

5 Traits of Success

To help you as you learn *Magnetic Persuasion*, let me outline what I call the Five P's of Success. Applying these principles as you go through the book will help you successfully implement *Magnetic Persuasion*'s techniques and strategies. The first is Psyche. That's the mental aspect of the game. It's a critical skill for all successful salespeople. The universe will not reward you physically until you mentally believe you can achieve your goals. Even if you know all the techniques and tools, they will not help you until you first believe in yourself. Unfortunately, most of the people we know tend to bring us down. When you tell them about your dreams and the things you want to accomplish in life, they can be very discouraging. Do you know people like that? When you have the right psyche, you know where you're going, what you want to accomplish, and whatever other people say is not going to matter. The right psyche involves knowing what you want and having a plan to get it. When your psyche is in its proper place, you will always follow your heart.

The second "P" is Persistence. Persistence is the number one reason why people are successful in life. It's also the driving force which determines why certain people are wealthy. Their success is not due to financial backing or education. They owe their achievements to persistence. Consider ants, for example. Ants at a picnic – there's no stopping them. And that's where the adage comes in. Some will; some won't. So what? Who's next? It's a numbers game. Most sales are closed after the fifth attempt. Never let obstacles in life take your eyes off your goals.

The next "P" is Personal Development. There is a direct relationship between your personal development program and your income. Brian Tracy says, "If you can get yourself to read thirty minutes a day, you're going to double your income every year." I *know* that that works! Most homes valued at over a quarter of a million dollars have a library. Studies consistently demonstrate that those who are learning and growing every day are more optimistic about life. They are more enthusiastic about where they're going and what they hope to accomplish. Those who aren't learning and growing every day become negative, pessimistic, and doubtful about themselves and their future. Turn your car into a university on wheels and listen to motivational tapes and CD's. Turn off the TV. There are two ways to learn in life: You can learn by trial and error, attempting to figure things out on your own, or you can learn from somebody else, who's already been there and done it before. Everything you need to learn about life, somebody has already figured it out and written a book about it or put it into a tape set. So invest in your future. Invest in your personal development. The number one thing all top producers share is that they each have a personal development program.

Do you know the number one thing that will change someone's mind? It's the next "P" – Passion. More than anything, passion recruits the hearts and minds of your prospects. Do you have passion and heartfelt conviction for your product or service? We love people who are excited, animated, and full of passion. When you have passion for something you're excited about, you have zeal and you want to share it with the world.

You're excited to convert as many people to your cause as possible. Passion alone can be effective in swaying opinion and getting people to support your product or service. Passion springs from a combination of belief, enthusiasm, and emotion. Find passion for your product and find joy in helping others enjoy it.

The fifth and final “P,” and the one that comprises most of this book, is Persuasion. Spend a little time each day learning and mastering the world of persuasion and influence. The basic premise of *Magnetic Persuasion* is to get what you want, when you want it, and in the process to win friends, to help people love doing what you want them to do. There is a big difference between talking and persuading. Anyone can spit out a list of features and benefits, showing off their product or service and pushing their products on people. With *Magnetic Persuasion* you become a magnet. Just like a magnet attracts metal filings, you attract more customers – and more sales. We want you to get customers to beg for your product or service and win customers for life. And that's exactly what *Magnetic Persuasion* strives to do.

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