



# Recruit! Recruit! Recruit!

If it's meant to be, it's up to me!

Your sponsor and your upline Executive Director are your best sources for information about recruiting. This guide is an additional resource with valuable tips and guidance to help you recruit and grow your LegalShield business. In this recruiting guide, you will find information about: Finding Prospects, Making the Invitation, Following-Up

## Step 1 Finding Prospects

**Step 1:** Make a comprehensive list of everyone you know using your First Step Guide, which can be downloaded at <http://connect.legalshield.com/firststep>. Then narrow down to a “warm list” of people who you can immediately ask to join you in your new business and/or become a member to support your new business.

**Step 2:** Look at your list and think about whom the people on your list know. It is not about who you know. It is about who THEY know. Don't recruit “to,” because you must recruit “through.”

**Step 3:** Expand your list constantly.

- 3-Foot Rule – Never run out of prospects with the 3-foot rule. If anyone gets within 3 feet of you, talk to him/her about LegalShield. Give him/her a compliment, ask about them and ask what they do. When you ask what they do, they almost always will ask you what you do. If they don't, say something like, “you're probably wondering what I do....” Then, tell them about LegalShield.
- Ask for referrals.

**Step 4:** Network on purpose. Google search “Networking Events (and the name of your city).” You will be amazed by all the events like “Network After Work” and “Career Fairs.”

**Step 5:** Do 2-5 exposures every day.

- Emotionally detach yourself from the outcome.
- Be yourself.
- Bring some passion.
- Have a strong posture. Be yourself, but be a bolder self.

# Step 2

# Making the Invitation

**Step 1:** Be in a hurry. Remember, you are building an exciting business. Something is happening for you, and you want your posture to show it.

**Step 2:** Compliment the prospect.

**Step 3:** Make the invitation.

- Direct Approach – Use when inviting people to learn more about the opportunity.
  - Ex: 3-Part Script - “I have something I’d like to show you. It will only take about 15 minutes. You may or may not be interested.”
  - Ex: “Hey, I had a couple of minutes, and I was thinking about you because I know that I have a business that I am building that is right for you.”
- Indirect Approach – Ask your prospect for help, input, or guidance.
  - Ex: “Do you know anyone who isn’t happy with how things are going right now, anyone who might be interested in a new career opportunity?”
- Super Indirect Approach – Tell the prospect they aren’t a prospect and you’re just interested in finding out if they know someone else who might benefit from your business.
  - Ex: “Hey, listen, I am building a sales marketing business in this community, and I am looking for someone who wants to work hard and wants to be a part of a movement to empower and protect people. Do you know anyone like that?”

**Step 4:** If I xx, would you xx? (Tools & Events)

- Share 3rd party tools (magazines, Hubsite, videos, Prospect by LegalShield)
- Invite and BRING guests to live events (Private Business Receptions, Business Briefings, Super Saturdays, Sit-down meetings). Make it a point to pick up your prospects and bring them to the event. This shows your commitment and interest as well as ensures your guests show up at the right place at the right time. Even when you can’t bring a guest, make it a point to show up. What you hear at the briefing will become second nature to you and help you become a better, more knowledgeable presenter.
- Leverage your upline to do 3-way calls and help with your PBRs/PCCs.

Examples of “If I xx, would you xx?”:

- If I sent you a video, would you watch it?
- If I gave you a magazine/brochure/information, would you read it?
- If I invited you to a special invitation-only webinar, would you attend?
- If I gave you a DVD/CD, would you watch/listen to it?
- If I gave you a link to a website with a complete presentation, would you check it out?
- If I invited you to a special invitation-only conference call, would listen in?

**Step 5:** Confirmation 1: Get a Time Commitment – “When will you read/watch/listen?”

**Step 6:** Confirmation 2: Confirm Commitment – “Then, I will call you at 3 pm on Tuesday”

**Step 7:** Confirmation 3: Get Contact Information – “What’s the best # to reach you?”

# Step 3 Following Up

It takes an average of 5 to 7 exposures for the average person to join. Follow-up with your prospects by phone, in person, with another tool and/or invitation, and with Prospect by LegalShield on the day and time you committed to follow up. The best follow-up is a personal follow-up done in person or by phone. Use these follow-up conversation starters/motivators with your prospects. These should not be repeated word-for-word. Instead, tailor them to the conversation you are having with your prospect.

**Prospect indicates dissatisfaction with job** – “Statistically, year after year, 80% of Americans are dissatisfied with their jobs or careers. LegalShield offers a solution.” Then share the solution through your story. Share how you were dissatisfied, why LegalShield was the right solution for you, and how you have succeeded in a number of ways (e.g. happier about what you do, improved health, personal development, etc.).

**Prospect indicates wanting more out of life** – “If you want to be happier and more successful, then you must make a change. You have to make the decision to change, to do something different. This is the truth and short cuts and compromises are not successful. Make the decision and commit. Remember, ‘if it is meant to be, it is up to me.’”

**Prospect indicates interest in how you make money with LegalShield** - Explain the process to get “paid and promoted,” and get the commitment to plug into the system.

**Prospect shows interest in what you do but hasn’t shared personal motivators** – “What would success and/or a happy life look like for you? [Take notes].” Help them understand this is a journey to happiness and success because there are skills that must be gained along the way. Remind them they will be in business for themselves but not by themselves and we have a proven system to help them along their journey.

**Prospect indicates interest but isn’t sure if they can do what you do** – “You are in business for yourself, but not by yourself. With the system, you will have the resources and support you need to find your success. One of the best things you can do for you and your business is to establish daily habits that will help you succeed. We have 10 Core Commitments that we recommend and provide that can help you focus on the right daily habits. To change your life, you must change your habits and behaviors. The slight edge or small daily disciplines matter and should become ingrained in everything you do.”

**Prospect indicates concern of how others will perceive the opportunity** – “Doing something different than what everyone else does requires courage and commitment to be different and to do things differently. If you do what everyone else does, at best, you will have what they have. To change your life, you sometimes need to change your associations so that you can associate and learn from those who are achieving what you want to achieve in your life. LegalShield provides you with a family and a network of supportive friends. We are in this together. Don’t focus on what the naysayers in your life are telling you. Let go of negative people and the doubters, and join us.”

**Prospect shares or you ask for his/her ‘WHY’** – [Write down their “WHY” or ask for their “WHY”] “Knowing your “WHY” and having a “WHY” helps you to think bigger because it gives you focus. Thinking bigger is welcomed at LegalShield. We want you to think bigger than you ever have before.” Relate our purpose to their “WHY.” Get emotional. Get excited.

## Step 3

## Following Up

**Prospect seems to be holding back or is uncertain about the opportunity** – “What is holding you back from taking full advantage of the opportunity that I have shared with you? [Listen and take notes]. I encourage you to let go of what is holding you back (people, habits, associations, negative attitude, self-doubt, fear of failure) and join us today. Forgive yourself of your past and move forward to become all you are born to be. We are committed to helping you succeed. Are you ready to let go of the things holding you back and to commit to your future success?”

**Prospect indicates uncertainty on how to achieve success through the opportunity** – “Those who have achieved the most success, didn’t achieve it by accident. They had a vision of their success and their life. They game planned their life, which means they decided what they wanted to achieve in 1-3-5 and 10 years. Are you ready to game plan your life and set your sights on the goals you want to achieve 20 days, 30 days, 60 days, and/or 1 year from now? This is your time to commit and succeed. Are you ready?”

**Prospect indicates little time to give to business** – “You are already working hard for someone else. Why wouldn’t you do the same for yourself?”

## Step 4

## 4 Question Close

### 4 QUESTION CLOSE

1. Based on everything you’ve seen here today, if you were to start part-time, how much money would you need to earn per month to make this business worth your time?
2. How many hours per week could you realistically give the business to develop that income level?
3. How many months would you be willing to give the business to reach that income level?
4. If I could show you how to develop \$\_\_\_/month working about \_\_\_ hours per week for \_\_\_ months, would there be anything else you would need to know before you get started?