

The 5 Step Exposure Process

1. SHARE

Share that you're in business and that you want to show it to them.

2. TOOL

Use a tool, not your mouth! Schedule a time to show them LegalShield with your trainer or invite them to your Private Zoom Call or send them a video!

3. 3-WAY CALL

Get your prospect on the phone with someone in LegalShield who can share their testimonial and answer your prospects questions.

4. LIVE EVENT

Invite them to a LIVE LegalShield event! They need to "see it to believe it."

5. DRIP

Drip on them with testimonial videos, profiles of success, news articles, events and other tools until they are ready to sign up!

1. HOT MARKET SCRIPT

(Immediate Family & Best Friend)

GOAL: Meet 2 on 1 for a private zoom

"I wanted to ask for your help. I'm in training with my new company, and I need to watch my trainer share our services with 3 people this week on a QUICK 15 MINUTE ZOOM.

You may or may not be interested in our services and that's ok, but you would really be helping me by letting me do this. Do you have 15 minutes free today or tomorrow to help me?

Is morning or afternoon better?

2. WARM MARKET SCRIPT

(Extended Family, Friends & Neighbors)

GOAL: Invite to Virtual Grand Opening

Hi, how are you? I wanted to let you know I started a business! I'm excited and launching it on the web this SUNDAY 3PM.

Would you support me by joining me on the web to hear what I'm doing and pass my name to others who could use my services?

Are you free to join me this SUNDAY 3PM?
Meet me on zoom here: (insert link)

3. SCRIPT FOR EVERYONE ELSE

GOAL: Share our video

"Hi _____, how are you? How is your family? I wanted to let you know I started a business and I'm trying to get the word out about my services.

Could you do me a huge favor?
If I sent you a brief video about my company, would you watch it?"

FOLLOW UP TO 3 WAY CALL

"I'm here with my business partner who just spoke on the zoom. We wanted to thank you for coming!
We appreciate you so much.

(Mr./Mrs. Expert's last name) this is (Friend's first Name)."

FOLLOW UP TO 3 WAY CALL

"Thanks for taking a look! I'd love to hear what you liked best or what stood out to you? I felt the same way too! I'd love to introduce you to my business partner who has been so helpful to me. They're extremely knowledgeable and successful and we've been having a lot of fun together. Hold on, let me see if I can get them on the phone."

INVITE TO **LIVE ZOOM EVENT**, SEND VIDEO & DRIP