



# THE PERFECT STORM TOOL BLITZ

## LegalShield CEO JEFF BELL wants you to commit to personally get out at least **10 *The Perfect Storm* dual disc CD/DVD's a week (that's just two per day!)**

Gather your list of prospects. Keep meeting and adding new people to the list. You will need 50 CD's for the month of January. (Place your order with the LegalShield Home Office by calling 580-436-7424. Also, some inventory may be available at your local events.) Put your name and phone number on every disc you hand out! And attach a note to any discs you send via mail. The message should be simple: *"Hurry and listen to this CD, urgently. Then call me tonight!"* Teach every associate on your team to do the same.

### Five Steps to Using *The Perfect Storm* CD's:

#### Step 1

##### Call the prospect.

Ask them, *"Do you want to know what I'm up to? I don't know if it's for you or not, but I am very excited about a business idea, and I think you will be, too. I am going to send you a CD that I want you to pop into your car and listen to it as you drive. I can't just send this CD to everybody, and since I have promised it to a few people already, just promise me you will listen to it and get back to me right away, deal?"*

Your job is to totally edify the CD and get them curious as to what's so special on it. Verify their address and let them know to expect it in two or three days. Then stop talking. Answer no questions. Remind them you are in a hurry. Tell them you will talk to them as soon as they get the CD, and to listen to it the minute they get it. Then get off the phone.

#### Step 2

##### The day before they should receive the CD, text or email this message:

*"I sent the CD the very day we spoke, and you should have it by now. I don't want you to lose time. People are making money because of what's on that disc. As soon as it gets there, be sure to pop it in immediately, and I will call you!"*

Your goal is to build up curiosity even more BEFORE they get it, which will ensure they actually listen to it.

#### Step 3

**Call them after they have the CD.** If they haven't heard/watched it yet, remind them to do so. Give them one more day. On your NEXT follow up if they still haven't listened to it yet, pump them up and engage them by telling them WHY you got into a business like this (your story—money, time, etc.) and how so many people are doing so well with this business. Encourage them to take 14 minutes to listen to the audio side, and you will call them back in an hour! If they reviewed it and have interest, get them to now watch the DVD video side.

Once they have viewed the full video, do not answer questions yourself—insist on a three-way call. Ask them, *"On a scale of 1 to 10, where would you rate your interest?"* (If their answer is anywhere from 4 to 10), say, *"I'm glad you see such a huge opportunity here too! I want to introduce you to one of the leaders I'm working with in the business so he/she can answer your questions, and more importantly explain HOW to go about building the business. [Mr./Ms. Expert's LAST NAME] is tremendously successful, knows how the big money is made, loves to help people, and has lots of fun too. He/she is very busy, but I will try to catch him/her for us, so hold the phone, and I will try to grab him/her for maybe two minutes."*

#### Step 4

##### Do a three-way call.

Let the upline expert know what information they reviewed and any hot buttons you know about the prospect before you connect the two parties.

On the call, the expert will answer questions, share their quick story, explain how easy it is for them to use the simple CD system to build their business, and close them for you. After you introduce them to each other, be QUIET and do not interrupt the expert. The expert will attempt to close them on this call. Either way, the main goal is to get them confirmed to attend their local Business Briefing in their area that very week.

#### Step 5

**If they do not join right away or even attend a Briefing, no big deal.** Many will not join right away. Drip on them with phone calls, emails, letters—every week or two.

Always be excited and tell success stories (of the membership or business). Show them how the business can work within their schedule. PERSISTENT FOLLOW UP is key! Also, always ask, *"Who do you know who may need an opportunity for more income right now?"*



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If your prospects are ready to join, take them to your website to sign up and plug them into the team and system immediately. Get them on a few Welcome Calls with your upline—reinforce their decision, get them excited, and get them started.

### REMEMBER:

- **This system is a game of numbers.**
- **Massive exposure and prompt (persistent) follow up is crucial.**
- **Third-party tools are better than your own mouth (first party). ALWAYS use third party!**
- **Anyone can spend \$15 to send out 10 CD/DVD's a week or \$6 to hand out 10.**

#### Pricing

**\$0.75 for 1-49 discs**  
**\$0.50 for 50-99 discs**  
**\$0.45 for 100-1000 discs**

**Call LegalShield Home Office today at 580-436-7424 to place your order. (Or check at your local events to see if inventory is available.)**

The goal is for you to give away 2 *The Perfect Storm* Dual Discs per day to potential associates! The time is right—get ready to roll!

Look at the example below of how this can duplicate and grow a huge business. Can you get these CD/DVD's into people's hands? Can you focus on following up promptly the day they get it? Can you teach others to do this?

### You get 10 CD/DVD's out a week and teach others to duplicate:

Recruit 3 who get out 10/week	<b>3 X 10</b>
Who recruit 3 who get out 10/week	<b>9 X 10</b>
Who recruit 3 who get out 10/week	<b>27 X 10</b>
Who recruit 3 who get out 10/week	<b>81 X 10</b>

**1,200 CD/DVD's/week at a 10% sign up rate = 120 recruits a week (480 /month)**

## TOOLS drive prospects to EVENTS.

*Every prospect who gets a CD/DVD should be invited next to a local Business Briefing.*

**Use *The Perfect Storm* TRACKING SHEET for this blitz. Upon completing each weekly sheet of 10, email a copy of the sheet to blitz@legalshield.com by 5 p.m. CST every Thursday during the month of January.**

**Associates who participate will be recognized each week on the corporate website and on the live Monday LEADERSHIP SHOW!**

**There will be a drawing after month end. Winners will be selected from participants throughout the entire month. So be sure to have your sheets submitted!**