

Are you a leader?

If we can help non-leaders learn to live with the day-to-day problems, we can help change their lives. As leaders we have an obligation to help others become better.

by **Tom (Big Al) Schreiter**

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Our distributors don't really know what it takes to become a leader, so we must gradually educate them in the principles and duties of a leader. After all, if we don't tell them – who will?

Want some ideas for your next newsletter or training day for your group? Here is a copy of a letter I sent to distributors. Maybe it will give you an idea or two on what to say to your potential leaders.

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Dear Leaders,

Did you have any problems this week?

I did.

I bet we both expect some new problems next week, don't we? After all, that's what is called "life."

In case you didn't notice any problems this week, let me give you a

couple that you may have overlooked:

- * A distributor didn't call you back.
- * A prospect thought you were crazy.
- * Somebody told lies about you.
- * A friend was jealous about your success.
- * Your new distributor didn't order more products.

All of these problems are going to happen again next week, plus a few more. And your distributors don't "get it."

Your distributors think that you became a leader because you didn't have any problems. We know better.

Leaders have the same problems that affiliates have. The only difference is how we react to those same problems.

How do leaders react to problems? Let's look at an example.

When people disagree with us, we acknowledge that they are free to have their own opinions. That's tough sometimes. But if we insist we have the right to tell others how to think, then wouldn't they have the same right to tell us how to think?

We don't see people disagreeing with us as a problem. We see it as natural. It's human. And we get on with our business.

This is easy for us. We're leaders.

However, I worry about non-leaders. Non-leaders let the outside world and outside events influence who they are. They let all of these outside influences and events shape their lives. They don't know that they can decide who they want to be.

For non-leaders, I wish that I could guarantee that there would be no problems in their lives... but I can't.

I wish they would never get a speeding ticket, that they would never get a late payment notice, that no one would ever turn them down, that no one would gossip about them, and that their car would never break down.

Life is full of problems. And if we can help non-leaders learn to live with the day-to-day problems, we can help change their lives. As leaders we have an obligation to help others become better.

Tom "Big Al" Schreiter

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Yes, it is a simple letter.

Distributors don't read long letters. They are too busy watching television.

But you can begin your education campaign slowly until your new distributor "steps across the line" and decides that now is the time to become a leader.

Tom "Big Al" Schreiter has 7-free mini-reports on "magic words and phrases" that you can download free at: <http://www.BigAlReport.com> - enjoy!

Hope this helps.

Tom



Tom "Big Al" Schreiter is the author of many books and audio trainings on how to recruit more distributors.

36 years of experience of testing exactly what to say and do to get prospects to join.
