

Frances Avrett's

*Recruiting
Play Book*



Introduction:

*This book is about the **recruiting mindset**.*

Mastering recruiting is the most important task for a successful builder. If you can do it, you can teach it.

You can get a lot of things wrong in your business, but if you are a great recruiter, you will be successful.

These are the principles and tools I used to build World Business Leaders. They have been taught and applied by many successful builders in Primerica. Art Williams built the most successful team in business by teaching others how to recruit and build BIG BUSINESSES!

I know that a student of recruiting who follows these principles can build a SUPER HIERARCHY!!

~ Frances

The Why and How of Recruiting

At Primerica, we found a better way to **Prospect**.

Recruiting is the **lifeblood** of your Primerica business.

Recruiting gets you into markets of people that you do not know.

Every recruit is a **doorway** to a new market.

Prospect by selling the opportunity.

People are turned off by insurance, but almost everyone needs extra income.

Your vision creates your reality.
*A **BIG** vision is **better**.*

**A Clear, Concise Mental Picture: Your business.
Your life. Your dreams.**

“Make no small plans, for they fail to stir the souls of men.” – Hugo

A compelling vision helps you overcome the obstacles.

Start whether you are ready or not.

“A good plan, violently executed today is better than a perfect plan executed next week.” – General George Patton

Vison: Build it 3 times:

1 – In your mind

2 – on paper

3 – Build it!

Sell the **dream** – find out what people want and then show them how building a big Primerica business can make them come true! Ray Kroc sold the **DREAM**, not the hamburger!

Without action, vision is just a dream.

*“Things do not happen. Things are made to happen.”
~ President John F Kennedy*

We are in the distribution business.

Our **opportunity** is to open the **outlets, override** them and earn **ownership**.

Width & Depth

"To build financial independence, you must recruit wide and deep."

~ Art Williams

It's about the multiples. $1 \times 3 @ 10$ times is 30. **$3 \times 3 \times 3 @ 10$ times is 59,000.**

Not addition - multiplication!!!

Recruiting is the MAIN THING!

MINDSET

1 – Large network of outlets

2 – Large base of multi-product using clients

Recruiting is a mindset, not a skill set.

Always stay on alert for new people to recruit.
Look for good people wherever you are.

Your **excitement** is the **magnet**.

People want to be around happy, positive, excited people.

Being excited is the key to successful recruiting. **You can't fake it!**

Keep your excitement alive by learning more about the **opportunity**, the **company**, the **product** and the **compensation**.

People can smell a phony a mile away.

Your sincere belief and excitement is the **key** to being a **great recruiter!**

"90+% of winning is being excited." ~ Art Williams

So get **EXCITED!** Stay **EXCITED!**

*"I believe that everybody wants to be somebody. That desire and will to win are more important than college degrees and family background. That **INSIDE** qualities like determination and perseverance are more important than **OUTSIDE** qualities." ~ Art Williams*

How **BIG** do you expect to build your business?
Think BIG!!

*“I can sum this business up in three words: recruit;
recruit; recruit!”*
~ Art Williams

Two important things to remember:

- 1 – get more and more personal direct legs
- 2 – get more and more **people (old and new)** to the Opportunity Meetings

Think about your goals. Think about how you will feel when you reach them. Think about how much money you will earn and how much money your recruits will earn.

Stay focused on the reason for building a business -
Making dreams come true!

“Don’t expect to make BIG money if you are not willing to recruit BIG!”

~ Art Williams

Don’t forget to wear your recruiting hat every day.

Recruit everywhere you go.

Recruiting is an *“all the time”* activity.

Tell your story to **everyone**. *Let everyone know that you are going somewhere!*

You are *opening outlets* for **your** distribution business.

Don't oversell! The opportunity is good enough!

Keep it simple.

SMILE. BE FRIENDLY!

Have fun!!!

MOVE!! Go to WORK!! Being busy is more important than being good.

"An ounce of action is worth a ton of theory." ~ Ralph Waldo Emerson

You are one recruit away from an explosion.

This is a **numbers** business.

Apply the law of **high** numbers.

Keep the pipeline FULL!

Full of prospects, appointments and results!

Make recruiting your primary responsibility.

Recruit selective masses.

Everyone needs to hear about the Primerica

Opportunity to build a company within a company!

Never stop recruiting!

You must become the best recruiter in your business. *“The #1 RVP is always the #1 Recruiter!” ~!*
Art Williams

Help your recruits get recruits.

Build a team by recruiting for your recruits.

Mindset: 1 – recruit directs

2 – help them recruit directs

The magic of “90 days” can change your life.

Apply the law of high numbers.

If your inventory or prospect list is big, you don't have to worry about the right approach or words to say. You don't have time. You have people to call – just keep talking to lots of people.

Inventory – building a directory of prospects is how you stay in business.

Master referrals

Stay excited.

Always be positive.

Always recruit new people.

*“You can never recruit too many of the right kind of people. **Recruit Recruit Recruit!!**” ~ Art Williams*

FOLLOW THE RULES OF SUCCESS IN RECRUITING AND BUILDING

Recruit to **BUILD**

A recruit is not a recruit until he/she has a recruit.

*A leg is not a leg until it is **4 deep**.*

BUILD TEAMS.

*A team is not a team until it has **4 legs**.*

"I would rather have 1% of 100 men's efforts than 100% of my own."

~ J.P. Getty

"No persons will make a great business who wants to do it all himself or get all the credit." ~ Andrew Carnegie

EXPECT TO BULD A BIG BUSINESS.

GROW YOUR INCOME.

HELP YOUR TEAM GROW THEIR INCOME.

Open multiple outlets.

BUILD REGIONAL VICE PRESIDENTS.

Recruit to the RVP Position.

Giant Seeds

Everyone has a flashing sign that says **“I want to be somebody”**

“There has never been a test to measure the heart of a man or woman.”

~ Art Williams

Giant Food = Selling the DREAM

Build Giants – *build teams of highly successful people making their dreams come true.*

Build a recruiting system that never stops recruiting.

“There are no shortcuts to building something good and special.”

~ Art Williams

Never grow weary of repetition!

“Repetition is the mother of learning, the father of action, which makes it the architect of accomplishment.”

~ Zig Zigler

“The repetition of small efforts will accomplish more than the occasional use of great talent.”

~ Charles Spurgeon

“Do it and do it and do it and do it until the job gets done.”

~ Art Williams

“Whatever we plant in our subconscious mind and nourish with repetition and emotion will one day become reality.”

~ Earl Nightingale

“Repetition is the key to real learning.”

~ Jack Canfield

Final Thoughts:

By practicing the principles in this book you can become a great recruiter. Doing it over and over you will become a Master Recruiter.

The next step is to become a Master Builder. Duplication is the key to multiplication in building a super hierarchy.

Recruit to Build is the core principle. The Builder's Playbook gives you the principles of building a successful team.

Every day, every week and every moment counts! The time to build a BIG Primerica business is NOW!

*“We are what we repeatedly do.
Excellence then is not an act, but a habit.”*

~ Aristotle

Frances

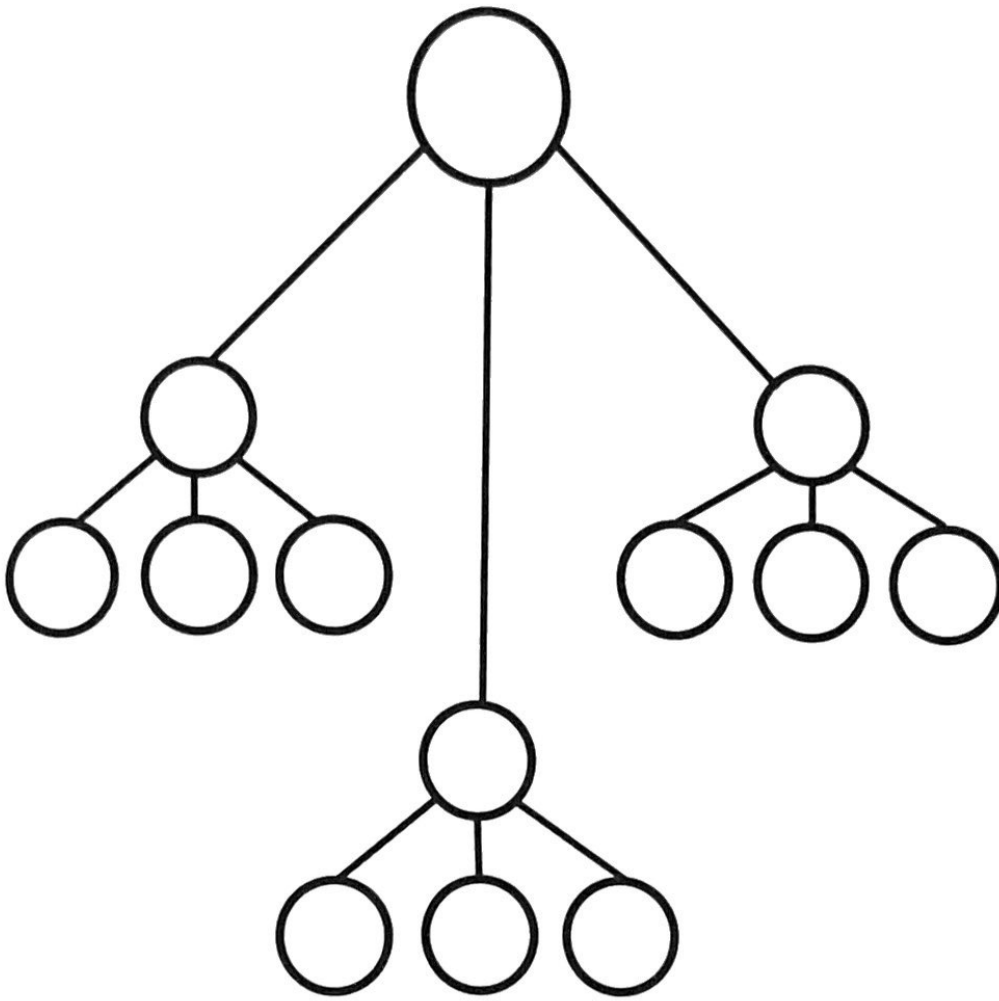
The Magic of Multiplication

Addition

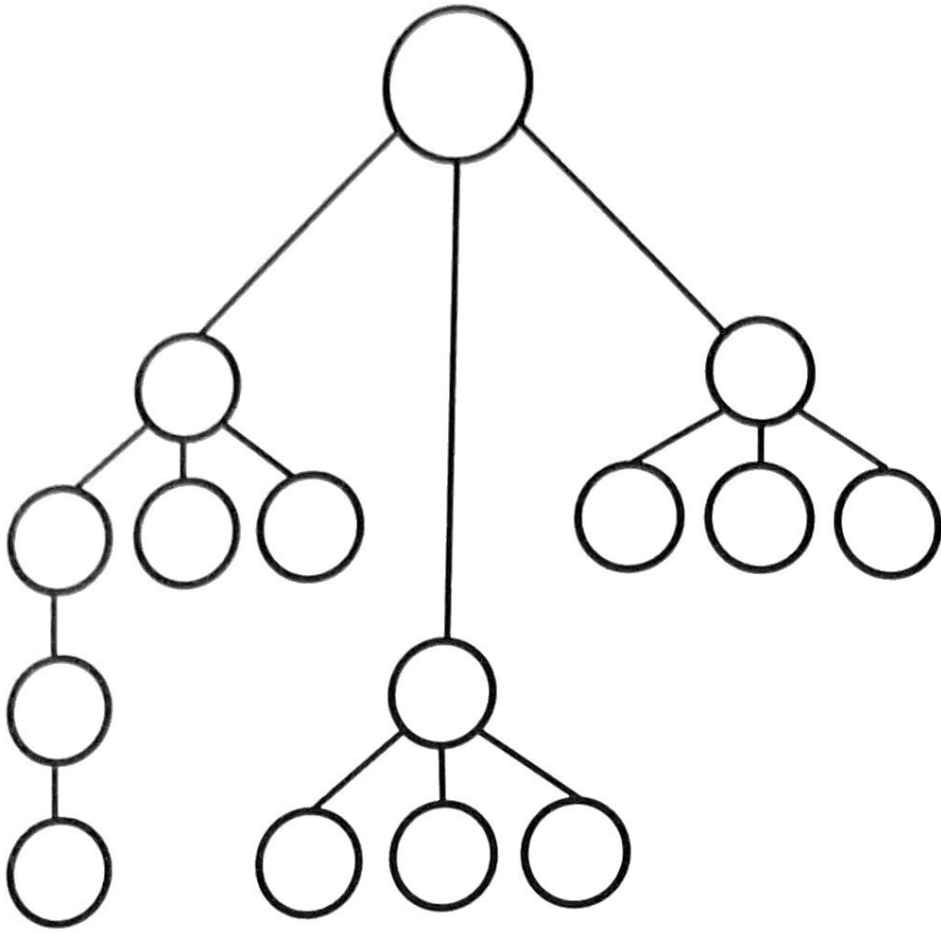
You
+3
X10 =
30

Multiplication

You
3 Recruits
x3 =
9 Recruits
x3 =
27 Recruits
x3 =
81 Recruits
x3 =
243 Recruits
x3 =
729 Recruits
x3 =
2187 Recruits
x3 =
6561 Recruits
x3 =
19,683 Recruits
x3 =
59,000
Recruits



3 x 3 x 3



**A Leg is not a Leg
until it's 4 deep**

TAP ROOT

Drive deep until
you find the

FIREBALL

