

**Attitude & Audits** by Bill Brumett, President  
***NewLife Marketing***, an Agency Building Company

Attitude is Everything. Ever heard that one? Sure you have. Why? Because it is true. It is the absolute single force that determines your success in life sales.

What takes place in the world is not near as important as how you perceive it. You can not control what happens around you. You cannot guarantee success and happiness. These are out of your control. However, you can choose how you feel about these and how you respond to them. It's a choice.

By choosing to have a positive attitude you effect everything around you. As we get into the New Year, even when things appear to be going down, remember to keep your chin up and choose to be happy. Happiness is a state of mind you control. Here are a few ideas that may help you.

Fed up? When this happens take a step back and ask if the stress and frustration is worth it? Most things we worry about never happen and you can do something about less than 10%. Come to our next sales rally and I'll share the statistics.

Look forward to something. It is fun to anticipate something great. Believe something great is going to happen to you. Know what? Often it does!

Help others. The NewLife Style is all about helping others achieve a higher level of success. When you give of yourself, you will receive tenfold in return.

Get Away. Sometimes we just have to get away. When in a bad mood or feeling bad, you can not be effective in life sales. Just take a few minutes for yourself and get away. It can be a simple drive in the country or walking in the woods.

Positive People. Seek out positive motivated people and be around them often. Find someone you can talk to about your problems. Not a negative person that agrees that you are doomed, but an empathetic person that will help you find solutions. Only associate with positive goal directed people.

Life is short. Don't put yourself in the position to say, "well, I could have..." Time flies by and we only get one moment to make the right decision so many times. When that window of opportunity opens, be prepared to jump through it.

Go for it! We have so much to be thankful for in America. You have all the tools at your call to reach a higher level of success with NewLife Marketing. It is a choice. The ability to have a positive attitude is always within you. Grab it!

What's working for you? Maybe it is time for an audit of your marketing strategy. Look at what you are doing. What is working and what is not?

Look beyond the obvious. Look at your records; number of appointments per week, number of actual presentations, number of sales, amount of commissions submitted and amount of commissions paid. Remember that your activities are a long-term investment, so dig below the surface. Maybe you are doing leads. Look at the cost and commissions you were paid to determine your return on investment. Take the time to challenge your methods. Maybe it is not the quality of the leads, but it could be the approach or the presentation. You might review with your manager and get their feedback.

Let's do it. First look at the marketing materials you are using, including brochures, business cards, mail pieces, proposals etc. Second how much did you invest in these – mailing, advertising etc. Third be honest – did you really invest anything? Now prove it. What worked? What didn't?

“It takes 8 to 10 impressions before a prospect remembers seeing your message.”, according to National Advisor Magazine.

Take action. After your audit, learn from the things that did not work, but be honest as to why. Could the failure be timing? Maybe if you see that person at a different time, things will go differently. Always think that “No” just means, you have not given the person enough information to say yes. The best presentation and product to the wrong person at the wrong time will not be successful.

“If they have the need and the money, go back with a different strategy.”

What works; direct mail, public relations/involvement, advertising, customer education, and media. Design your marketing “attack” around these strategies. To be successful you have to use each of these in a systematic approach. To get a prospect to do business with you or change to you, you must expose them to you by at least 3 of these within 30 days.

Just do it. After you audit your marketing plan and past performance, don't dwell on the negative. If you spend too much time looking at the negative, you may get depressed and think why even try. As Zig says, “do a check up from the neck up.” Find something that worked and do it again. It will probably work again. The key to success is to just do it. If you see enough people in a positive setting, you will be successful and reach a high level of success.