

Jump Start

By Scott Chapin

My family and I moved to CA recently from NC. We had to start a whole new PPL business in an area where we didn't know anyone. The area has about 300,000 people within a 45-minute drive. From several years experience working with PPL, I knew just what to do to get things started.

Looking back on these past three months I realized I could have done this anytime and didn't need to wait until I moved to put this plan into action. You can jump-start your business anytime you want, anywhere you want. Here's what I did:

In order to meet people, I went on-line and got a listing of when the three cities in this area would be having their next Chamber of Commerce social events (i.e.: Business After Hours, Networking Event, Mixers, etc.). I attended these events and **tried to be friendly**. At each event they had "Ambassadors" who take you around and introduce you to people to make things easier. When I'd meet a person, I'd ask about their business and ask for a business card. Of course they'd ask what I do, and I'd tell them I do employee benefits with legal and identity theft **shield benefits**, then ask them more about themselves or move to the next person. By the end of the first three events I had a stack of business cards. I was considered a guest at these events and didn't need to join the Chamber to attend.

When I called the people from the business cards over the next few days I simply said: "I met you the other night at the Chamber event and I'm hoping you can help me. The service I represent may or may not be of interest to you but it only takes about 15-minutes to show you, could I buy you a cup of coffee or drop by your office tomorrow or the next day? A few said they were too busy but most said yes and I got some appointments. When I got together with them I went through the PPL Flip Chart. After they signed up for the membership I asked if they, or someone they know, might be interested in earning extra income and if I could take a few more minutes and show them how the commissions worked. From this activity I've sold more than 20 memberships and recruited two associates in three months.

In order to get more new prospects who might be interested in becoming associates, I also ran an advertisement in the classified section of the local newspaper for two consecutive Sundays (distribution about 150,000). **Editor's note: approved advertisements are available on the docs on demand system.** The ad generated more than 30 calls. I called these people back and I met with about 16 of them to show them the PPL Flip Chart. This effort recruited four new associates and generated 7 new memberships. After just 2 months, one of these associates already has 20 associates in her organization and has generated more than 80 memberships. The ads only cost about \$60.

A third approach to meeting business people was to attend networking groups. By researching online I found a Business Networking International Group, an independent networking group, and a local chamber networking group. These are groups of Professionals that meet every week or twice a month to exchange leads for business and help each other succeed. At these events I let everyone know that I represent a service that provides legal and identity theft **shield benefits** for individuals, business and employee groups. As I became acquainted with two or three of the people from each group each week, I'd use the same **approach** as before and call to set up a time to meet with them using the same PPL Flip Chart as before. Some said they were too busy to meet with me but most said yes. These efforts have recruited three associates and after just 6

weeks one of the associates already has eight associates on her team and has produced more than 25 memberships, and we've got a group enrollment lined up because of one of her new associates. The networking groups usually just charge about the price of a meal.

The last part of the plan was to get some Group and Small Business Plan contracts. I went to the library and printed all the business in a certain zip code that had 20-100 employees and were locally owned. Then I started calling the business using the group scripts. About 16 hours of calling over several weeks got me 16 good appointments. From those appointments I've got a company of 11 employees already enrolled, a company of 23 scheduled to enroll the first week in October, a company of 90 scheduled to enroll in November, and several more I'm still following up with. The reference librarian at larger libraries can help you find the lists of businesses and it's free.

As a side note, I saw on the Chamber website where they were having a "State Of The City Address" featuring the Mayor. The lunch was excellent and the price was only \$20. The best part was that when I told a person in the food line that I represented a service that provided legal and identity theft **shield benefits** for individuals, business and employee groups, he introduces me to the *former* Mayor (who happened to be in front of us in line) because "he knows everybody and can introduce you around". Of course I got the former Mayor's card and called the next day to set up a meeting. When we met I went through the PPL Flip Chart and he liked what he saw since he is now an investment broker. It also turned out that he is a terrific guy that really CAN introduce me around. We've already met with the City government and it looks good to enroll their employees at the end of the year. We've also met with the Superintendent of the school system who has approved for us to set up a payroll deduction benefit through the County payroll system (which may also open up a lot of other doors). The former Mayor is now a Pre-Paid Legal Associate and we're working as 50/50 partners on all employee groups he take me to. Obviously this type of chance meeting won't happen everyday, but you just never know what will happen if you get out and meet people.

Here are a couple of important notes. Not every person signed up for a membership on the spot so I had to follow up with them. I did ask every person if they'd like to hear how the commission worked, but only after they signed up for a membership or said they would. Many of these people were not ready to become associates after just one presentation so I gave them a DVD and asked them to join me at the next Business Briefing or luncheon "where they could get a bigger picture of things and meet the rest of the people on the team". Even after the presentation, several still needed more time to think about it so we scheduled when I'd call to follow up with them.

With each associate I have been very disciplined in making them go through Step 1 of the training systems at the same time as they do their paperwork to be associates. I get them into action seeing their first ten people immediately and stick to the system of me going with them to play the VHS/DVD for their prospects. I also emphasize setting up two PBRs in the new associate's home or another site (**Coffee shop**, etc) as quickly as possible. Sticking strictly to the system has proven to be the key allowing duplication with all of these new associates. The associates that were brand new two months ago are now the "experts" pushing Power and Play for their new associates.

A side benefit of all this activity is that I've met some great people that I really like and respect. We're becoming friends, doing well, and doing good.

Create your plan and jump start your business today.

After about a year of working with another company, Scott Chapin became a Pre-Paid Legal Associate nearly six years ago. Scott has achieved the rank of Platinum Executive Director and his team includes associates from every State and Province. Scott Chapin lives with his wife and two children in Canyon Lake, CA.