



*What do you do? What is LegalShield?*

You know how we get a speeding ticket and we want to keep the points off of our record so our insurance won't go up? You know how we get overcharged on a repair or a cell phone bill and we want to fight back?

You know how it's important to have a will in place before our time comes, but lawyers charge \$300 an hour to handle all these things?

People need lawyers all the time, but we just choose not to call them because of the high cost.

Well that's what I do! I hook people up with a service for less than the price of cable that gives them access to attorneys for every day things like this. In fact, over 4 million people have it right now.

Do you already have a membership?

No? Can I get you more information.

*Recruiting*

WARM MARKET: Start with your why!

Hi! How are you? How are the kids? (Ask about them!)

I'm calling because I wanted to let you know I started a business project! I started it because (TELL THEM YOUR WHY OR YOUR PROBLEM, seeking a SOLUTION: I want my wife to be able to retire early, I want to be home with my kids more, I want to be able to pay for college, I'm tired of working long hours and never getting ahead).

You may or may not be interested, but if I were to give you a short video link with details, would you review it?

LOCAL

I wanted to see if I can come see you and share this with you? Can we meet tomorrow?

LONG DISTANCE

I wanted to see if I can share it with you. If I send you a short video link, will you watch it?

## *Opening Lines*

1. If the money was right, and if it wouldn't interfere with your busy schedule, would you be open to looking at a big opportunity?
2. I have something important that I need to show you and it will only take about 15 minutes, you may or may not be interested. Can we connect at day/time?
3. If I send you a short video to watch about a company that's disrupting a market, and can make you serious money, would you give it 5 minutes to watch it?
4. GIVE COMPLIMENT! I am working on a huge business project here locally because TELL YOUR WHY. If I were to give you this short video link that explains all the details, would you review it?
5. Who do you know who works a lot of hours and would be open to looking at an opportunity to earn more while working less?
6. Our company has created an Empowered Moms Movement, so that moms can have their cake and eat it too...they can have a successful career from home AND still be full time moms. Who do you know who might be interested in hearing about it?
7. I'm sick and tired of the long hours working for someone else, making them money, and not getting paid what I'm worth. Not getting ahead, not building something for me. Lots of people seem to feel the same way, wanting something more. Does that resonate with you? WAIT FOR THE 'YES' If the money was right, and if it wouldn't interfere with your busy schedule, would you be open to looking at a big opportunity I found out about?
8. Do you like sales?
  1. Yes: Good, because I found something that might be right up your alley. If I send you a short video to watch about a company that's disrupting a market, and can make you serious money, would you give it 10 minutes to watch it?
  2. No: Yeah, me neither! So I found something that might be right up your alley. If I send you a short video to watch about a company that's disrupting a market, and can make you serious money, would you give it 10 minutes to watch it?

## ***Indirect approach for people you've already tried to recruit into a business before:***

1. I know this isn't up YOUR alley, but maybe you can point me in the right direction. Who do you know who works a lot of hours and would be open to looking at an opportunity to earn more while working less?

## *Membership*

1. If you could speak to an attorney about anything that you want without getting a bill, would you?
2. If you could get your will, living will, and healthcare power of attorney prepared without paying hundreds or thousands of dollars, would you?
3. Just curious, what identity theft protection plan do you currently pay for?

### *To start any presentation...*

Before sharing the benefits of the products, everything should start with “concept selling”. It’s just about a 30-second concept to put your prospect in the right frame of mind to understand LegalShield.

“LegalShield has been around for 47 years and has 1.75 million families paying less than \$25 a month. Because almost two million families are paying less than \$25 a month, collectively we’re paying the law firms hundreds of thousands of dollars a month. The law firm in this state is \_\_\_\_\_ and gets paid \_\_\_\_\_ to provide all of these services (pointing at a brochure/slide) to our members.”

Then you can highlight the benefit features while inserting stories.