

TOP PRIORITY: BE A BUILDER

Wealth Builder

Principles

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TOP PRIORITY: BE A BUILDER

Builder's Principle #1

HAVE FUN!

- Put the FUN back in FUNdamentals!
- Life is TOO SHORT to be glum.
 - I'm going to be:
HAPPY...
EXCITED...
ENTHUSIASTIC!
 - I'm going to be **A POSITIVE FORCE**,
not a negative one.
- The #1 thing people want: HOPE

In the absence of hope, people get frustrated.
People without hope have no energy,
no enthusiasm.

Best thing PPL does: gives people HOPE.

One of the scariest truths I know is that you become what you are around. The world is full of negative, disillusioned, unhappy people. If you surround yourself with those people, you will become one.

DANGER:

Cynical people with negative attitudes.
Wrap yourself in a positive cocoon.

Avoid people who won't encourage you.
Lazy people won't encourage you.
Negative people won't encourage you.
Hopeless people won't encourage you.
Unhappy people won't encourage you.
Surround yourself with POSITIVE, EXCITED PEOPLE.

Focus: It's easier to ACT your way into a new way of thinking than to THINK your way into a new way of acting!!

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Builder's Principle #2

Have an Attractive Environment

- This is a **VOLUNTEER BUSINESS**:
 - Nobody has to do our business.
 - Key to RECRUIT and RETAIN: People must **FEEL GOOD** around you.
 - YOUR OFFICE: a positive, exciting, fun place to be.
- Nobody will follow – or even hang around, a GLOOMY, DULL, UNEXCITING, DEPRESSED leader.
- PPL is in the “**PEOPLE ATTRACTION BUSINESS**”
 - If you're negative, you won't attract anybody!

DANGER:

Thinking you can “force” people to succeed.

You can't bully people to success.

You can't intimidate people to success.

You must PRAISE people to success.

Focus:

**ALWAYS SELL
THE DREAM!**

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Builder's Principle #3

PUSH RECOGNITION DOWN TO PUSH PEOPLE UP

- Remember the “flashing sign” – everyone wants recognition.
- Recognize people:

One-on-one

In groups

In front of their team

To their partner

To their children

At meetings

Everywhere, ANY TIME, DAY OR NIGHT

People just want someone to say something GOOD about them.

PRAISE & RECOGNITION build relationships.

BUT...you can't do it all. All you can do is recognize a few people.

You must REACH DOWN into the group and show them a better way.

DANGER:

Spending all your time with too few people.

Push DOWN Recognition and attention.

You can't do it all.

You must PRAISE.

Focus:

Find SOMETHING GOOD
to recognize, Everybody
has done something right.

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Builder's Principle #4

Treat Everyone With Respect

- Push people UP, not AROUND.
 - Don't ever be a KILLER OF DREAMS; be a LIFTER OF PEOPLE.
 - Leaders work for their team's approval: the team doesn't work for the leader's approval.
- People don't care how much you know until they know how much you care.

Commit to people.

Motivate people.

Support people.

Love people.

Work for people.

Be an example to people.

- INSPIRE to grow, not FORCE to grow.

UNWRITTEN LAW: Always be talking about OTHERS. If they are impressed with YOU, you've done the WRONG THING!
Work to INSPIRE, not to IMPRESS.

DANGER:

Thinking people work for YOU.
YOU should work for your people.

Focus: If you shine your light on OTHERS, the light will ultimately shine on YOU.

DON'T ask people to work so you can win a contest.

DON'T ask people to work so you can get promoted.

DON'T ask people to do ANYTHING for YOU. They do it for **THEMSELVES** and **THEIR FAMILY!**

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Builder's Principle #5

We're Inclusive not Exclusive.

- Our strength: **EVERYONE** is welcome in Pre-Paid Legal!
- Regardless of...

**EDUCATIONAL LEVEL
BACKGROUND
GEOGRAPHY
RACE
AGE
SEX**

EVERYONE can SUCCEED and GROW here!

DANGER:

Any kind of prejudice against anyone. When you look **DOWN** on someone else, you DIMINISH YOURSELF!

**Celebrate the difference in people.
Everyone wants and needs opportunity.
Diversity builds strength.**

Focus:

EVERYBODY wants
to be somebody.

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Builder's Principle #6

Unite and Build Not Divide and Conquer

- **At most companies:**

You win by DIVIDING and CONQUERING.
For you to win... someone must LOSE.

- **NOT AT Pre-Paid Legal Services.**

Here, you win by BRINGING TOGETHER, BUILDING UP,
CREATING and GROWING ... not DESTROYING!

DANGER:

Thinking you are back in corporate life.

In PPL, dividing hurts your business.

When someone loses, you lose.

You WIN when others WIN.

Focus:

Build UNITY of PURPOSE

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Builder's Principle #7

Understand that everyone doesn't want to know all about what you think.

- It's not about YOU. It's about YOUR PEOPLE.
- People just want to know you CARE. That should be your MAIN MESSAGE.
- Old saying: People don't care how much you know until they know how much you care.

DANGER:

Talking about YOU, YOURSELF,
YOUR FAMILY, YOUR POSSESSIONS.

Focus:

Always YOUR TEAM – their
success, their goals, their
dreams

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Builder's Principle #8

Turn Your Fears Into Fuel.

- **Remember: EVERYBODY is scared to death. It's not just you!**

They are asking...

What if I'm not good enough?

What if I'm not tough enough?

What if I don't succeed?

What if I'm not a good parent, husband, wife, father, etc.

... If you're scared, you're PERFECT for this business!

- All you can do: Use FEAR to KEEP ACTIVITY UP
- Don't worry about what you can't control:
Inflation The weather
Tomorrow Other people
- Worry about what you CAN control:
Your business
Your activity
Your discipline
Your commitment

"We used to have a T-shirt that said, 'Winners are a dime a dozen, but marathoners are one in a million.' It's true. Life is an ENDURANCE CONTEST – not a sprint."

DANGER:

Thinking you are TOO GOOD,
Thinking you KNOW IT ALL. That's
the first sign of impending failure.

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Builder's Principle #9

To Build Other People's Egos, You Must Control Yours

- People don't want to follow a leader who thinks she's better than they are.
- Never JUDGE people.

Remember what YOU were like when you got started. Don't forget where you came from.

- The Pre-Paid Legal Services system is based on succeeding by helping others succeed.
- You can't focus on others if you're focused on yourself.

No test has been developed to measure the heart of a person. Remember that with every new team member.

DANGER:

Thinking you are "THE BOSS" or that you're better than other people.

Focus:

Build Egos – everybody wants to know that you think they can make it.

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Builder's Principle #10

BE LEAN & MEAN. Financial Independence is the goal!

- STILL OUR GOAL: To build MORE FINANCIALLY INDEPENDENT FAMILIES than ANY OTHER COMPANY in the world.
- Where else can a former STUDENT, BARTENDER, FOOTBALL COACH, REAL ESTATE AGENT become a millionaire?
- Stay lean by lowering expenses...
- The #1 thing people want: HOPE

“There’s no such thing as ALMOST achieving financial independence.”

DANGER:

Forgetting our GOAL.

DON'T...

- Over-commit with big office, big house
- Try to “fake it ‘til you make it.”
- Trade up ‘til you can MORE than afford to.
- Mistake ONE MONTH for future income.
- GET DESPERATE. Desperate people to desperate things.

Focus:

TOTAL FINANCIAL INDEPENDENCE!!

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Builder's Principle #11

One TEAM! One DREAM!

ALIGNMENT = MOMENTUM – formula for success!!

To keep momentum going, team must be aligned – and STAY aligned!

- It's never "I," it's always "WE."
- It's never "me," it's always "TEAM."
- TOGETHER, we can move mountains.
- SEPARATELY, we accomplish nothing.

Always have individual goals...but, base individual goals on team goals!

TEAM first, you second.

DANGER:

Thinking that individuals win.
TEAMS WIN.

- Team Players win: Doug Flutie, John Elway
- Prima Donnas don't win long-range: Dennis Rodman

"We are going to be totally focused and clear about what the message of our company is...what our mission is... what our goal is. We want leaders to lead, builders to build and we'll spread the gospel of PPL to every person in North America who needs hope and opportunity."

Focus:

There is no "I" in TEAM!!

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Builder's Principle #12

Thrive on the Imperfections of People

- **DON'T** look for people's shortcomings.
- **DO** use their imperfections to help them
- Everybody's NOT like you.
- BUT... EVERYBODY has something good about them – something you can praise – something to teach others.
- **EVERYBODY** has the potential to be A WINNER.

DANGER:

Trying to CHANGE PEOPLE.
It NEVER works!

“Everybody has weaknesses, but everybody has unbelievable strengths that are often hidden. Find that strength and you can change a life.”

“I have yet to find the man, however exalted his station, who did not do better work and put forth a greater effort under a spirit of approval than a spirit of criticism.”
Charles Schwab

Focus:

Look for THE GOOD in people!