PROSPECTING | DUPLICATING | LEADERSHIP

Magnetize Yourself to Attract Leads

Here is the first step to becoming more magnetic and living the magnetic life.

by **Rod Nichols**

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I've been in the network marketing/mlm profession since 1979 and lead generation is easily the number one struggle. Once a person works through their warm market, which typically doesn't take very long, they are faced with the need for leads. I've done just about everything possible to generate leads for my businesses - advertising, flyers, opportunity cards, direct mail, telemarketing, voice mail marketing, internet marketing, funded business proposals, and purchased leads, just to name a few. All of them have produced productive leads, but none of them have worked consistently enough to say, *"this is the one true lead generation system."*

However, what I did discover in the last three decades, is that if you magnetize yourself, you will attract quality leads.

So, how do you magnetize yourself? Well, there are many pieces to being more attractive and I'm going to talk about the most important, **attitude**. I'm sure you've been with someone who had a bad attitude, right? They weren't very attractive. In fact, they probably repelled people. So, the first and most obvious is a positive attitude. Stop griping and complaining about everything. When things go badly, and they will, find the silver lining. Look at the glass half full, rather than half empty. Days are partly sunny, rather than partly cloudy. A positive attitude will attract others with positive attitudes and that's good for your network.

The second attitude you will need to be magnetic is an **attitude of gratitude.** No matter how bad your circumstances, there are always things to be grateful for. If you are reading this, you have eyes to see or

perhaps your listening and you have ears to hear. Be grateful; some people don't. There is a man named Nick Vujicic (you can find many of his videos on YouTube) who was born with no arms or legs and yet he is more grateful than 99% of the people I've met. Because of his positive and grateful attitude, Nick is massively magnetic and his life is filled with many good things.

Third is an **attitude of generosity**. Most people only think of themselves, but those who give of themselves, their talents, and money are attractive to others. People love to be around givers. In fact the wealthiest people I know are also the biggest givers. I know what you are thinking, "if I had a lot of money, I'd be a big giver too!" Would you? With the little you have now, are you a big giver?

Money will just make you more of what you are. So, adopt an attitude of generosity and start now by giving what you have.

Anonymously pay for someone's meal. Leave some cash in an envelope in the door of someone you know who is in need or drop off some groceries on their porch and ring the bell (then run and hide). You will find that it is truly more blessed to give than receive and you will attract many people to your network, if you give.

Positive, grateful, and generous people are magnetic. They attract wealth, good health, good friends, amazing relationships, and spectacular opportunities. They attract amazing people into their network and rise to the top of their company, becoming top income earners. So, check your attitude. This is the first step to becoming more magnetic and living the magnetic life.

NOTE: If you would like to learn all about becoming more magnetic, go to www.TheMagneticLife.com

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Rod Nichols has been involved in the network marketing industry since 1979, as a company founder/owner, distributor, consultant, trainer, coach, and author. His books *Successful Network Marketing for the 21st Century* and *Would You Like to Dig In My Goldmine?* were industry best sellers for several years and his latest books, *The Twelve Power Secrets for Network Marketing Success* and *The Ideal Business* are quickly becoming must reads for anyone serious about success in network marketing. Rod is also the co-founder of www.The2percentplan.com/plus He has trained tens of thousands of people and is known as a "nuts and bolts" trainer. Rod is available to speak at conventions, conferences, or any other event requiring a dynamic outside speaker. More information about Rod, his fees, and other great network marketing resources are available on his website at www.RodNichols.com or you can e-mail him at Rod@RodNichols.com