



L.E.A.P.

LegalShield's Easy Approach Process

Order your business cards www.jfaonline.com

Use LegalShield tent/follow up cards with your photo

Put your www.BuildLastingSuccess.com or www.greatworkplan.com on front of your card

Hand out a minimum of 10 cards per week. 2 cards a day.

1. Take a sincere interest in others. Ask questions and build rapport.
2. Before you leave the conversation: *"If I can ever be of assistance, please give me a call?"* (Hand them your card) or *"Our company offers a great service; if I could ever help you give me a call?"*
3. *Their Response:* Thanks! or Are you an attorney? What do you do?
4. *"Well, let me ask you something: If you could call an attorney and ask them any question without receiving a bill, WOULD YOU?"*
5. *Their Response:* Yes or perhaps etc...
6. *"In a nutshell that is what our company does; there is a website on my business card that will explain all the details."* (Point it out, circle the website URL)
7. *"As a matter of fact, let me tear off the bottom of this card and I will take your number and follow up with you, if you are not interested just let me know, otherwise I can get you more information. What's the best time to reach you?"*

NOTES:

- Smile, look them in the eye, and be sincere about your desire to help!
- Do not meet with people unless they watch the web presentation.
- If they don't watch the website, then don't book the appointment.
- Remember this system works because it is simple and will duplicate!

Another easy idea to implement: Get referrals for insurance agents:

Ask every member/Associate you sign up for their insurance agent's phone number.

Then you call and say:

"Hello (Agent's name), this is _____. I am calling because I met (Paul - client's name), one of your insurance clients and showed him our LegalShield plan. He bought it on the spot he was so impressed. I asked him if his insurance agent offered LegalShield to him before and he said 'No, but I sure wish they had. I could have used it!' Since your clients are finding out about LegalShield and signing up for this plan, and I imagine you want to be a one-stop shop to meet all of their insurance needs, I wanted to set up a time to meet with you for 15 minutes. This way you can be the one who enrolls your clients like (Paul - client's name) up."

If you cannot meet in person, send them new 4-minute product video corp has put under "Protecting Families" on your HUB site, or get on Wednesday's Insurance call 12pmET @ 832-225-5200 pin 66373#