## 3 Story Traps Average Producers Tell Themselves

"My poor results are someone else's fault."

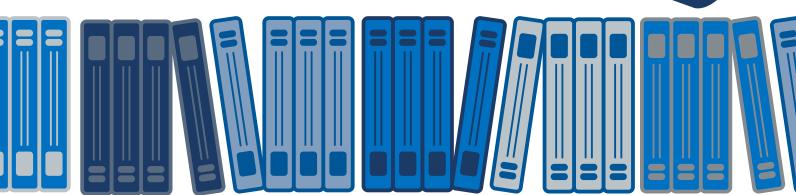
The Blame Game

Rationalization

"My poor results are justifiable and there's nothing I could have done about it."

"My poor results are due to the conditions I work in."





Trustworthy Selling