

Five Steps For Success, The Winning Combination.



Private Business Reception Checklist

What is a PBR?

A **Private Business Reception (PBR)** is a presentation for your local prospects conducted in your living room or other private environment. This is the “Grand Opening” of your LegalShield business.

Why do PBR's?

- ✓ To leverage your time in presenting LegalShield to multiple contacts at one time.
- ✓ To launch your business by creating a team of Associates at once.
- ✓ To LevelUp in your first 3–7 days on this one night.
- ✓ To leverage off the interest of some contacts and to garner others' interest (domino effect).
- ✓ To set off a chain reaction of future PBR's.

Invitation

- ☐ Make a list of all of your local market.
- ☐ Pick a date, set it in stone.
- ☐ Decide on your invitation script (but don't sound scripted).
- ☐ Invite four times the number of people you want to attend. For those who can't make it, invite them to join your PCC or attend a local live event
- ☐ Invite with urgency; be brief.
- ☐ Let them know you appreciate that you can COUNT ON THEM to be there.
- ☐ If your prospect asks questions, use your “Why” to encourage them to come.
- ☐ Confirm your invites with confirmation calls or 3-way calls with your upline.
- ☐ Ask guests to bring something (bag of ice, chips, etc.).

Set Up

- ☐ Don't rearrange the room or add chairs (until they're needed).
- ☐ Keep refreshments simple—no alcohol.
- ☐ No kids, pets, or distractions—plan ahead.
- ☐ Don't have materials out for people to take home or they will!

Introduction

- ☐ Welcome your guests and share your story and your “Why.”
- ☐ Edify the speaker or the video. Practice the introduction with your support team so you will feel confident and prepared.

Presentation

- ☐ Guest speaker can use the business briefing slides or LegalShield Z-cards (stay concise and share stories).
- ☐ If there is no guest speaker, play the video and watch intently with guests.
- ☐ After the video, call your upline via speaker phone or Zoom to help your prospect make a decision.

Close

- ☐ Ask for the order! For paper apps, pass out forms, uncapped pens, and hard writing surfaces. For online apps, direct prospects to sign up on your hubsite.
- ☐ POSTURE—Confidence—Get them writing.
- ☐ Focus on the excited ones, not the negative or blah ones.
- ☐ Put them in “dream mode.” Paint the picture of what you will accomplish together as a team.
- ☐ Schedule a Game Plan Interview with your new associates within their first 24–48 hours. Give them a copy of the First Step Guide and direct them to the Getting Started Right website: connect.legalshield.com/start

Duplicate

- ☐ Book PBR's for each new Associate once they finish signing up.
- ☐ The reason to do a PBR is to book the next wave of PBR's.
- ☐ Be sure your Associate comes, watches, and learns how to do PBR's for their team.
- ☐ Your end game is to have an army of PBR presenters in action nightly!