



The 8 Steps To Success with NAA

1. **Personal Use** - Believe in what your selling by buying what your selling
 - a) Mortgage Protection on
 - b) Index UL policy for retirement/college planning
 - c) Policies on your children
 - d) Annuities

2. **Work – Show the program – Care about people**
 - a) Make a LIST of Friends, Family, Former Clients
 - i. See creating a List on www.KitMarketing.com
 - ii. Put names on KIT list
 - b) Make the phone calls and write the applications
 - i. 250 phone calls per month (dials)
To yield 10 to 15 appointments per week
 - ii. Show the people that you CARE enough
 - iii. Evoke emotions and get them covered
 - c) Show the NAA Opportunity
 - i. Clients
 - ii. Your personal sphere of influence

3. **Listen to NAA CD's, MP3's, DVD's, Conference Calls**
 - a) All on the NAA Website – www.NAALeads.com
 - b) Download them, burn them to CD's and LISTEN to them more than once (Listen 7 times and you will comprehend 90% of the information)
 - c) Make your car a rolling university of success – turn the radio off in your car and play the NAA CD's or success books on CD in your car
 - d) You do what you want to think about the most – put the good stuff in your head and cut out the music or radio that won't make you successful

4. Read Books

- a) Start with the book list on the NAA website – www.NAALeads.com
- b) Read 15 to 30 minutes each night
- c) Work on you

5. Attend ALL Meetings – Priority Over Writing Business or Recruiting Agents

- a) All Teleconference Calls
- b) Weekly Agency Meetings
- c) Regional Meetings and the National Conference
- d) Sign up for the NAA Email Blasts

6. Be Teachable

- a) Learn the system (get on the website and conference calls)
- b) Change quickly by **actively** pursuing the knowledge
 - i. Record training on cassette or digital recorder
 - ii. Take notes and sit up front
 - iii. Pursue the people who are where you want to be in life
 - iv. Listen (rather than talk) around a team player making more money than you
- c) Counsel with your growing upline manager monthly – draw out your group
 - i. What do I need to do next?
 - ii. What do I need to change about me?
 - iii. Never do anything new or make major financial decisions until you check upline first
 - iv. Never counsel crossline or downline

7. Be Accountable

- a) Pay all NAA bills on time
 - i. Have check protection in case of problems
 - ii. Notify your upline if your lead billing doesn't go through
- b) Build up all agencies
 - i. WE are a TEAM – we don't steal each others' agent prospects
 - ii. A rising tide raises all ships
 - iii. Never gossip
 - iv. Flush the territorial lead mentality
- c) Be good for your word

8. Communicate with a proper **Positive Mental Attitude (PMA)**

- a) Communicate with your growing upline manager
- b) Never dump negative downline or crossline
- c) Never dump – on (verbally or via email)
 - i. NAA Staff
 - ii. Your upline manager's staff
 - iii. Insurance carrier support staff
- d) Proper Education
 - i. NAA Staff
 - ii. Andy, Barry, and John
 - iii. Your **growing** upline manager
 - iv. Your downline
- e) Guard all your PMA from all negative
 - i. What you see
 - ii. Negative association with
 - a) negative family
 - b) negative agents
 - c) negative environment
 - d) negative radio and TV – read an NAA book or listen to an NAA mp3