GIVE

vs.

GET

I can get everything in this world that I want, if I am willing to help enough other people get exactly what they want FIRST.

Endorsements are my  
Number one job  
each day.

It takes priority over every other business activity.

I feed the pipeline daily;  
With my armor on at all  
times.

## Asking for and effectively following up on Referrals

- ❖ I believe the endorsement process is much more of a “Give” than it is a “Get” - I am giving much more than I am getting in asking to be introduced to the people they care most about who can benefit from the products and services I offer.
  
- ❖ One of the reasons I am so successful in this business is that every person I work with refers me to other people they care most about who can benefit from the products and services I offer.
  
- ❖ In my relationship with my clients, I have earned the right to be introduced to the people they care most about who can benefit from the products and services I offer. The Law of Reciprocity works everytime.
  
- ❖ My mindset is Quality versus Quantity. I get 2-3 quality endorsements from every person with whom I do business. I enjoy asking for them and they enjoy giving them to me.

## The Endorsement Power of CFL

- Who I am is someone that makes a difference in people's lives.
- What I offer people are some of the most valuable and **life altering** products and services to which they, or more importantly, their families, have possibly ever been exposed.
- I focus on "**Give vs. Get**" in every prospecting situation.
- I impress every person I meet as someone who is much more interested in helping them solve their problems and satisfy their needs than I am interested in the money I might make from selling them something.
- The three S's of prospecting:
  - ▶ Some Will
  - ▶ Some Won't
  - ▶ **So What – NEXT**
- I am not attached to the outcome of my endorsing and selling efforts. Everyday I focus on getting myself to do prospecting and selling activities with my armor on at all times.
- When I don't take action in a "Moment of Truth", I am selling out on my partner, and more importantly on his or her family, as well as selling out on myself and my family.
- In the area of responsibility, nobody can do anything to me that I don't give them permission to do (i.e., hurt my feelings, make me feel



guilty, get me to take rejection personally). If I give them permission, I am 100% responsible.

**4 Points to Focus on Each Day to  
Create Peace in your Life**

Stay present in the moment

Operate from your heart – Not your head

Control the things you can control and stop allowing the things you can't control from causing you pain

Manage your expectations