



Approach Script

“If there was a service that everyone NEEDS,
that everyone can AFFORD,
that almost nobody has yet,
that everyone will soon be using,
that only costs \$36...
...and you could get paid \$100-\$200 a pop for every person you tell and gets it...
would you want to hear more about the concept?”

Follow up to book appointment IF YES (choose one):

“I thought you would want to get the full details....”

- The company is holding a briefing on the program at (time/location), so why don't you meet me there!
- I am having a small handful of people over to my house to go over how this works for an hour on (date/time), do you want in on it?
- I can't promise you anything, but come out to hear the details and see if you can get in on this while they are still bringing people on (time/loc)
- (If they won't come to briefing or PBR) I will send you a video by email that will explain everything. When you watch it, just think how easy it is to send that video to people and count the money you could make by doing that! What's your email address? Great, call me as soon as you finish!
- (If you prefer to use phone – GAP them) Grab A Pen, and jot down this number 800-394-6919. Call and listen to the short 6-minute corporate overview. As you listen, just think of how simple it is to send others to hear it, and how much money that could make you by doing so! Call me right after you hang up from listening to it... if you want in on the ground floor of this situation.

Never just jump right into telling them ANYTHING about LegalShield or what we do. ALWAYS insist on them seeing a full presentation or nothing at all. THIS IS THE GOLDEN RULE of this business. Don't break it. Clam up until they see a presentation, just be excitedly clammed up (creates curiosity, and ensures they see LegalShield with enough detail to make an informed decision. Talking to them about it will RUIN your chances of them joining, please trust us.