



Bob Proctor

**“Rockets burn 80% of their fuel at liftoff. A similar energy blast directed toward your new business will launch it into orbit and reward you richly.”**

## Your First 72 Hours

For the first 72 hours as a Neways distributor you should isolate yourself – from family, friends and all personal matters, and turn a laser-like focus on quick-starting your business. Create a list of at least 72 people and commit to getting in front of them ... personal contact is key to success. Put your personal commitment, your plan, in writing, sign it and give it to a trusted friend. Then follow through – regardless!

Your next priority is to write a description of your dream distributorship. Don't concern yourself with how it will materialize – just create the picture. Defining the dream will generate enthusiasm and give you direction. Clearly understand: you can achieve any goal you choose!

Most people know they can do better; yet they find themselves struggling. The cause of this is old paradigms, or conditioning. The mind has 2 aspects: one gathers information and tells you how to achieve your dream; the other is your conditioned mind. People are generally conditioned to get the same results year after year; too often, conditioning sabotages dreams.

Back to your first 72 hours. From your prospect list identify 6 business partners ... that is, 6 new distributors to join your organization. As per your plan, visit all 72 people immediately and ask every one to join you in this exciting business. Don't worry about those who reject your offer, just smile and think “They're not one of the 6,” and keep going. This may require great courage, but the rewards will be incredible.