



## **What is a Leader? What is Leadership? (4-8)**

### **How is the Leader Developing in You?**

What does a leader mean to a business, a community, and a family?

To begin with, there are a lot of misunderstandings about success in business and income. A lot of people think it is luck...

The real facts about any business you will ever build, start, and/or represent are "Steady plodding while looking for the right people brings long term prosperity".

This is where most people give up and quit. Why? Because the first 90 days are all about learning about the market, prospecting, promoting, marketing, selling, recruiting, and supporting your clients and team.

Most business millionaires earn most of their income from 20% of their clients. For your business, 20% of your business development people will produce 80% of your revenues and clients averaged out.

### **What is leadership?**

The definition of a leader is a person that leads.

The definition of leadership is the office or position of a leader. It is the capacity to lead.

### **The Definition of Lead**

Direct a person on a course or in a direction; to bring a person to a conclusion (their goals); to act or serve as a leader (you serve your team); to provide direction or guidance.

The greatest leader and most successful leader are the one who serves the most. You must be willing to support, communicate, email, and be there for any of your team, employees, and clients. If you do this, people will begin to trust, work, and feel empowered because you are there for them.

### **Become the Best Leader You Can Be!**

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