

The Essence of Attracting the Perfect Business Builder

"Attracting Perfect Customers" Stacey Hall and Jan Brognicz

1. The Law of Attraction

Attraction is the organizing force of the universe. Everywhere, discrete elements come together, cohere and create new forms.

A. Purpose to refocus your efforts on your business mission which is the true force of your powers of attraction.

Be on purpose with your mission.

How?

-By becoming clear about whom it is meant to serve

-By measuring how well you have achieved your mission each and every day.

-By trusting that money is a natural by-product of staying true to purpose

(Stephen Covey...mission statements are critical, our basis of leadership)

B. The key to staying fully passionate about your business and fully empowered is to ensure that your personal mission and your business mission are completely aligned.

Core values are the organization's sense of character or integrity

List your core values (Core Value Exercise)

Arrange them into a mission statement ...now, is this the way you are operating your Mannatech business...is it in alignment with your core values?

C. It is time that we shift our thinking about our business from a SCARCITY model --where there are not enough business builders to go around--to a model of abundance.

2. Like Attracts Like

Vince Lombardi once said "Confidence is contagious. So is lack of confidence."

A. When we value ourselves and our business, potential business builders are able to see the value. But not until that happens.

So what are you missing in yourself, in your business that is not attracting others?

- 1) Do you believe in yourself?
- 2) Do you believe you can lead?
- 3) Do you successfully acknowledge, build, empower people?
- 4) What is your disposition? Enthusiastic, caring, servanthood, committed, enabler or empowerer? etc
- 5) Is your office organized?
- 6) Are you ready to receive a business builder?

B. "You can attract virtually any type of person that is perfect for you to have in your life and your business--if you are willing to do so and if you believe that you deserve to attract what you desire."

3. Ways to Recognize a Perfect Business Builder is to first Design the perfect Prototype

We need to target our market...what are you truly looking for?

A. What characteristics make up a Perfect Business Builder? This is a work in progress

- 1)
- 2)
- 3)
- 4)
- 5)
- 6)
- 7)
- 8)

B. What kind of background do we typically see in our industry?

- 1)
- 2)
- 3)
- 4)
- 5)
- 6)
- 7)

4. What will a Perfect Business Builder Expect from Me?

- A. Training
- B. System
- C. Leadership
- D. Team Support
- E. Materials and Guidance

What do I have to offer?

Am I ready?

5. What Makes your Perfect Business Builder Tick?

When we know what motivates our Perfect Business Builder-what is most important in their lives-we will be in a much better position to assist them to deliver their goals.

A. 5 questions to ask:

- 1) Why do you get out of bed in the morning?
- 2) Who is the most important person to you in the world?
- 3) What is most important to you in the world?
- 4) What do you want to achieve before you leave this world?
- 5) What do you really love about your life?