The Neuroscience Behind Radically Reinventing Your Selling & Recruiting Identity
Radically Reinvent
Your Selling & Recruiting Identity (SRI)

1 My SRI today is...
What are the beliefs that keep you stuck?
What emotions are holding you in this identity?
What behaviors are you engaging in (or not engaging in)?

Circle where you fall on the SRI scale:
1 2 3 4 5 6 7 8 9 10

2 My current SRI tends to attract...
Describe the characteristics of the people you've recruited or are recruiting.

3 I want to attract....
Describe the characteristics of those people you'd like to attract as your ideal business partners.

4 My SRI needs to elevate to...
Describe what your SRI needs to look like in order to attract the people you'd like to attract.

Circle where you'd like to fall on the SRI scale:
1 2 3 4 5 6 7 8 9 10
What is my set point?

Business success:

Rank advancement:

Recruiting:

Selling:

Income I can make:

$ I can keep:

Other:
Reticular Activating System

"Billions of Bits of Information"

Subconscious Mind

RAS

Conscious Mind

Where is my focus going?

Positive Focus

Negative Focus