

# The Numbers

|    |                                  |
|----|----------------------------------|
| 16 | Good exposures                   |
| 8  | Set appointments                 |
| 6  | Show up                          |
| 4  | Listen                           |
| 2  | 2 get membership now, 2 later    |
| 1  | 1 becomes associate now, 1 later |

---

|   |   |
|---|---|
| 8 | Associates                              |
| 6 | Promise to engage                       |
| 4 | Actually engage                         |
| 2 | Committed                               |
| 1 | Becomes an independent leader over time |

---

4 Independent leaders doing 100+ sales each on their teams =  
400 sales per month

400 sales per month x \$21 each = 8400 per month

\$8400 per month = **\$100,800 per year**

---

4 x 8 x 16 = 512 Exposures

---

|   |  |
|---|--|
| 1 | Exposure per week = 512 weeks = 10 years   |
| 2 | Exposures per week = 256 weeks = 5 years   |
| 4 | Exposures per week = 128 weeks = 2 ½ years |
| 8 | Exposures per week = 64 weeks = 16 months  |

Note: Your associates will need time to grow their businesses also. They may move faster or slower than you have.

# The Numbers-Group

|   |  |
|---|--|
| 8 | Hours cold calling   |
| 8 | Set appointments<br>(with qualified decision makers, companies 10-100 employees) |
| 6 | Show up  |
| 4 | Listen   |
| 2 | 2 put in PPL as a group  |
| 1 | 1 within 90 days, 1 later  |

---

Average group = 20 members

Average commission = \$100

Total group worth = \$2,000

---

1 appointment per week = 1 group every 8 weeks = \$1,000 per month

2 appointments per week = 1 group every month = \$2,000 per month

4 appointments per week = 2 groups every month = \$4,000 per month

8 appointments per week = 4 groups every month = \$8,000 per month

---

|                       |  |
|-----------------------|--|
| 8                     | Appointments per week  |
| 1 <sup>st</sup> month | \$8000   |
| 2 <sup>nd</sup> month | \$8000   |
| 3 <sup>rd</sup> month | \$7500 (chargebacks as people change jobs, quit, etc.)         |
| 4 <sup>th</sup> month | \$7000 (mounting chargebacks as people change jobs, quit, etc) |
| 5 <sup>th</sup> month | \$6500 (levels off about here)                                 |

If you recruit, your team will make up for chargebacks and eventually your team can produce far more income than your efforts in Group Sales.

My first year in network marketing (not with Pre-Paid Legal Services, Inc.) I earned about \$7,000. Although I was part-time, I was spending about 20 hours a week trying to make it work... but it wasn't. I learned a lot and met some good friends but the dream of financial independence wasn't coming true.

Then I became a PPL associate and brought 23 people with me from the other company. In the first year I earned \$104,000 with about \$85,000 coming from personal sales in the group marketing department. I had been in radio advertising sales for 13 years which was great training for group sales. Over that first year I spent about 30% of my time recruiting and working with our growing team.

The second year my income was \$103,000 and 30% of it came from team overrides. The team was really growing and I was now devoting about 40% of my time to recruiting and helping the team grow.

The third year our team overrides were about \$50,000. This meant I only had to produce \$50,000 through personal sales. By this time I had a number of good group accounts, and had become more efficient at opening new accounts, so it took less time to generate my personal sales. I was able to devote about 60% of my time to recruiting and working with other associates on the team.

In the fourth year our team really took off and over 70% of my income came from overrides. I was able to spend about 70% of my time recruiting and team building and I only had to produce \$30,000 to maintain a six figure income.

During the fifth year our team produced over \$100,000 in overrides and I produced 171 members. I was able to devote about 80% of my time to recruiting and helping the team grow. Our total income in the fifth year exceeded \$126,000, we made Platinum for the first time, and saw our 22<sup>nd</sup> team member hit Executive Director.

The most exciting part is that we've just begun. The dream of financial independence has come true and the promise of wealth is right around the corner.