

GETTING STARTED DOCS



www.SuccessTeamSite.com

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Welcome to the Team!



From The Desk of Mark H. Riches

It is indeed my pleasure to welcome you to our team. I am proud that you have made such a positive decision to assist in the marketing of such a needed service. One of your first goals in your new business will be to get promoted to the Sr. Associate level. To accomplish this promotion all you need to do is recruit one Fast Start associate and sell them a membership. I challenge you to quickly accomplish this goal. It will be the first chapter in your success story. Be sure and take advantage of the extra bonuses that are available by advancing quickly through the marketing plan.

The most important thing that you can do is to get plugged into the Success System! Be sure that you are attending your weekly briefing and listening to the weekly team call. Getting plugged into the briefings, trainings and support calls will help you maximize your success!

Study carefully the training and information that you will receive. Take the time to listen to the CD's and watch the DVD's you are provided. Our team, the home office, and I stand ready to assist you in obtaining each of your goals. Remember—your success depends on what you settle for. Don't settle for table scraps when you could own the whole palace! See you at the top!

To Your Success!

Mark H. Riches

Mark H. Riches
Platinum Executive Director
Millionaire Club Member

Getting Started

Every successful journey begins with just a few simple steps. Here are the first few steps to building your new Pre-Paid Legal business. Following these steps will assure that you receive your first promotion and a commission check right away. Building a large team is fairly simple. It's like running the bases in a baseball game. If you skip a base—you get to home faster but you don't score! First base is exposure, second base is follow-up, third base is a 3-way call with someone in your support team, and home is a game plan interview with your new associates. To be successful all you have to do is keep running the bases and stay plugged into the success system. Here are the first steps that we recommend to help you launch your new business.

1. Make a list of everyone that you know personally. Use the memory jogger on the next page to help you think of people that you know. Write your contacts on the contact list. You can make additional copies of this form if needed.
2. Set up an exposure website at www.successteamsite.com under the training section. This is a FREE exposure website for everyone in our team. You will receive an email with your personal website link. Be sure and test the site and make sure the forms are being emailed to you. You can also set up a Build Lasting Success site at www.blstool.com This site is \$24.95 a month but has some very nice features. Either way you go you only need to use one of these sites.
3. The next step is to let everyone on your list know about the Pre-Paid Legal membership and the incredible opportunity. You have four options in making these exposures: 1. You can email them a link to your exposure website using the sample email on the following page. 2. You can host a Private Business Reception (PBR) in your home and invite your friends to attend. 3. You can give or mail them a DVD with a presentation on it. 4. You can have them listen to a sizzle call at 512-404-2330. This is a five minute call that will help sort their interest. Check the box next to the persons name indicating which way you plan to expose them to the business and membership.
4. Once someone has visited your site or watched the DVD, and has expressed an interest in either the membership or the opportunity, do a 3-way call with someone in your support team to help answer questions that that your prospect may have.
5. Another great way to launch your business is to hold a private business reception (PBR) in your home. There is a great training on how to do a PBR online at the team website.
6. Be sure and do a Game Plan Interview with every new associate. This will assure that they are plugged into the success system!

Running The Bases



Exposure - You can expose someone to the membership and the opportunity by using an exposure website, Private Business Reception (PBR), or a Sizzle Call or DVD. You should never tell the person about the program. Always use a third party exposure tool.

Follow-up - The FORTUNE is in the FOLLOW-UP! Not everyone is going to be interested in joining the business or purchasing a membership. But there are thousands of people who are. Be sure and follow-up with every prospect to see if they are interested in either the membership or becoming an associate.

3-Way Call - Once you have someone that has been exposed and is interested then get them on the phone with someone in your support team for a 3-way call. You can also invite the prospect to a business briefing for this step.

Game Plan - The last step in the success process is to do a game plan interview with your prospect. Follow the Game Plan Interview process as outlined in the Getting Started Docs.

Sample Email To People You Know

Dear _____

I am sending you a link to my new website. I am working with one of the fastest growing companies on the New York Stock Exchange. The company provides legal and identity theft protection to over 1.5 million families in North America. The company is growing extremely fast and is looking for individuals who would like to make extra income while offering an incredible service.

Can you take a few minutes and watch the brief presentation on my new website at www.yourwebsite.com At the end of the presentation, take a minute and fill out the follow-up form. It will email me a copy and I will follow-up with you to answer any questions that you have. I look forward to hearing from you.

Have a great day!

Your Name

Telephone

Email address

Best Approach Script for People You Know

1. "I've got something I'd like to SHOW you."

Notice this is SHOW, not TELL. Obviously, you can't show a person a presentation over the phone, they have to see it.

2. "It will only take about 15 MINUTES of your time."

People always have 15 minutes to spare. If you ask for any more time than that, they'll have to stop and make a decision, and it does take only 15 minutes to show someone the membership information and get them enrolled.

3. "YOU MAY OR MAY NOT BE INTERESTED."

This relaxes your prospect. Not everyone is going to feel they need a membership and that is okay. Your job is to make sure they know it is available and how it can help them. Their job is to decide if they want it, so make sure they know you just want to show them the information.

Example: "Hey John, How are you? I've got something important I want to show you, it will only take about 15 minutes and you may or may not be interested. When can I come by?"

Memory Jogger

Those who are your closest friends with whom you associate regularly:

Friends and neighbors
People you work with
Church members
Sunday school class members

Those you have been associated with in the past:

Schoolmates
Former co-workers
People in your home town
Military cohorts

The members of your own family:

Father and Mother
Father-In-Law and Mother-In-Law
Grandparents
Children
Brothers and Sisters
Aunts and Uncles
Nieces and Nephews
Cousins

Those you meet in organizations or clubs:

Civic groups, Rotary, Exchange, Jaycees
Political clubs
Lodge, Elks, Moose, etc.
Missionary societies, brotherhood groups
Merchants or farm organizations
School groups, boosters, alumni, PTA, etc.

Those you do business with:

Doctor, lawyer, barber, merchants, grocer
Gas station attendant, dry cleaner, postal worker
Beauticians, jewelers, waiters/waitresses

List of acquaintances already available:

Christmas card list
Address book
Daytimer, planner
List of fellow employees
Church directory

People you know who are in direct sales:

Business/office machine salespeople
Insurance salespeople
Car salespeople

People you know who are decision-makers:

Business owners
Human Resources Directors
Office managers

Accounting
Acting
Advertising
Aerobics
Air Force
Animal Health
Antiques
Apartment
Architect
Army
Art
Babysitters
Banking
Barber
Baseball
Beauty Salon
Bicycles
Boats
Blinds
Books
Boys Club
Bookkeeping
Cable TV
Cameras
Camping
Crafts
Day Care
Delivery
Dentists
Designers
Detectives
Diet Industry
Direct Mail
Disc Jockey
Doctors
Driving Range
Dry Wall
Dry Cleaners
Education
Electrician
Entertainment
Eye Care
Government
Firemen
Film Industry
Food Service
Florists
Gift Shops
Girl Scouts
Gymnastics
Farming
Hair Care
Helicopters
Hardware
Handicapped
Health Insurance
Hearing Aids
Helicopters
Hiking
Horses
Hospitals
Hotels
Hunting
Health Clubs
Ice Cream
Insurance
Investments
Janitor
Jewelry
Karate
Kindergarten
Laundries
Lawn Care
Lighting
Livestock
Leasing
Leather
Mail
Management
Mental Health
Mortgages
Mobile Homes
Museums
Mutual Funds
Motels
Navy
Newspaper
Nurses
Nutrition
Oil Change
Orthodontists
Pets
Pest Control
Personnel
Perfume
Pedicures
Pediatrician
Painting
Parking
Office Machines
Office Furniture
Police
Pre-Schools
Publishers
Parties
Perfume
Racing
Radios
Rental Agencies
Roofing
Rest Homes
Resorts
Restaurants
Real Estate
Sales
Schools
Satellites
Sewing
Secretaries
Securities
Screen Printing
Sheet Rock
Signs
Skating
Skiing
Skin Care
Stereos
Surgeons
T-Shirts
Tanning Salons
Taxes
Teachers
Tennis
Telemarketing
Theatres
Tile Layers

Who do you know in these states?

Alabama *
Arizona
Arkansas *
California
Colorado
Connecticut
Delaware
Florida *
Georgia
Hawaii
Idaho
Illinois *
Indiana
Iowa
Kansas
Kentucky
Maine
Louisiana
Maryland
Massachusetts *
Michigan
Minnesota
Mississippi *
Missouri *
Montana
Nebraska *
Nevada
New Hampshire
New Jersey
New Mexico
New York
North Carolina
North Dakota *
Ohio
Oklahoma
Oregon
Pennsylvania
Rhode Island
South Carolina *
South Dakota
Tennessee *
Texas *
Utah
Vermont
Virginia *
Washington
Washington DC
West Virginia
Wisconsin *
Wyoming

*A License is required to sell a legal plan membership in these States.

Who Do You Know?



Compensation Plan Details

LEVEL	PLANS AVAILABLE			
	\$35.95 (26.00 + 9.95) EX, LS, IDT	\$26.95 (17.00 + 9.95) BAS, LS, IDT	\$17.00 BAS, LS	\$12.95 IDT ONLY
EXECUTIVE DIRECTOR 1 Director Line & 75 Counters Must Qualify Monthly	\$252.35	\$189.19	\$119.34	\$90.90
DIRECTOR 3 Manager Lines	\$207.41	\$155.50	\$98.09	\$74.71
MANAGER 1 SR. Associate line & two other front line associates	\$172.84	\$129.58	\$81.74	\$62.26
SR. ASSOCIATE Sponsor a Fast Start associ- ate and personally write their membership	\$138.27	\$103.66	\$65.39	\$49.81
ASSOCIATE Recruit one non- Fast Start associate with a member- ship	\$69.14	\$51.84	\$32.70	\$24.91
JR. ASSOCIATE	\$34.57	\$25.92	\$16.35	\$12.45

Notes: EX = expanded legal plan (maximum pre-trail hours) LS = 24 hour access Legal Shield™
 BAS = basic legal plan (very little pre-trail hours) IDT = Identity Theft Shield™ NOTE: This is a
 compensation plan summary. Please see complete details of renewals, etc at www.prepaidlegal.com

You receive one counter for every legal plan sale and another counter for every IDT plan sale.
 There is a \$10.00 one time enrollment fee on every membership. Payment options are credit card,
 debit card, checking account or savings account., or annual direct bill (they pay one year upfront)

For Fast Start Associates. Enter Associate FIRST and then membership to be paid at the Sr. Associate
 level on your first membership. **Get Paid Daily! Be sure you are set up on Direct Deposit.**

Game Plan Interview Checklist

Getting Plugged Into the Success System!

- I have downloaded a copy of the Getting Started Docs from the team site.
- I have ordered a copy of the Slight Edge Book or CD Set, The Jim Rhone Getting Started CD and the Power Training CD's from the team site. I am committed to reading and listening to these personal development tools.
- I have listened to the Getting Started Call at 212-990-6147 and I have made my Warm Market List.
- I have ordered my FREE exposure website from the team site. Training on using your website is available on the team website.
- I have ordered my business cards. (Put your exposure website on your business cards)
- I know where my weekly briefing is held and am committed to attend every week.
- I know how to access the Platinum Leadership Call and am committed to listening to this call every week. The LIVE call is held at 9:00 PM CST every Monday. Call 605-475-6900 Access code 111815# You can listen to a playback of the call from the team website.
- I have set up a direct deposit for my commissions.
- I understand how to present the legal plan and identity theft membership and how to complete the application. I understand how to complete an associate agreement.
- I understand how to do a 3-way call with my support team. I understand the importance of using 3-way calls with my warm market prospects.
- I know about our teams group training and support website at www.harvardbenefits.com You can create an account under the agent access area.
- I know the importance of attending all corporate events i.e.: Super Saturdays, Regional and National Conventions, Advance Product Trainings and Platinum Leadership Trainings. The next event is scheduled for: _____.

MY ADVANCEMENT GOALS

(Write the Date that you would like to accomplish these level advancements)

SR ASSOCIATE	MANAGER	DIRECTOR

THE 4 CORE

The four core things that top income earners do to create financial independence for themselves and the leaders in their team!



Attend a Weekly Briefing and Training

Most major markets have a weekly business briefing available. If you don't have one in your market area - you can start one! Make a 52 week commitment to attending your local briefing. Many market areas have a CORE training. Make a commitment to attend this training every week. If a training is not available in your local market, then participate on the team call on Mondays at 9:00 PM CST.



Do At Least Two Exposures Everyday

Making daily exposures is the key to building a large and successful team. You can expose someone to the business by handing them a DVD or magazine, sending them to a website, or by inviting them to a business briefing or luncheon. Be consistently – consistent by always doing at least two exposures EVERYDAY! The real magic of two a day is realized once CORE leaders in your team begin to duplicate this process. Imagine if you had 100 people on your team all doing 2 exposures a day! Massive Exposures = Massive Income!



Do One PBR Every Week

Private Business Receptions (PBR's) are the key to exponential growth. Make a commitment to hold at least one PBR a week for either yourself or someone on your team. Call associates in your organization and ask them if you could assist them in doing a PBR this week. Follow the PBR system as outlined on the team website to assure that the PBR is well attended and duplicatable. Duplicating PBR's within your team is the quickest way to earning \$100,000 a year!



Plug Into Personal Development

The most important part of the entire success system is personally plugging into daily Personal Development. Read at least 15 minutes a day from a good book like The Slight Edge. Listen to good information that expands your mind and helps motivate you to success. Associate with only those individuals that either have or want the success you desire. Visit the personal development link at www.successteamsite.com for all the latest DVD's, books and personal development tools.

