

How to Build a Large, Successful Business in Primerica:

- 1. Plan to build a large business.**
- 2. Become a student of the business.**
- 3. See recruiting and building people as your primary responsibility.**
- 4. Become a student of yourself first. Know your strengths and your weaknesses.**
- 5. Become a “people pusher upper.” The more success your people have – the more successful your business will be.**
- 6. See your business as a marathon. Building takes time.**
- 7. Identify 7 to 10 serious people to build your base.**