The Neuroscience Behind Radically Reinventing Your Selling & Recruiting Identity
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)?

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

3 I want to attract...
Describe what your SRI needs to look like in order to attract the people you'd like to attract.

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 Fall on The SRI Scale:
1 2 3 4 5 6 7 8 9 10

Circle Where You'd Like to Fall on The SRI Scale:
1 2 3 4 5 6 7 8 9 10
Set Point

Neuro-Set Point
“Comfort Zone”

What is my set point?

Business Success:

Rank Advancement:

Recruiting:

Selling:

Income I can make:

$ I can keep:

Other:
Where is my focus going?

| Positive Focus | Negative Focus |