



FRANCES AVRETT'S

RECRUITING PLAYBOOK

A handbook for building a big business

Frances Arnett's

Recruiting Play Book



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What did Art say?

**DON'T EXPECT TO MAKE
BIG MONEY IF YOU ARE
NOT WILLING TO RECRUIT
BIG**

**ART WILLIAMS,
FOUNDER A.L. WILLIAMS/PRIMERICA**

The Why and How of Recruiting

**Recruiting is the
LIFEBLOOD of your
business**

**Every recruit is a DOORWAY into a
new market**

**People may be turned off by
"selling insurance" but almost
everyone needs extra income**

Recruiting Mindset

Mastering recruiting is the most important task for a successful builder.

You can get a lot of things wrong in your business but if you are a great recruiter, you will be successful.

“

Start Whether You're Ready Or Not

**A GOOD PLAN, VIOLENTLY
EXECUTED TODAY IS
BETTER THAN A PERFECT
PLAN EXECUTED NEXT
WEEK**

GENERAL GEORGE PATTON

Vision: Build it 3 times

1. IN YOUR MIND

2. ON PAPER

3. BUILD IT!

Your Vision Creates Your Reality

A BIG vision is BETTER

A Clear, Concise Mental Picture:

Your business.

Your life.

Your dreams.

Sell the DREAM...

**Find out what
people want and
then show them
how building a big
Primerica business
can make it happen!**

"Things do not happen. Things
are made to happen."

-President John F Kennedy

THE FOUR O'S

- **Opportunity**
- **Override**
- **Open Outlets**
- **Ownership**

Width and Depth

WHAT DID ART SAY?

"To build financial independence,
you must recruit WIDE and DEEP.

IT'S ABOUT THE MULTIPLES.

1x3 ten times is 30

3x3x3 ten times is 59,000

NOT ADDITION!

MULTIPLICATION!

We are in the DISTRIBUTION
business. Recruiting is the MAIN
THING!

**Recruiting
is a
mindset,
not a skill
set.**

MINDSET:

- **LARGE NETWORK OF
OUTLETS**
- **LARGE BASE OF CLIENTS
(WITH MULTIPLE
PRODUCTS)**



“

What did Art say?

**THE #1 RVP IS ALWAYS THE
#1 RECRUITER**

**ART WILLIAMS,
FOUNDER A.L. WILLIAMS/PRIMERICA**

“

What did Art say?

**I BELIEVE THAT EVERYBODY WANTS TO BE
SOMEBODY. THAT DESIRE AND WILL TO
WIN ARE MORE IMPORTANT THAN
COLLEGE DEGREES AND FAMILY
BACKGROUND; THAT INSIDE QUALITIES
LIKE DETERMINATION AND
PRESEVERANCE ARE MORE IMPORTANT
THAN OUTSIDE QUALITIES**

**ART WILLIAMS,
FOUNDER A.L. WILLIAMS/PRIMERICA**

**Always stay
on alert for
new people
to recruit**

**Look for good
people
wherever you
are**



YOUR EXCITEMENT IS THE MAGNET

PEOPLE WANT TO BE AROUND HAPPY, POSITIVE,
EXCITED PEOPLE

**KEEP YOUR EXCITEMENT ALIVE BY
LEARNING MORE ABOUT...**

THE COMPANY

THE PRODUCTS

**THE
COMPENSATION**

**THE
OPPORTUNITY**



“

What did Art say?

**90% OF WINNING IS BEING
EXCITED**

ART WILLIAMS,
FOUNDER A.L. WILLIAMS/PRIMERICA

Your sincere belief and excitement is the key to being a great recruiter

PEOPLE CAN SMELL A PHONY A MILE AWAY!



SO

GET excited!

STAY excited!

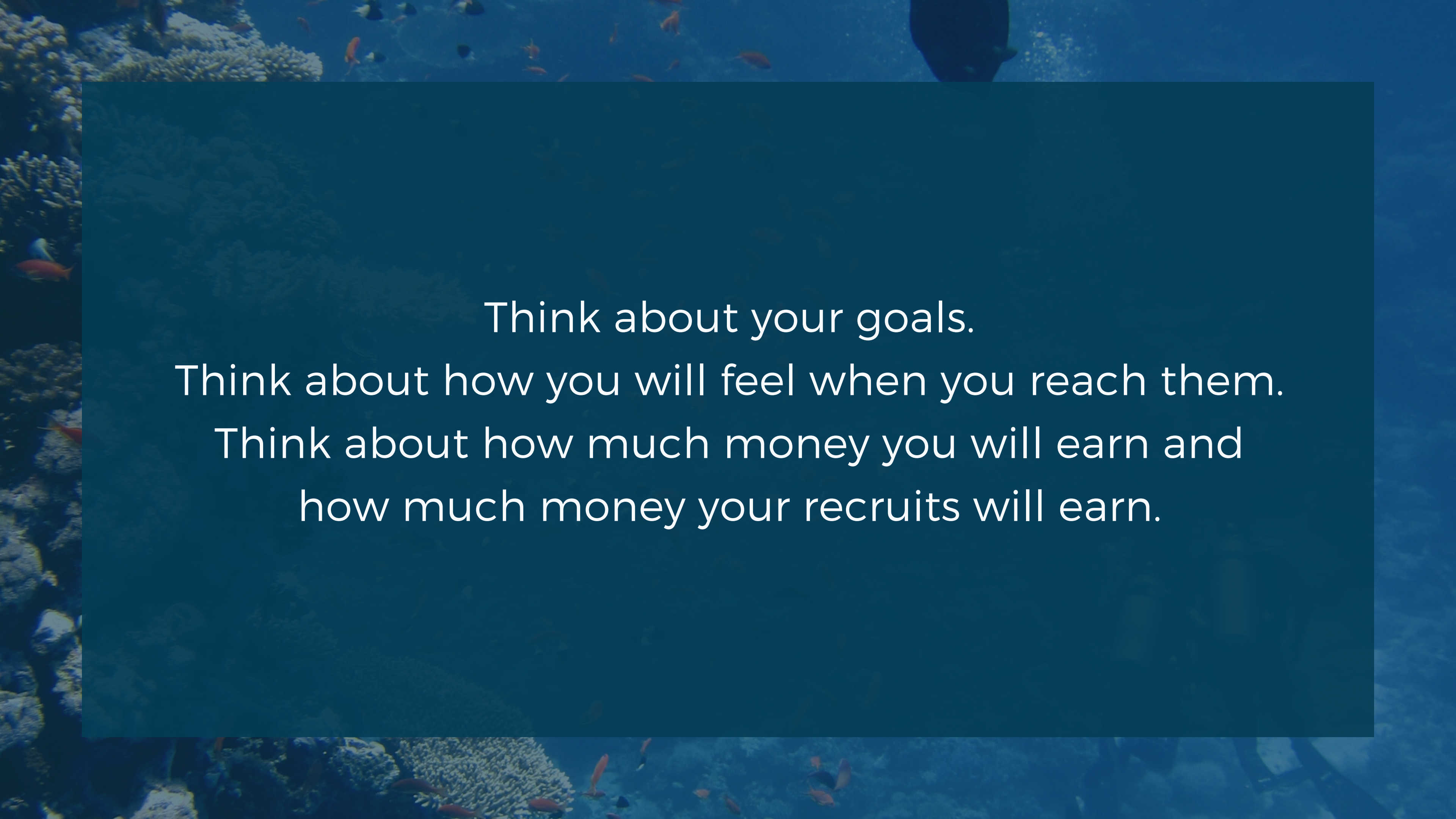
How **BIG** do you expect to
build your business?

Think
BIG!


Two important
things to
remember:

1-get more
personal direct
legs

2- get more
people (old &
new) to
Opportunity
Meetings

An underwater scene featuring a vibrant coral reef on the left side, with various colorful fish swimming in the clear blue water. A large, dark, rounded object, possibly a diver's head or a piece of equipment, is visible in the upper right corner. The overall atmosphere is serene and natural.

Think about your goals.
Think about how you will feel when you reach them.
Think about how much money you will earn and
how much money your recruits will earn.

The background is a collage of four underwater scenes. The top-left shows a coral reef with a small, colorful object on the seabed. The top-right shows a school of sharks swimming in clear blue water. The bottom-left shows a large sea turtle swimming over a coral reef. The bottom-right shows several clownfish swimming among sea anemones.

**Stay focused on the reason for
building a business-**

Making dreams come true!

The background of the slide is a photograph of a person swimming underwater. The person is seen from behind, with their arms and legs extended, creating a sense of movement. A shark fin is visible in the upper right quadrant, adding a sense of danger or urgency to the scene. The water is a deep blue, and the lighting is soft, creating a serene yet mysterious atmosphere.

You are opening outlets for YOUR distribution business

DON'T OVERSELL!

THE OPPORTUNITY IS GOOD ENOUGH!



"An ounce of action is worth a
ton of theory"

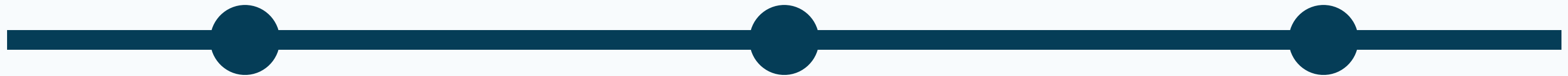
-Ralph Waldo Emerson

MOVE!!

GO TO
WORK!!

BEING BUSY
IS MORE
IMPORTANT
THAN BEING
GOOD.


Make recruiting your primary responsibility



KEEP IT SIMPLE.

SMILE.
BE FRIENDLY.

HAVE FUN!

An aerial photograph of a rugged coastline. Dark, turbulent waves are crashing against a rocky shore. The rocks are dark and jagged, with white foam from the waves visible. The overall tone is dark and dramatic.

**YOU ARE ONE
RECRUIT AWAY
FROM AN
EXPLOSION**

Help your
recruits get
recruits

BUILD A TEAM BY
RECRUITING FOR
YOUR RECRUITS.

1. RECRUIT
DIRECTS

2. HELP THEM
RECRUIT DIRECTS

The background is a collage of four underwater scenes. The top-left shows a coral reef with a small, colorful object on the seabed. The top-right shows a school of sharks swimming in deep blue water. The bottom-left shows a large sea turtle swimming over a rocky, algae-covered seabed. The bottom-right shows several clownfish swimming among the tentacles of a sea anemone.

The magic of **90 days** can
change your life.

Apply the law of high numbers

If your inventory list is big, you don't have to worry about the right approach or words to say. You don't have time. You have people to call.

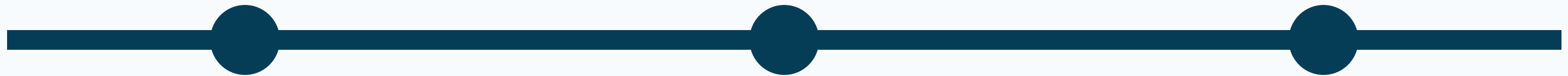
**Just keep talking to
lots of people!**

Stay Excited

An aerial photograph of ocean waves, showing intricate patterns of white foam and deep blue water. The waves are breaking in a way that creates a complex, cellular-like structure of foam.A photograph of a large, powerful ocean wave crashing. The wave is dark blue and turbulent, with a massive plume of white water being thrown into the air. The sky is a pale, overcast grey.

Always Be Positive

Follow the rules of success in recruiting & building



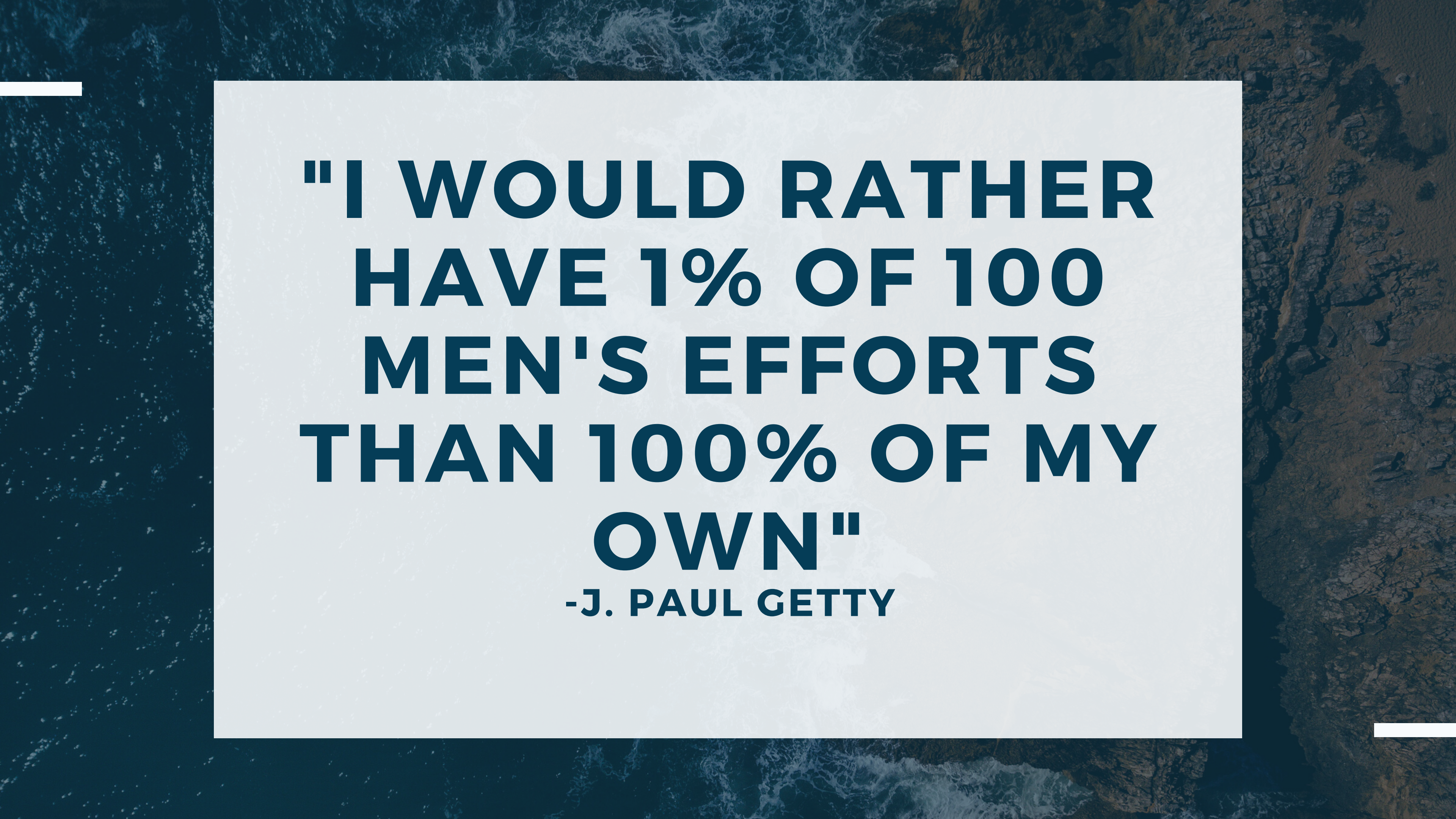
A RECRUIT IS
NOT A RECRUIT
UNTIL THEY
HAVE A RECRUIT

A LEG IS NOT A
LEG UNTIL IT IS 4
DEEP

A TEAM IS NOT A
TEAM UNTIL IT
HAS 4 LEGS

**Recruit to
BUILD**

**Build
Teams**



**"I WOULD RATHER
HAVE 1% OF 100
MEN'S EFFORTS
THAN 100% OF MY
OWN"**

-J. PAUL GETTY

"NO PERSON WILL MAKE A
GREAT BUSINESS WHO
WANTS TO DO IT ALL HIMSELF
AND GET ALL THE CREDIT"

-Andrew Carnegie

**Open
multiple
outlets**

**GROW YOUR
INCOME**

**HELP YOUR TEAM
GROW THEIR
INCOME**

**BUILD REGIONAL
VICE PRESIDENTS**

The background is a collage of four underwater scenes. The top-left shows a coral reef with a small, colorful object on the seabed. The top-right shows a school of sharks swimming in clear blue water. The bottom-left shows a large sea turtle swimming over a rocky, algae-covered seabed. The bottom-right shows several clownfish swimming among the tentacles of a sea anemone.

Recruit to the RVP position

GIANT SEEDS

Everyone has a flashing sign that says, **"I want to be somebody!"**

Giant Food=Selling the
DREAM



“

What did Art say?

**THERE HAS NEVER BEEN A
TEST TO MEASURE THE
HEART OF A MAN OR
WOMAN**

ART WILLIAMS,
FOUNDER A.L. WILLIAMS/PRIMERICA



“

What did Art say?

**THERE ARE NO SHORTCUTS
TO BUILDING SOMETHING
GOOD AND SPECIAL**

**ART WILLIAMS,
FOUNDER A.L. WILLIAMS/PRIMERICA**

Never grow
weary of
repetition!

"REPETITION IS THE MOTHER OF
LEARNING, THE FATHER OF
ACTION, WHICH MAKES IT THE
ARCHITECT OF
ACCOMPLISHMENT"
-ZIG ZIGLER

"THE REPETITION OF SMALL
EFFORTS WILL ACCOMPLISH MORE
THAN THE OCCASIONAL USE OF
GREAT TALENT"
-CHARLES SPURGEON

"DO IT AND DO IT AND DO IT AND
DO IT UNTIL THE JOB GETS
DONE"
-ART WILLIAMS

“

What did Art say?

**I CAN SUM THIS BUSINESS
UP IN THREE WORDS:**

**RECRUIT
RECRUIT
RECRUIT**

ART WILLIAMS,
FOUNDER A.L. WILLIAMS/PRIMERICA
