



The Elevator Pitch

Question: “What do you do?”

For Selling Memberships

Answer: “Well, you know how...

... people get traffic tickets and then end up having those tickets go on their driving records, and then have their insurance rates go up?

... people sign contracts all the time without really knowing what they're signing and then they end up getting in trouble because they didn't know what they were signing, and then they end up in a huge legal mess?

... people don't have a will and then something bad happens and their families are in court forever fighting with each other trying to sort it out?

... people are always suing each other for some of the dumbest things in the world, and our courtrooms are all overflowing because of frivolous lawsuits?

... people might have simple legal questions or just want to know what their rights are on certain matters but they never really know who to call because lawyers are so darn expensive?

Well, THAT'S what I do. My company provides access to some of the top law firms in the country to handle all these things for people for pennies on the dollar. Do you have a LegalShield membership yet?”

For Recruiting

Answer: “I actually work with the best-paying company in America. We're a marketing/ promotions company, and we market one of the most needed services in the country. And we set people up to make significant extra cash flow... part time. Do you know someone who could use more income?”

** Please NOTE: Never just hand out business cards or brochures. This RARELY has ever led to a sale or a recruit. Your goal is to GET THEIR contact info... you want to be in the driver's seat, not hoping for them to call you. FORTUNE IS IN THE IMMEDIATE FOLLOW UP. You can't follow up if you gave them a card/brochure. We sign people up only by getting appointments. That's your ONLY goal – Create Curiosity & Get an Appointment!