



THE RULES

1. MAKE **RECRUITING** YOUR **#1 FOCUS**
2. THE **PURPOSE** OF RECRUITING IS TO **GROW** YOUR TEAM
3. **PREPARE** TO WIN AND START WITH **CONFIDENCE**
4. **GO** FOR A **BIG** GOAL
5. IT'S NOT ABOUT **PERFECTION** - IT'S ABOUT **PROSPECTING**
6. **BE SMART, PLAY THE ODDS**
7. **DON'T STOP** WHEN EVERYONE **DOESN'T SAY YES**
8. RECRUITING IS **NOT A SOMETIME** THING; IT'S AN **ALL THE TIME** THING
9. THE **BEST** RECRUITS ARE **FRIENDS**
10. **DON'T LET DUDS SLOW** YOU DOWN
11. **PROSPECT** WITH **QUESTIONS**
12. WORKING AS A TEAM **INCREASES** YOUR ODDS
13. IT TAKES **QUANTITY** TO FIND **QUALITY**
14. THE **BEST WAY TO FIND** A NEW RECRUIT IS TO **TRAIN A CURRENT** RECRUIT
15. THE **WORST WAY** TO RECRUIT IS **COLD CALLING**
16. **BE HONEST - DON'T EXAGGERATE**
17. A RECRUIT IS NOT A RECRUIT UNTIL THEY **GET A RECRUIT**
18. MOST **SALES ARE A BY-PRODUCT** OF **LOOKING FOR** AND **TRAINING** NEW RECRUITS
19. **EVERY RECRUIT** IS A PART TIME **MANAGER CANDIDATE**
20. TAP ROOT 4 **DEEP TO FIND STARS**
21. **RECRUITERS TALK A DIFFERENT LANGUAGE** ALL DAY LONG
22. **MAINTAIN MOMENTUM** BY MAKING RECRUITING **GROWTH** YOUR **NEW** #1 GOAL
23. **RECRUITING** IS AN **ATTRACTION** PROCESS

These are the ideas I used to start from scratch and build a 10,000+ coast to coast organization. These concepts have contributed to our team producing 9 million dollar earners and hundreds of 100K earners over the years. These rules stand the test of time and are still going strong 35 years later. These rules have been proven successful for me and many others; **they can work for you as well.**

PUTTING THE RULES TO WORK

1. MAKE RECRUITING YOUR #1 FOCUS

• **RECRUITING IS HOW** you begin to create **unlimited income** and **unlimited security**.

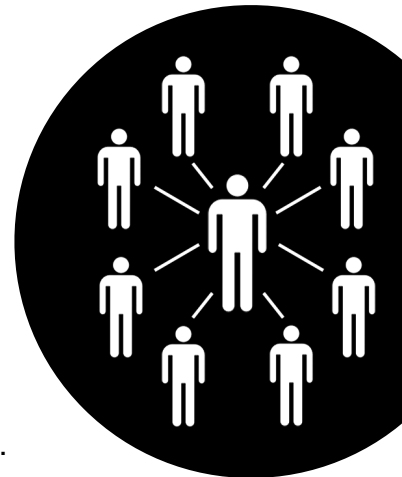
• **RECRUITERS THINK LONG TERM** - not just **short term**. They are building for **income now and in the future**.

• **THERE ARE NOT** enough hours in the day for you to **become financially independent** on your own.

- **THE MORE PEOPLE** you have on your team, the **more activity** that will get done.
- **MORE ACTIVITY** = More Production = **More Income**
- **RECRUITING REMOVES** your **limitations entirely**.

2. THE PURPOSE OF RECRUITING IS TO **GROW** YOUR TEAM

- **SEE IT CLEARLY**: bigger **team** > bigger **activity** > bigger **production** > bigger **income**.
- **IT'S NOT WHO YOU RECRUIT**, it's **who you keep**. You want people **who are serious**.
- **YOUR GOAL IS** to let them **see success fast**.
- **WHEN RECRUITS SUCCEED**, they **stay**.
- **EVERYTHING IS SET UP** to **help** new recruits **win**.
- **SPEND TIME WITH** your recruits. Get to know them; **make them friends**.
- **PEOPLE WILL QUIT** on a boss, but they **won't quit on a friend**.

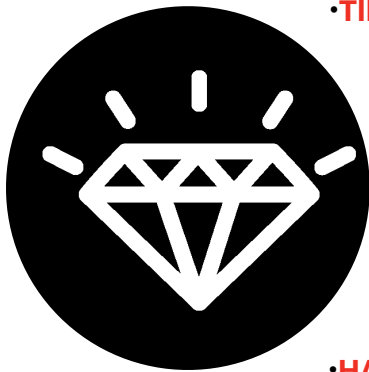


3. PREPARE TO WIN AND START WITH **CONFIDENCE**

- **BE A SKEPTIC** and ask the **hard questions**.
- **KEEP ASKING UNTIL** you're so **convinced** you get a **plan/product** of your own.
- **YOUR KNOWLEDGE** and **confidence begins** when you **get your own plan**.
- **WATCH YOUR TRAINER**, on the job training is the **fastest and best**.

- **BECOME A PRO.** No one wants to go to **work with an amateur.**
- **A PRO KNOWS** what to do, **when** to do and **does it** whether they **want to or not.**
- **TREAT YOUR BUSINESS LIKE A HOBBY,** and you'll get a **hobby income.**
- **TREAT IT LIKE A BUSINESS** and you'll get a **business income.**

4. GO FOR A **BIG** GOAL



• **TIMID GOALS** are a **waste of time.**

• **BIG GOALS LAUNCH** big **activity.** They **stretch and challenge** you.

• **BALANCE BIG GOALS** with **small, short term daily** goals.

• **SHORT TERM,** achievable goals **create a constant stream of successes** that balance the millions of short term disappointments you'll have along the way. They **keep your spirits up.**

• **HAVE ACTIVITY GOALS.** If you **control your activity,** results will come.

- **GOOD GOAL** = **Get 3 recruits** this month.
- **BETTER GOAL** = **Get 10 recruits** ("Double Digits" -Get all 10, OR you can get 2-3 and help them get 2-3).
- **BEST GOAL** (after 10) = **Beat last month.** Keep growing. **Grow or die.**

5. IT'S NOT ABOUT **PERFECTION** - IT'S ABOUT **PROSPECTING**

- **HESITATION** can **kill** you.
- **THE LONGER YOU WAIT,** the **more excuses** you'll think of.
- **START WHILE YOUR** enthusiasm is high.
- **THERE'S A SHELF LIFE** on inspiration and excitement - **use it or lose it.**
- **THE FIRST STEP** is the hardest; **stumble forward.**
- **START NOW,** or you **won't be here** later.

6. BE SMART, **PLAY THE ODDS**

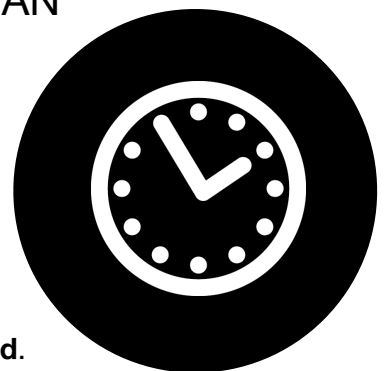
- **GO WITH WHAT WORKS** instead of trying to **reinvent the system**.
 - **BE COACHABLE** - stay plugged in.
 - **OVER-DO PROSPECTING**.
 - **ATTEND EVERY MEETING** and keep asking questions when confused.
- **RELAX, THE SYSTEM WORKS**. It's been **proven over and over** again.
- **RACE TO A BIG INCOME** by mastering the system **fast**.

7. **DON'T STOP** WHEN EVERYONE **DOESN'T SAY YES**

- **A NO TODAY** may be a **yes tomorrow**.
- **DON'T TAKE IT PERSONALLY**. It's a numbers **game**.
- **THE ONES WHO HEAR** the most no's also hear the **most yeses**.
- **EVEN LIONS AND POLAR** bears fail on **9 out of 10** hunts.
- **IT'S JUST A MATTER** of finding the **right person** at the **right time**. You won't know until you **ask**.
- **FRUSTRATION IS THE FUEL OF GROWTH**. Confusion is the beginning of **clarity**.
- **I ALWAYS TOLD MYSELF** "They can't **all say no**."

8. RECRUITING IS **NOT A SOMETIME** THING; IT'S AN **ALL THE TIME** THING

- **IF YOU TALK RECRUITING 100%** of the time, you can **grow fast**.
- **IF YOU TALK RECRUITING 99%** of time, growth **falls in half**.
- **IF YOU TALK RECRUITING 98%** of the time, it **STOPS**.
- **BIG TIME RECRUITING** is a **MOMENTUM** process - **keep it going!**
- **IT'S MUCH EASIER** to **prevent a slump** than have to **turn one around**.
- **MINDSET** - **Everyone** in the **target market** is either a **current** recruit, **future** recruit or **past** recruit.



9. THE BEST RECRUITS ARE **FRIENDS**

- **USE YOUR FRIEND NETWORK** to find great **prospects**.
- **IKAGWKAG NETWORKING** - I Know A Guy Who Knows A Guy
- **IN ALL BUSINESSES**, the best jobs go to **friends** or **friends of friends**.
- **KEEP EXPANDING** your **friend network** so you have a big pool of friends to **potentially recruit**.
- **WHY FRIENDS?** If you don't want them as a **friend**, you don't want them as a **recruit**.

10. DON'T LET DUDS **SLOW** YOU DOWN

- **PEOPLE WHO DON'T** believe in what you do **don't make good recruits** anyway.
- **PHONIES** who just want to **make money** just **waste your time**.
- **NO ONE WILL BE SUCCESSFUL** if they **don't believe in your services** and just want to **make money**.
- **TO SUCCEED**, recruits must **believe** and **get excited about what you do**. They must see the **value**. They must see how it is **important**.
- **THE BEST RECRUITS** will be from the pool of people who **want, need and can afford your products**.
- **ONLY MAKE EXCEPTIONS 1 or 2 times** out of 10. **Occasionally** a long shot pays off.

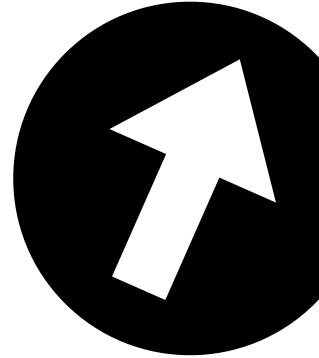
11. PROSPECT WITH **QUESTIONS**

- **START WITH A QUESTION**. Then **listen**.
 - **HAVE YOU EVER THOUGHT** of doing something **different**? Are you **open minded**?
 - **ARE YOU PLANNING** on **staying** with your current position your **whole life**?
 - **I KNOW YOU LOVE YOUR JOB**, but if there was one thing that could **make it better, what would it be**?
 - **WHEN YOU MAKE STATEMENTS**, it's easy for people to find something to **argue with**.
 - **THEY CAN'T ARGUE** with a **question**. If you **start arguing** with them, you'll **never recruit them**.



12. WORKING AS A TEAM **INCREASES** YOUR ODDS

- **GO WITH A TRAINER** or take someone else along to **train**.
- **THERE'S STRENGTH** in **numbers**. Loners usually **lose**.
- **BECOME A GREAT FOLLOWER**, so you can become a **great leader**.
- **USE THE MOST POWERFUL LEADERS** and highest earners to **help you recruit**.
- **THE STRONGEST SYSTEM** is people **helping people**.



13. IT TAKES **QUANTITY** TO FIND **QUALITY**

- **YOU WANT STARS**, but you have to **sort through the numbers to find them**.
- **RECRUIT 1** and your best will be the **best of 1**.
- **RECRUIT 10** and your best will be the **best of 10**.
- **RECRUIT 100** and your best will be the **best of 100**.
- **THE LAW OF AVERAGES** only works when you **activate it** with the **Law of High Numbers**.
- **IT GOES BACK TO** the principle of **“MAN IN THE MASSES”**.
- **MAN AS AN INDIVIDUAL** is totally unpredictable, but **Man in the Masses** is totally predictable.

14. THE **BEST WAY TO FIND A NEW RECRUIT** IS TO **TRAIN A CURRENT** RECRUIT

- **USE THE TAG TEAM APPROACH**. **They** find them, **you** do the talking.
- **EVERYONE KNOWS SOMEONE**. Even a **dud** knows a **stud**.
- **THE EASIEST PERSON TO TALK TO** is a **friend** or **friend of a friend**.
- **THE SECOND BEST SOURCE** for recruiting is a **client**.
- **THE THIRD BEST SOURCE** is a **referral** from a client.
- **THE FOURTH BEST** is to retrain one of your veteran sales people and **help get them restarted**.

15. THE WORST WAY TO RECRUIT IS **COLD CALLING**

- **COLD CALLING** creates the **worst ratios, most negativity** and **lowest percentages**.
- **IT'S DEPRESSING**. The cold market kills recruiters. **No one survives long term** unless they get into referral recruiting.
- **WITH COLD CALLING**, you **don't know what you're getting**. You don't know their **background**.
- **YOU CAN'T SATURATE THE MARKET**, but you can **pollute your good name** in the market with cold calling - **don't do it**.

16. BE HONEST - **DON'T EXAGGERATE**



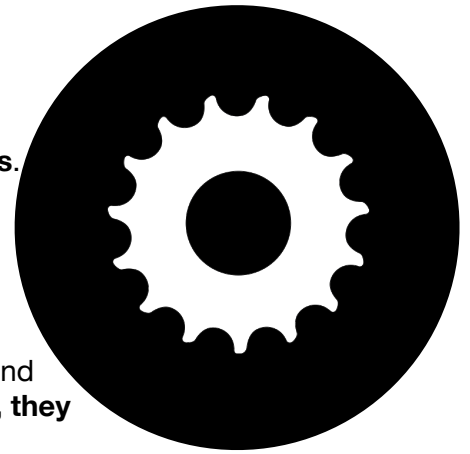
- **TELL THE TRUTH**; don't over promote.
- **PEOPLE CAN SMELL A PHONY** a mile away and **they don't follow phonies**.
- **IF THEY CAN'T TRUST YOU**, you **won't be able to trust them**.
- **NO TRUST** = No Longevity. It's a **house of cards**.
- **LYING IS LIKE** building on a foundation of sand. When trouble comes, **you will fall down**.
- **DO IT RIGHT** the first time so you **won't have to do it again later** after it falls apart.

17. A RECRUIT IS NOT A RECRUIT UNTIL THEY **GET A RECRUIT**

- **GETTING A RECRUIT** activates the **buddy system**. Now they aren't starting alone.
- **80% WILL DO** 1 thing and **quit** unless that 1 thing is **get a recruit**.
- **HAVING A BUDDY** gives them **confidence** and **starts their own team**.
- **IT ACTIVATES** the greed button - **they won't quit and leave their recruit behind**.
- **IT GETS THEM GOING**. The **first recruit is the hardest**.
- **IT PROTECTS YOU** in case they decide to quit or won't work. **You still have someone to work with**.

18. MOST SALES ARE A BY-PRODUCT OF **LOOKING FOR** AND **TRAINING** NEW RECRUITS

- **AIM AT** (in the market) **RECRUITS**, and **HIT SALES**.
- **TRAINING IS A 4 STEP PROCESS** and they all **produce sales**.
- **1ST - CLIENT STAGE** - Recruits sit on the other side of the table and ask the tough questions. They give you 2% of their confidence and **you earn the other 98%**. If you earn it, they become a client. Their real education has now begun.
- **2ND - OBSERVER STAGE** - Field training - they go with you and observe the sales presentations with their prospects. **You talk, they listen and observe**.
- **3RD - SOLO SALES** - Once trained and licensed, they begin **making sales on their own**.
- **4TH - TRAINER STAGE** - After being promoted to management, they begin **field training other new recruits** - that's when their education really takes off.



19. EVERY RECRUIT IS A PART TIME **MANAGER** CANDIDATE

- **THE BEST TRAINING** is racing them to qualify or pre-qualify for management.
- **HAVE A SIMPLE SYSTEM** and get everyone to use it - **keep them on same page**.
- **I USED THE 4 POINT GAME PLAN** (see **Weidel Academy** on **YouTube** for videos)
- **THIS IS WHERE** they get the first taste of **overrides**.
- **MANAGERS MAKE MONEY** 3 ways - **sales, training and overrides**.
- **THE #1 MOST EXCITING THING** for your best recruits is the chance to **get overrides**.

20. TAP ROOT 4 DEEP **TO FIND STARS**

- **YOU NEED STARS** - every team needs stars **to be great**.
- **FINDING STARS** are like finding gold, you don't find gold just laying on the ground - **you have to dig for it**.
- **THE DEPENDABLE WAY** to constantly find stars is by **working your recruiting/training system**.

- **HISTORY SAYS** you'll find a steady stream of new stars by **tap rooting 4 deep under each new recruit.**

21. RECRUITERS TALK A **DIFFERENT LANGUAGE** ALL DAY LONG

- **THEY USE TERMS** every day that go **beyond the basic sales vocabulary.**
- **THEY SELL A BIGGER PICTURE** with words like **DREAMS, VISION, GOALS,** and **COMPETING.**
- **THEY HAVE A HIGHER FOCUS** to their training using words and phrases like:
 - TEAM BUILDING
 - FAST GROWTH
 - COMPOUNDING
 - EXPANSION
 - RACE FOR OUTLETS
 - GEOMETRIC PROGRESSION
 - DUPLICATION
 - MULTIPLICATION
 - STRETCHING BOUNDARIES
 - SETTING RECORDS
 - GOING FOR #1
- **THEY DON'T THINK** in terms of what **others** have done or what **they** have done before but in terms of what is **possible** when you use the **compounding, duplicating approach.**

22. MAINTAIN MOMENTUM BY MAKING RECRUITING **GROWTH** YOUR **NEW** #1 GOAL



- **THE #1 JOB** of the team leader is to **produce team growth** and that starts with **recruiting.**
- **GROW OR DIE.** Your recruiting will **dry up** overnight **if you let it.**
- **YOUR TEAM CAN SLUMP** without you. The way you **prove your value** is to **keep recruiting numbers growing.**
- **TEAMS GROW** when the leader **overemphasizes recruiting.**
- **THE PAYOFF** is that recruiting growth **drives a winning environment** and keeps **activity and incomes high.**

23. RECRUITING IS AN **ATTRACTION** PROCESS

- **IT'S NOT A FULL EDUCATION** process - that comes later.
- **FOCUS ON ACTIVITY**. Knowledge doesn't produce Activity. **Activity produces Knowledge**.
- **KISS** - Keep It Simple. Avoid the tempting **trap of TMI** (giving them **Too Much Information**.)
- **FREE YOURSELF UP** from feeling like you have to cover every aspect in **boring detail**.
- **FOCUS ON THE EXCITING PARTS** - financial and professional **payoffs** - the **benefits**.
- **FOCUS ON YOUR STORY**. What you **love about it** and **why you are involved**.
- **Never let a new product or training distract you and take away the excitement, smiles and energy of your team or you'll dive straight into a recruiting slump that takes months to turn around.**

