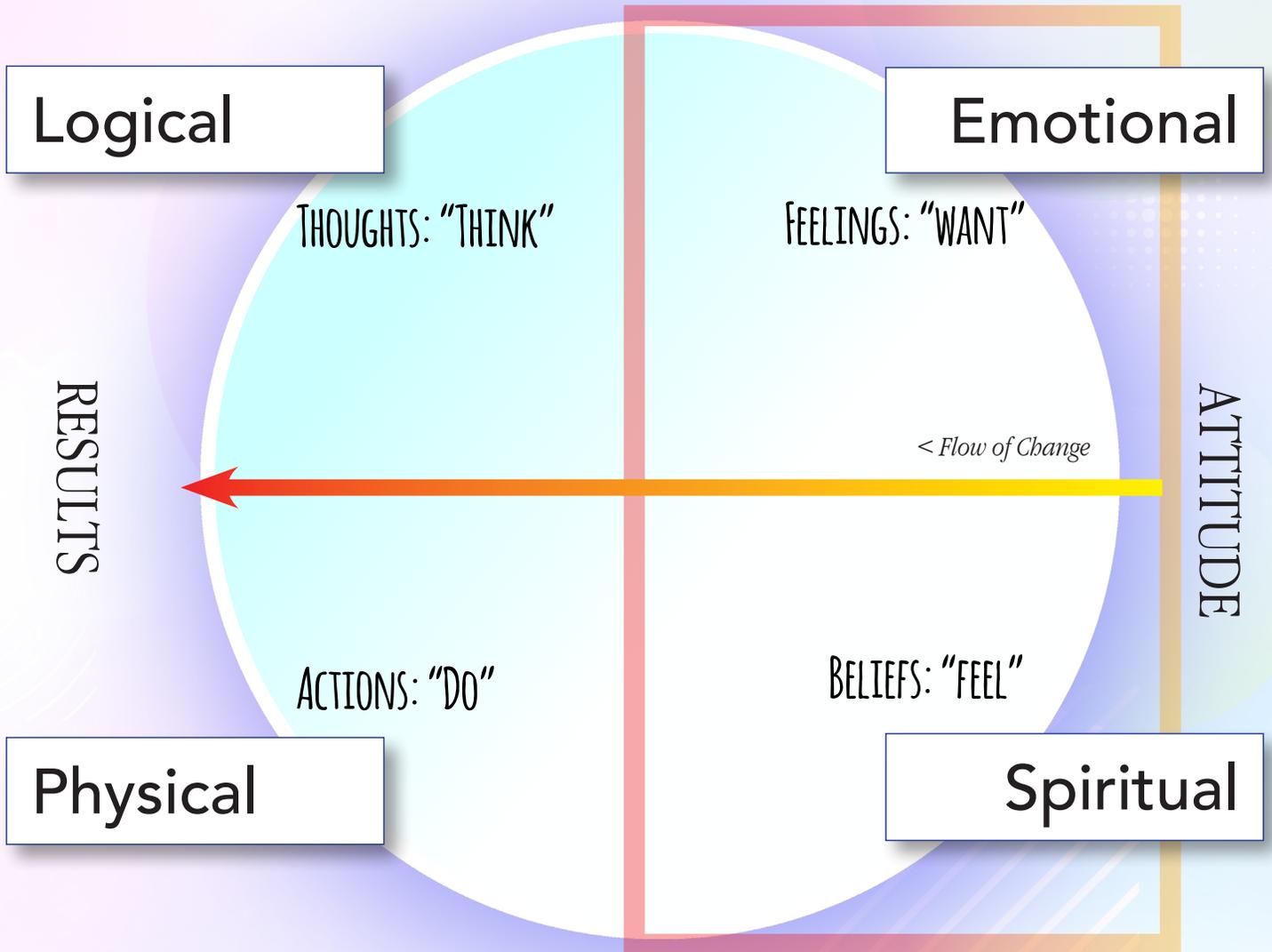


Basics of Attitude



"LEPS" THE FOUR QUADRANTS

Logical: (Manifestation) The ability to analyze and weigh the repercussions of one's Actions by "looking into the future," used to justify or block Action. It is also vital to plan the Actions needed to manifest the desired results.

Emotional: (Intention) Driven by desires, urges, wants, pleasure, pain avoidance; many times, the result of a "thought that sticks." Remember, we don't "buy" what we want, we "buy" what they need. We will then back it with logic.

Physical: (Manifestation) The actual ability and willingness to take Action. Attitude without action is fantasy.

Spiritual: (Affirmation) Another word for "beliefs;" closely held values accepted as facts and validated by observation. If one doesn't believe s/he can accomplish the task, whether true or not, Action will not be taken, results will not change.