

ATTRACTING QUALITY PEOPLE
By Jeffery Combs

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MESSAGE FROM THE AUTHOR

Dear Readers:

People are generally drawn (attracted) to each other when they perceive similarities with each other. This is why it is so important for each of us to be aware of the qualities, thoughts, attitudes and beliefs we are emanating. Intentionally or unintentionally you will indeed cause people to gravitate towards you and your enterprise.

This book will assist you in better understanding the attraction process, how it works, why it works and how you can use it more effectively. This information will assist you in your personal and professional life. As a matter of fact, the more you comprehend the natural laws of attraction, the more you will realize the laws are always at work. Prosperity, leadership, success and happiness are all situations we create through attraction.

Please be sure to spend extra time on the action plan portion of this book. I know you will enjoy and benefit from this book as much as I enjoyed creating it for you.

You deserve to have it all!

**Jeffery Combs
President, Golden Mastermind Seminars Inc.**

~ “If we did all of the things we are capable of, we would literally astound ourselves.”

~Thomas Edison

ATTRACTING QUALITY PEOPLE

For those of you committed to building a flourishing team of productive leaders, it's crucial that you begin to understand and utilize the law of attraction. You attract to your reality who and what you are. You all have a tremendous product and service to market that is without question. You have the backing of a tremendous company with an awesome compensation plan. Most of you are working diligently on developing yourself as we speak. One of the keys to your success that I've discovered is focused on very little is attracting quality people. It is much easier to "attract" than it is to "hunt" for these quality people.

Life is really a life of networking. We develop relationships, form friendships, raise families, develop business contacts, and in an even broader sense are all connected in one-way or another. In the business of network marketing it is very important that you understand the dynamics of what is required to be successful and how to recognize people with leadership qualities.

***Every person, all the events of your life are there because you have drawn them there. What you choose to do with them is up to you.
Richard Bach***



PERHAPS YOU HAVE HEARD THIS CLICHÉ “YOUR NET WORTH IS DIRECTLY PROPORTIONATE TO YOUR NETWORK”

You are in the business of developing a professional network and through the power of duplication you have an opportunity to get paid off the efforts of other people as well as getting paid off of your own personal production. What you are developing is a team. Your team all starts with you and you being the leader that other people are looking for. There is no “I” in the word team here. You can't and won't make it alone here. It requires teamwork. This is a business of duplication. Attracting quality people to your enterprise and choosing the right people is paramount to your success in any networking enterprise. The best way for that to happen is for you to become the “right person” first. Choosing and attracting the right people to grace your business and your life is a choice that can bring a life of total fulfillment and prosperity. You require other people to appreciate your special traits and service. Once again, there is no “I” in the word team. You can be the greatest person in the world but if you don't have others in your life that recognize your talents and appreciate your specialness and unique qualities then life has very little meaning and your business will not be very successful. Many of your great qualities will come into play as you start to develop yourself into a terrific leader whom is capable of attracting others with leadership potential. Just to name a few of those qualities would be your charm, character, class, charisma, (4 c's), leadership ability, your

intuition, your integrity, your desire level, your work ethics, your strong caring for your fellow teammates (downline).

We not only require people to acknowledge us and to share our intimate feelings with but we require people to make our lives successful. This is a business of people more than a business of “products” because developing leaders and success in others is “your products.”

No matter what all the self help books and self help tapes say – you will not become successful alone. You will fail to achieve the success you desire if you ignore the most essential element necessary for reaching your goals – attracting other people who can assist you and you can assist them in reaching their dreams and goals. In essence it is very difficult to make anything happen without the assistance of other people (team members) in your life. This is a business of developing yourself and the people around you. Some of your greatest rewards will come from watching other people grow and prosper. Even though it may be wonderful to be wealthy, brilliant, rich, and famous, if you have nobody to give you a kind or encouraging word, or with whom to share things, all the wealth and intelligence in the world can mean little or nothing at all.

NO MATTER WHAT YOU DO, YOU REQUIRE OTHER PEOPLE TO MAKE YOUR LIFE WORTHWHILE. IF YOU WANT TO LIVE A FULFILLED LIFE, YOU WILL LEARN THAT YOU DO NOT GET TO THE TOP BY YOURSELF. THE MOST ESSENTIAL ELEMENT NECESSARY IS – YOU WILL LEARN HOW TO ATTRACT, HOW TO FIND AND HOW TO KEEP THE PEOPLE THAT WILL BRING JOY IN YOUR LIFE

You are in the business of attracting other people who can help and assist as well as you developing and assisting them. In essence you cannot make anything happen without the assistance of other people in your life. If you take a really good look at the lives of successful people you will quickly realize that they have all had terrific people in their corner at different points of their lives, offering belief and support. When they didn't have direct support, they found a way to model themselves after other successful people. People such as: Jim Rohn, Tony Robbins, father, grandfather, mother or a caring teacher.

Many of you are probably saying this sounds great but where are all the great people? I know because I have said the very same thing before. There were times when I had talked to hundreds of prospects and none of them were what I was looking for. The key to all of this is to attract great people. The first step is “you” become one first. How does one do this you ask? – Simple – books you read, tapes you listen to, modeling, mentoring, taking action and doing all of the above. That coincidentally is where it all begins. “You have to learn to lead by example” you become the example for your team members to follow...not the exception.

Like many of you I have had my moments where I feel shy, insecure and uncomfortable in social situations. Like you I have felt the pain of being rejected and the frustration of not being able to move forward with my life because I was paralyzed by fear and shaky

self-esteem. Like you I have felt lonely, empty, and scared through 14 years of drug and alcohol abuse. I didn't have a drinking problem; I had a living problem, a problem of self-esteem. I had leadership abilities but I was not ready to trust myself in leading others to success, peace, abundance or personal/time freedom.

Today I no longer feel that way because I have found and am continuing to find (attract) quality, like-minded people who are happy to work “with me rather than against me”. What a concept. I no longer feel as though I am on the outside looking in. I have also learned how to become a quality, forward thinking, solution oriented person myself and give back to others what the quality people in my life gave to me. As a result I have never been happier or more fulfilled. As I have attracted terrific people into my life that have assisted me in living my dreams, my confidence level has grown, my career has blossomed, and my social life has flourished. My network marketing career took off and I prospered, as did many of my team members because of my commitment to change!

Perhaps the most frequent question I hear, not only from clients and people attending my seminars, but also from business associates and friends as well is – “Where are all the good people?”. I hear single women say – “Are there any decent men out there?” I hear men say – “All the good women are taken”. I hear “All or most prospects are losers” – “I can't trust anyone” – “no one has the money to start a business” – “You can't trust anyone”. Unfortunately, this is an outlook that many people end up adopting. Many have lived through horrific challenges – bad marriages – abuse – addiction – abandonment (emotional and physical) and end up attracting bad situations and bad people to their reality. They end up repeating the pattern over and over. They then got in a networking business and continue this pattern by magnetizing bad prospects and don't understand why. (We attract who we are. What we think about we bring about.)

There are actually millions of excellent people in the world. If you haven't found any yet – become one now! Do something exceptional – become exceptional – attract exceptional people! Very good prospects are right in front of us everyday but most people don't even recognize them. Fear keeps most people from approaching great prospects. We all require other people in our lives. Look around you – you are in a business where interaction – leadership – personal development – commitment is required. You are not a man or a woman on an island. “We not only require people to survive but we require them to succeed.”

THE IMPORTANCE OF A GOOD SELF-ESTEEM

People with self-esteem issues usually suffer from a situation where they don't believe they are a person whom deserves success and prosperity. They end up pushing other terrific people out of their lives because they feel they don't merit them. A leader is someone who makes others realize their own self-worth. They bring out the best in everyone they meet. Do you feel good about you? Do you make others feel good?

Suffering from feelings of unworthiness or what I call, “The Groucho Marx Syndrome”. Groucho was once quoted as saying in jest – “I wouldn't want to be a member of any

club that wanted me as a member!” Only after you acknowledge your fears, confront your inner demons of unworthiness and exorcise all of the wrong information that has been programmed in you by toxic people who previously infected your life, can you feel that you deserve the best that people have to offer. Once you accomplish this...it’s easy to approach good people with your products/services and income opportunity.

Having self-esteem, confidence, abundance, and peace of mind is what we all seek. I have received letters and cards from people all over the United States that have moved me to tears thanking me for making a difference in their lives. These are tremendous people, developing leaders and their feedback has allowed me to reflect on my own life. These are my best possible gifts I could receive – enriching the lives of others so they can go on to enrich the lives of others. I thought network marketing was about the great lifestyle and income at first, and then I realized...it’s about the lives we touch!

The key to finding good people with leadership qualities is to focus on abundance, freedom, and peace of mind through developing yourself. (Attend workshops and seminars, read self-help books and listen to the training tapes available in our industry)

Once you have mastered you, it’s time to develop others (duplication). Win! Win! To attract quality people into your life and enterprise the first thing you will do is visualize the quality people you will attract. The way to do this is to truly envision whom it is you want to work with, have as friends, business partners, teammates, and customers. List the qualities on paper. That’s right – put down a profile of exactly what you are looking for. List at least 31 qualities. Get very descriptive and a clear visualization of exactly what you are looking for, sort of like a robo-cop, the perfect policeman, or a decathlete. To “in vision” these potential leaders in your life close your eyes and look inward. Visualize the types of people you desire to have around you and on your networking team. Are they as committed as you? Make sure what you are looking for is quality people and big thinkers, people who really care about themselves and others. Focus on people with goals, ambition, discipline, good attitudes etc.,

Read over your list several times each day. When prospecting scan your list and see if the person you’re talking to has a large number of the qualities your seeking.

WHERE DO I FIND TERRIFIC PEOPLE WITH LEADERSHIP QUALITIES?

This type of attracting is referred to as “in-visioning”. Practice this daily – speak it into existence. It has worked wonders in my client’s lives – and in my own life. It will do the same for you. Bringing quality people to mind can bring them to you in body! Remember, what you think about, you bring about!

The clearest and easiest way to explain attraction is to share an example for you; Example: When you put a thought (think a thought) out into the universe, the universal law of attraction works much the same way a heat seeking missile works. Your thought will beam around the universe and collect on an item, person or thing, which is a close blueprint of your thought. Attraction is your thoughts in manifested form. A heat-seeking

missile will seek and destroy its target. Your thoughts will seek and attract your target. Let's take it just one step further; attraction is an energy or "vibe" you send out into the universe. In most cases, as I said, it is a thought. Magnetic energy takes over and the next thing you know...ka-bang! The laws of attraction have landed a miss-hap or wonderful phenomenon onto your doorstep.

Once you are aware of how the laws of attraction work...you can begin to consciously draw to you that of which you seek. Knowing is indeed half of the battle won with making attraction work in your favor. Attraction is a beautiful thing to behold when operated properly and a sheer nightmare when left unchecked.

In order to attract you must first focus briefly and in a "flow like state" on the item or person you wish to attract. How about money and abundance for instance? Money is energy, neither good nor bad...just energy. Let's say you would like to attract money energy your direction. Okay, now close your eyes and picture yourself obtaining the amount of money you desire. Use your imagination (higher self) to picture the money coming to you quickly and efficiently, under grace and in a perfect way. How are you feeling? Any feelings of discomfort or a sense of your not deserving this money must be immediately eliminated. Review your exercise on "Beliefs." If you don't believe yourself capable or deserving of this money energy...you will not receive it.

It is important to note that the money must be for your higher good or for the higher good of other's. Do not attempt to attract money for unscrupulous purposes, for it will only bring you trouble. Maybe trouble will not come today, tomorrow or next year but it will come. The law of cause and effect will see to the situation when you least expect it to. Ask that that of which you are attempting to attract come to you "under grace and in a perfect way." You certainly would not want to be in a life limiting car accident and receive a large sum of money by way of a disability claim or lawsuit. The law of attraction will fill your request, but be sure you state your request in specific terms. No accidents please. Request it to come to you under God's watchful and loving eyes. This goes for everything you focus on attracting, not just money.

Where Do I Find Terrific People?

This is a common question and most of you are looking for that perfect person or perfect ready-made leader – as always you must become one first. (The usual ways – warm market, postcards, newspaper, business cards, advertising, referrals, synchronicity, cold calling, Internet, are the most standard ways.) Here is a list of 25 places or activities to give some ideas of where to begin!

- 1) Taking a brisk walk
- 2) During your daily routine
- 3) Doing errands
- 4) Walking a dog
- 5) Waiting for a bus, plane, train, or other transportation

- 6) Working out at a gym
- 7) Waiting in line at a movie theatre
- 8) Participating in a sport
- 9) Attending a sporting event
- 10) In your, their, or other people's offices
- 11) At a business meeting
- 12) At a doctor's appointment
- 13) At a health spa
- 14) At a coffee shop or restaurant
- 15) In a house of worship
- 16) At any party or social event
- 17) At reunions
- 18) While shopping
- 19) At a seminar or lecture
- 20) Getting your car, video, computer, or any appliance repaired
- 21) At a music or video store
- 22) At a library or museum
- 23) At a political activity or function
- 24) In an elevator
- 25) At any life turning event: christening, birthday parties, wedding, anniversaries, graduation, roasts, and tributes

You may come up with ideas of your own. Get creative! The key is not to be afraid to explore all of your ideas. Remember that it is up to you to make the first move and initiate contact. To "get" you must "ask." Here is a very simple non-threatening approach (to a stranger). Paste a friendly smile on your face, get a business card or company brochure in your right hand (with your phone number or web address on it) and walk up to the person you would like to prospect and say, "Hi, you look like someone who deserves to have this information!" If they seem friendly and open to conversation you may decide to stand and talk, if not...move on and talk to someone else! This approach is great for instilling curiosity. Your prospect will call you or visit your web site simply because their curious!

The answer to the question of where do I find terrific people is – "You find them everywhere". A quality you will begin to develop in yourself is bringing out the best in others. Work on making others feel good, special, unique and valuable as though they matter to you and your enterprise. Attracting great people will always start with you. I'm sure you have heard "before you can love another person you have to love yourself". Perhaps the great playwright Oscar Wilde summed it up best in the following quote – "To love oneself is the beginning of a lifelong romance".

To attract terrific people you must become one first. The starting point is in how you treat other people. The better you treat others the better you become. Virtually every major religion holds to that philosophy and shares a universal truth – "what you give you will receive". Reciprocity is the key to being a quality person. Whether it is as the Old Testament says – "Casting your bread upon the waters and having it return to you" or as

the New Testament says – “Reaping what you sow” or the Hindu philosophy of “Enkarma” – doing good for others and having it return to you or the Buddhist philosophy of “Cause and Effect” or even the old Japanese adage – “When you do for others, the Gods will repay you”. There is surely a reciprocal relationship between giving and getting. Learn to give for the sake of giving and through this act you end up receiving. Being a good leader means you are giving, generous, focused, an example to others, kind, and empowering consistently.

KEYS TO ATTRACTING TERRIFIC PEOPLE TO YOUR REALITY

- 1) Your self-esteem – how do you view you – positive self-image attracts these kinds of people. Negative self-image attracts negative people!
- 2) The first 10 seconds – you never get a second change to make a first impression (your posture = your attitude).
- 3) Smile and a warm hello – smile and the world smiles with you, instill confidence in others and you lead the pack.
- 4) Attracting terrific people by the way you speak – it’s not what you say, it’s how you say it! Develop confidence in your voice. Project your belief in your company, products, and services and in your income opportunity.
- 5) Your body language – 60% of all communication is non-verbal – 40% is verbal. The way you carry yourself – carry yourself with confidence. Send a message that you are a terrific person and a leader. Look the part of a successful entrepreneur.
- 6) Improve your communication skills! Find areas of weakness and make a commitment to improve (and um – mumbling – you know – like)
- 7) Identify your prospects – mates – situation – put it on paper – the qualities you seek and focus on them.
- 8) Affirmations – speak into existence and magnetize these people to you. “I now attract quality people to partner with and create a 6 figure income for both of us.”
- 9) Become an outstanding leader yourself. Focus on that aspect. You deserve to have it all. You attract to your reality others just like **you** so focus on becoming the best **you** possible!

MANY PEOPLE IN OUR INDUSTRY ARE UNDER THE MISCONCEPTION THAT THIS IS A BUSINESS OF SALES. Nothing could be farther from the truth. The very first thing you must “sell” is you! If you’re marketing a useful or beneficial product and representing a reputable company then the only variable is you. Right? If the

prospect or potential new distributor isn't comfortable with you, they aren't buying! This is a business of leadership more so than any other thing. If a potential new distributor or customer doesn't think that you are confident in what you're selling, where you're going and who you are, they will not follow you into your opportunity. Why would they? You must come across as a self-confident leader not a desperate sales person.

Attraction is nothing more than you making a decision about yourself, whom you deserve to become and then taking the necessary action to become that person now, today! By becoming the person you have always desired to be you will soon begin "attracting" to you those people you most deserve to be aligned with in all aspects of your life.

A successful team comes from mutual recognition
~Anonymous

MY ACTION PLAN

Qualities I like best about myself:

Qualities I am committed to improving in myself in order to attract better people to me:

List below five ways you will better be able to attract quality people (example, smile more, dress neater, maintain positive outlook, etc.):

What I think about I bring about. I choose to think about..._____

I am committed to attracting _____ terrific people to my enterprise by _____ date 2003 and _____ quality people by _____ date 2004.

"To attract attractive people, you must be attractive. To attract powerful people, you must be powerful. To attract committed people, you must be committed. Instead of going to work on them, you go to work on yourself. If you become, you can attract." Jim Rohn
