



FOUR CORNERSTONES OF SUCCESS

1. Believe In What You're Selling.
 - a. Close yourself. You can't outsell your level of belief.
 - i. Mortgage Protection, Final Expense, EIUL, Annuity, Term Life
 - b. Provide solutions to your warm market.
2. **Work and Counsel. (M.A.C.C.)**
 - a. Pick up the phone. Make 250-300 dials each week.
 - b. Set a minimum of 12-15 appointments (this will yield \$5000+ in production).
 - c. Write applications. Care enough to cover the families.
 - d. Counsel constantly: M.A.C.C. – Massive Action Constant Correction**
 - e. Share the opportunity with others.
 - i. Make a list of names.
 - ii. Use your leadership skills to help build your business, but utilize the system.
 - iii. Lead your team, support your team, encourage your team.
3. Commitment to Ongoing Self Improvement
 - a. Work on *yourself* more than your business.
 - i. READ, READ, READ! 20-30 minutes daily.
 - b. Be a student of the SFG training modules and media.
 - i. Visit www.sfglife.com daily.
 - ii. Record all modules/media. Make your car a rolling university.
 - c. Plug into *everything*! This is the #1 priority over any sales or recruiting activity.
 - i. Conference calls
 - ii. Local/regional/national training and meetings
 - d. Change *quickly*!
 - i. Ask the right questions. What do I do next? Embrace personal changes.
 - e. Take 100% responsibility for your life!
 - i. Embrace the toughness of this business.
4. Associate With the Right People
 - a. Learn to develop relationships with the people that are where you want to be.
 - i. Be a *lifter* to those upline to you, not a drag.
 - b. Edify uplines properly.
 - i. Use specific examples of how they have helped you.
 - c. Communicate with a positive attitude and always protect yours.
 - d. Understand and respect proper crossline communication.