

THE EXPOSURE PROCESS

*This process is important, make sure your support teams shows you how to do it correctly.*



**MAKING YOUR CONTACT LIST**

Please put **EVERY ADULT you know (18 or over) on your list**. They may or may not all be interested in a business, but doesn't everyone deserve to at least *know about the membership services*? YES! At least 60% of the adults in North America don't even know LegalShield exists! And with the business opportunity, so many times the people you expect to like the business don't, and the ones you expect to NOT like it, DO like it! **It's truly unpredictable. So please include everyone.** Start with your cell phone contacts, and then use the memory jogger to help you remember everyone. Also, it's important to know that **you're just going to be getting information TO the people on your list – no one will be trying to talk them into anything.**

**FIRST ACTION STEPS**

**1. Schedule your Private Business Reception (PBR) – your Grand Opening!**

This is just inviting some people over to your house to show them LegalShield. Your sponsor or upline Manager/Director will help you.

Day: \_\_\_\_\_ Date: \_\_\_\_\_ Time: \_\_\_\_\_

**2. Schedule your Private Conference Call (PCC)!**

This is inviting as many as possible to listen to a conference call. Your sponsor or upline Manager/Director will help you. (Get your own free line at [www.freeconferencecall.com](http://www.freeconferencecall.com).)

Day: \_\_\_\_\_ Date: \_\_\_\_\_ Time: \_\_\_\_\_

**3. Start Inviting To Set Appointments.**

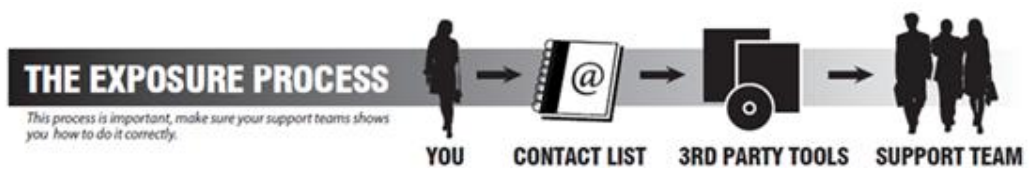
Think of the inviting process here similar to inviting someone to a fantastic movie that you just saw and are very excited about. When you invite someone to see a fantastic movie, you would not tell them the whole plot or all the details about the movie, right? You would at most give them a "preview" or send them a link to the preview right? You would say enough to let them know you are convinced it's great and that they absolutely MUST go see it. And you may mention some of the actors/characters, right?

It's so similar here. The objective is to get your contact interested and curious enough to actually ATTEND the event (PBR, luncheon, Business Briefing, sit-down appointment), or actually LOOK at the website, or actually LISTEN to a conference call, etc. etc. It's about setting the APPOINTMENT for them to get a COMPLETE presentation/exposure.

The more genuine you are, the more transparent you feel when you are talking to people, the easier it will be to invite. So here's how to prepare:

- 1) Review the "Approaches" scripts on the next page.
- 2) Get ideas from these scripts and put a script together for yourself.
- 3) PRACTICE your script. Practice until you sound and feel natural and hardly need to look at it. Scripts are not to be read word for word. Having practiced a script will give you confidence, a starting point, direction, and key phrases.
- 4) Call your success coach (may be your sponsor, or an upline leader from them). Go over your script with them (roll play) and get their feedback.
- 5) Plan (with your coach) what type of exposure you want to lead each of your contacts to.
- 6) Start CALLING!!! MAKE SOME APPOINTMENTS!!!

Be sure to schedule to attend your local *Business Briefing* and *Basic Training Class* and *Super Saturdays* coming up. If any BIG events are coming up, like a *Convention* or an annual *Team Event*, **FOR SURE** attend this. The BIG events have the **MOST** impact on your business growth!



## INVITING SCRIPTS

### How To Approach The People You Know

**SIMPLE & TIME PROVEN EFFECTIVE SCRIPT:** 1) "I've got something really important to show you. It'll only take about 15 minutes. You may or may not be interested." (no pressure) OR 2) "I've started a new business and I'm in training and it would mean the world to me and my family if you'd support me by reviewing some information and then *give me your opinion.*" {If anyone asks what it's about, a quick easy reply is "It's about Identity Theft & flat rated Legal Services."}

#### 1. If the prospect looks up to you:

"I'm working on a project and the income potential is huge. In fact, I'm working with a bunch of people who are earning incredible income – some just part time – and from home! This may or may not be for you, but \_\_\_\_\_, you just HAVE to check this out right away. Can you clear your calendar and: come over to my house on (day) at (time)." [OR if your PBR is not for a few days, don't waste time – set an appointment today or tomorrow.] "Can you meet me at (restaurant, coffee shop) this afternoon at (time)? [Coordinate with your success coach to be with you to do the presentation.] [OR ask them to review a website or conference call or recording.]

#### 2. If the prospect sees you as an equal:

"I'm working on a project, and the income potential is huge. In fact, I'm working with a bunch of people who are earning incredible income – some just part time – and from home! It's probably not right for you, but can I get the number of (a friend or relative of theirs)?" When they ask why not them, say "I didn't really think you were interested in earning extra income, and it may or may not be for you. In fact, you may not even qualify, but I'd love to show it to you. Can you come to my house on (day) at (time)." [OR if your PBR is not for a few days, don't waste time – set an appointment today or tomorrow.] "Can you meet me at (restaurant, coffee shop) this afternoon at (time)? [Coordinate with your success coach to be with you & to do the presentation.] [OR ask them to review a website or conference call or recording.]

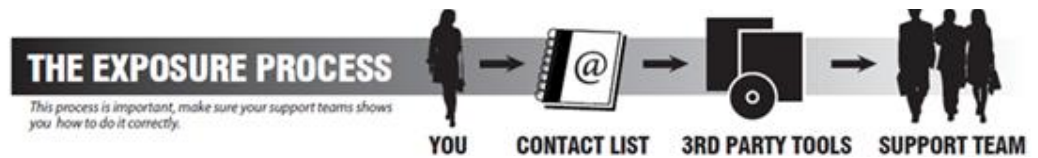
#### 3. If the prospect has known you a while:

"You know, (Name), I've been really dissatisfied with my work schedule / my income / my job situation for quite a while." OR "You know, I'm \_\_\_ yrs. old and I honestly thought I would be much further ahead by now, but I'm not, and I came to the realization that if I didn't change something, nothing would change."  
"So I've been looking for months now for a way to change things – for a way to get some of my time back and earn really good money. (Name), I THINK I have found it. I really want you to check it out. **It may or may not be for you, but I cannot leave you out of this.** I'm working with some very wealthy individuals who are showing me the way. All I want you to do is - (join me for lunch or seminar, come over to my house on (date), meet me at (restaurant/coffee shop), check out a website, a DVD, a conference call, etc.)" **"It would mean the world to me and my family if you would."** **Can I count on you?**

#### 4. If the prospect sees themselves as more successful than you:

"I've always admired how you've done so well in business, and I'm hoping you can help me. I'm working on a new project, and it seems like the income potential is huge. In fact, I'm working with a bunch of people making incredible incomes from home. Since you've had so much more success than me and know more about business, would you mind evaluating it before I get in too deep? It would mean the world to me and my family if you would. Can you come to my house on (day) at (time)." [OR if your PBR is not for a few days, don't waste time – set an appointment today or tomorrow.] "Can you meet me at (restaurant, coffee shop) this afternoon at (time)? [Coordinate with your success coach to be with you to do the presentation.] [OR ask them to review a website or conference call or recording.]

**The first key is to get your prospects to attend your PBR or sit-down or view a marketing tool as soon as possible. The second key is for you NOT to explain everything; just let the tools do the work for you.**



## INVITING TIPS – to your PBR, PCC, website, DVD's, etc.

### IMPORTANT

When you approach a contact, **NEVER SAY** "I JUST "GOT INTO"...." The "get into" phrase is a red flag for negative things, like when we say "I *got into* trouble." "We just *got into* Amw \_\_\_." Etc.

**BETTER:** "I've started a new business project and it looks like some serious money can easily be made." Or "I'm working part-time on a project that I expect to generate great income now and also for my retirement in the future." Or "I'm doing some PR/Public Relations work for a company. They need people full and part time. Do you mind if I give you this (website, DVD, etc.) and if you know anyone looking for full or part time work, I'd love to talk to them."

**Avoid EXPLAINING.** *The less you say, the more money you will make.* We use the Tools and the System to get information to people. Remember, we're not asking anyone to sign up with anything. We are asking them to REVIEW some information! We are "ushers" not preachers. That makes it easy! You can easily say, when people ask you questions, "I'm new and in training. I wouldn't begin to try to explain this. Just look at the \_\_\_\_\_ (whatever tool you are using) or just join me for the \_\_\_\_\_ (event). All the answers will be right there in it."

### Great Phrases To Use

Here are some great phrases to include when asking someone to review information --- "In training" "Help me" "Support me" "Would like your Opinion" "Would mean the world to me and my family"

### WHAT NEXT?

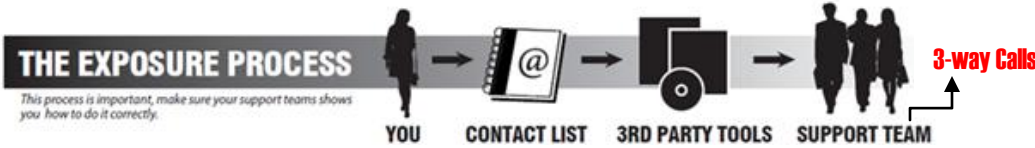
Once your prospect has reviewed a presentation, simply ask them what they liked best. After every exposure, put them on the phone with your Upline Coach with a 3-way call, and let them move your prospect forward. Your Upline will either help them get started or invite them to their next exposure/event in the prospect's area. (see p. 4)

## POWERFUL MARKETING TOOLS:

### LET THEM DO THE WORK FOR YOU!

- 1) **Short Recorded Messages (sizzle calls):** 512-703-6148 Option 1-Recruiting Option 2-Membership info only (4-5 min each)  
712-432-9590 Darnell Self presentation
- 2) **Websites:** [www.GreatLegalBenefit.com](http://www.GreatLegalBenefit.com) & [www.GreatWorkPlan.com](http://www.GreatWorkPlan.com) (personalize these)  
[www.BuildLastingSuccess.com](http://www.BuildLastingSuccess.com) (set up an account) and set up your site to show Tara Paustenbach's presentation.
- 3) Use the **FLIPBOOK presentation** preferably **WITH** your success coach at the appointment, but if not, you can do it by dialing the recording (on 2<sup>nd</sup> page of the FLIPBOOK) to let the recording do the job. After the presentation, be SURE to dial in your success coach to answer questions, etc. at the conclusion of the presentation.
- 4) Use your OnLine Tools in your PPL website back office to send out the new "Protecting You and Your Family Presentation by Darnell Self." December 2011
- 5) Give out a **Marketing Tool:** DVD's are currently being updated & coming soon!

**GETTING STARTED SUPPORT  
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**USE YOUR SUPPORT TEAM FOR 3-way Calls**

**The real KEY to EASY SUCCESS is this part.** So you can relax now, because with this part of the system, you don't answer questions, and many times, you don't even have to do the inviting for your contacts to attend events! You're going to be using **your SUPPORT TEAM** to answer all the questions your contacts have, and they will offer ways for your contacts to get more information. We don't "SELL." We get people enough information so they can make an INFORMED decision.

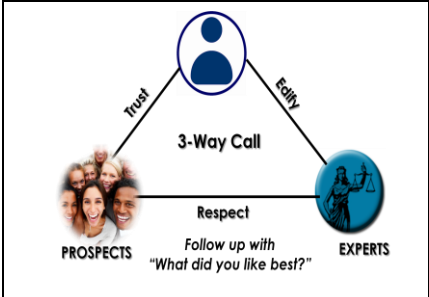
**3-WAY CALLING – YOU NEED THIS.** Do you have this feature on your phone? If not, you can either ask someone you know around 15 years old, LOL, (that's Laugh Out Loud) or get in touch with your phone company to make sure the feature is on and you know how to use it. Figure it out. You'll be using it a lot. It's going to make your PPL life easy!

**AFTER you get information to a contact**, then it's time for the **FOLLOW UP**, RIGHT? YES! And believe me, the **fortune is truly in the follow-up**. Your part in the follow up is pretty small. You get back with your contact and ask them if they reviewed the information, and if they have, you ask this simple but VERY IMPORTANT question: **"WHAT DID YOU LIKE THE MOST ABOUT THAT? Or WHAT PART GOT YOUR ATTENTION THE MOST?"** People will usually respond with something like, "I could have used that service before, or I like the money part." After they answer, you reply with something like, "Great! – I couldn't agree with you more! – My next step is to **introduce you to my business partner** – they ONLY have a minute or two – and they really know all the facts, and they know how to make money with this company, - and they're really down to earth and love helping people. Hang on, they've only got a minute."

**THEN YOU WILL 3-WAY IN ONE OF YOUR SUPPORT TEAM.** Introduce them to each other, and it's nice to edify each (say something nice about each of them). **And now STAY QUIET.** (Yes, this may be the hardest part – DO NOT INTERRUPT!) Your SUPPORT TEAM person will speak briefly with your contact, and suggest their next step.

**HOW EASY IS THAT?** 😊 Just don't stay on the line long after your SUPPORT TEAM person says goodbye, or you can get caught with a million questions – just be too busy to stay on any longer - 😊 YOU DO HAVE A LOT MORE CALLS TO MAKE, RIGHT?!!

*ALWAYS arrange with a Business Partner ahead so they will expect your 3-ways.*



**FORTUNE IS IN THE FOLLOW UP!**