



PBR -- Private Business Reception

The #1 best way to launch your LegalShield business. The PBR is another name for a presentation in your living room for everyone you know. It is the most effective way to leverage your limited time, and to get the highest ratio of people signing up.

PBR Invite Script:

Hey [guest] this is _____, I'm glad I caught you but I only have a minute. Do you have anything extremely important going on Thursday night at 7 PM? _____

Okay great, listen, I know you're busy with your career but outside of that do you ever look at other ways of making money? _____

Okay great, listen we need to get together for 30 minutes. A very successful friend of mine will be in town on business on Thursday and I have him coming over for about a half hour to show a few of us what he's doing. I am only having some key people over and I would like for you to be here, can I put you down for coming?

* If they say what is it or tell me about it... You share a 10 - 20 second story of what life goal LegalShield will help you to achieve. e.g. "Well you know how (I've been challenged with coming up with little Bobby's tuition next fall)... Well I've found a solution and would love your support. Can I count on you for Friday evening... (Continue with script) A very successful friend of mine..."

(notice, this makes no mention of the company name, product, etc.)

Another Example PBR Invitation:

YOU: "Hey Cindy, what are you doing Sunday afternoon around 3pm?"

CINDY: "I'm not sure, why?"

YOU: "Well, are you busy? Do you have any plans?"

CINDY: "No, why? What's up?"

YOU: "Great! My husband and I just got started on a business project that we are super excited about! I'm so glad that you can make it. We really want to share what we are working on with you. This is going to allow us to (tell them your WHY here). You may or may not be interested, and that is not important to me. What's important to me is that you see what we are doing. Make sure you mark your calendar. You remember how to get to my house right?"

CINDY: "Right. What is it?"

YOU: "I know you're curious, and I can't wait for you to find out, but I can't explain it and that's exactly why you're coming on Sunday! I've got to call several more people. I'll see you Sunday at 3pm, OK?"

* *Be sure to practice the script out loud 10x before you start making your phone calls.*

FAQ:

What is the objective in holding a PBR? The objective is to share the LegalShield story to many people at one time. This saves you from having to make numerous presentations independently. It also creates excitement, and people will join because they see others doing so and they won't want to miss the boat. Another major objective for doing a PBR is to recruit numerous people that will have PBR's in their homes - which takes your business to people that you do not know, house to house, state to state, border to border.

Who am I meant to invite to a PBR - is it people I would feel comfortable having in my living room? Yes, invite anyone you personally know. Do not invite strangers.

How do we start the PBR off in the introduction? For the intro, have them stand up, thank everyone from coming, and say "I am so excited about this business project. The reason I got started is ____ (your WHY)____," and the gentleman I have here (or on the phone) is helping me do that. Mr/Mrs ____ knows all of the facts, knows how the big money is being made, is a lot of fun to work with, and loves to help others. Then, the upline expert tells their success story, edifies the DVD, and plays it (or speaks if so chooses).

What should the person closing the PBR say so that the guests will feel they have an opportunity to enroll or join the team, without feeling bad if they do not? Just simply ASK for them to join. Don't feel timid. We don't pressure them. In fact, use "fear of loss" by saying things like "I realize everything is not for everybody, we don't need to pressure anyone." The services and the business are too powerful and needed to come off that way.

What language should I use to close out a PBR? At the end, the expert tells membership testimonial stories and some business success stories. Then, they talk about the fact that when everyone joins the team, they will go through a game plan that will teach them everything, word for word, step by step how to be successful on a part-time basis. Just be excited about the team that will be built with & under those who are coming on board now. Paint a picture of the future - "I am so excited for you that you came tonight. It's all about being in the right place at the right time. You sure got lucky here, to be invited into this equation this early on! The income that will be created, the fun that will be had in the process, the time freedom we will all have, and the sense of being a part of something that will be built together is going to be spectacular. Let's get everyone's papers filled out and register everyone now. Then we will go sign up the rest of the world. Thank [host] for inviting you in on this!" Close with posture of confidence.

How to close applications at a PBR: After you sell the vision of what this team that's being assembled is going to accomplish, and how the lives of each person will be impacted by the income - pass out applications, pens and something hard to write on. Getting them writing. Say, "Ok, go ahead and write the address down where you want your kit to be sent. Then after that, I will show you where to check off whether you want to receive your income by check each month or daily deposit. Oh yeah, we get paid daily guys!" Warning: Do NOT ask for questions, or that's what you will get. You want applications, not questions. "Assume the sign up" - Assume they have enough brains to recognize the need for the service and opportunity.

What do I do if a guest starts asking questions at the end? We do not want questions asked in an open forum, as it will distract those who were ready to sign up. Simply say, "Absolutely! I definitely want your questions to be answered, so as everyone else is filling out their form, I will come over to you and help you, just give me one

quick minute.” Then be sure everyone else is writing, and then go directly to the questioning guest and quietly answer them.

What can I do to get a higher show-up ratio to the invites? First, you must invite by phone, not initially by email or text. Let your belief and excitement come through in your voice. Be in a hurry so you do not get caught giving any information out during the phone call. If you have to share anything, share the reason why you are interested in the information that will be shared, by sharing what’s wrong in your life (lack of money or time).

Should I get help from my upline with inviting? Yes! Once you have made your round of contacts, ask your upline to make confirmation calls to those who have committed to attend. These calls are HUGE in getting a much higher percentage of people to show up. They can say,
“Hi John, I just spoke with [host] and she’s informed me that you will be attending the reception at her house on Thursday. I just wanted to call to say that she says great things about you, and I am looking forward to meeting you there. Thank you for your commitment as a friend to [host] for coming. It really means the world to her. And I promise that you will be very glad you came as well. See you Thursday!”

What if my home is a mess and I don’t want people in my home? I would say that this is so important to your success that you should consider cleaning your home and creating space in your living or family room to have your guests come over.

How should I set up the home/event? Do not rearrange any furniture and set up a bunch of chairs. If your guests don’t show, it will look like people are not interested. Merely go grab extra chairs as needed as people start arriving, which makes it seem that even more people are hearing the buzz and showing up! If people who confirmed they will attend do not arrive, NEVER say anything about that out loud!! EVER! Never mumble about the fact you invited 15 people and you are waiting on them, or wonder why they aren’t coming. The guest(s) that are there need to feel like they are the only ones invited. If you mention you are holding on to wait for someone, let it seem like you are waiting on just one more. ALSO, be sure there are no distractions such as kids or pets... Plan ahead.

Do we serve food and drinks? It is advised to keep it very simple. Chips, soda, water. No alcohol. You want it to appear simple so that when your guests join, they can see themselves doing a PBR as well.

Do you play the DVD or do you have someone speak? If you have a veteran upline locally, they can come do the presentation using the PBR boards on an easel. If not, just tell your reason for being excited about the business (your WHY), ask if everyone else can relate, then play the DVD with Darnell Self. You can also have your upline call in on speaker phone after the DVD to share their success story to seal the deal, and close it out as described above.

Do you book new associates PBR’s immediately after they sign up at the PBR? Yes, everyone who becomes an associate should book their PBR in their home before they leave. Their PBR should happen in the next 3-5 days. You will also schedule a Game Plan Interview with them for 15 minutes to go through the getting started process in the first 24 hours.