

One of the exciting things about becoming a mortgage protection specialist is that you are your own boss. You get to decide how much you earn and you get to reward yourself every single week, based on your sales activity.

But if you're going to run your own business, it's very important for you to have a vision... to have a business plan, goals and have a clearly defined mission statement.

And so we've developed a mission statement to get you started. It will help you integrate our systems and training programs in your business, and help you create the proper mindset so that you can begin to dominate your target market and help all those good folks out there.

So here is your mission statement:

As a mortgage protection specialist, your mission is to make as much money as you can, by helping as many people as you can, purchase the mortgage protection they want and need to protect their loved ones, in spite of themselves.

The key part of this mission statement is the "in spite of themselves" part. Because you'll find the more you understand the concepts and the mindset of things like "the moment" and "attitude and control," the more you'll realize that these are the things that will help you avoid the pitfalls that cost other agents so many sales out there.

In short, if you look like a sales person these folks will shut down right before your very eyes. And if you leave them in control, they will find reasons to procrastinate and leave their family unprotected. That's why the "in spite of themselves" part of your mission statement is so important.

So learn it... own it... and become a true professional; a Mortgage Protection Specialist.

