

Why should you start your own leveraged-income business? Well, if 100% of your income comes from only one person's efforts (yours), that is a scary place to be, and it certainly limits your ability to earn more. After all, we all get 24 hours in a day, and we can only be in one place at one time. So you must employ leverage. Billionaire J. Paul Getty once said, "I'd rather earn one percent off the efforts of 100 men, rather than 100% of just my own effort." In other words, would you rather be a real estate agent, or the broker getting paid on all his/her agents' sales? Remember, wealthy people build networks, while everyone else looks for work. Working for an employer means you are being bought at wholesale and sold at retail. There is no way to truly get paid what you are worth in that business model. The only way to increase your earning capacity is by creating leveraged income. And the good news - this can be done on a parallel path while working a job.

Let's assume you have discovered the true, raw power of the network business model. You have determined it is the vehicle to get time freedom via leverage of the efforts of others, and by harnessing the power of passive residual income... something a job will never provide. There is so much evidence and proof that this industry creates more self-made millionaires and rags-to-riches stories than any other. Nobody can debate the facts, and millions of Americans are catching on and getting into the industry in such pursuit.

People most often fail in this marketing profession because they choose the wrong vehicle (company), and/or do not have the right mentor.

So how do you decide on what company within the industry to hitch your wagon to? After all, choosing the wrong one often leads to wasted time, wasted money, and even a strain on relationships (by trying to sell people overpriced products they didn't need or could get cheaper elsewhere). We all know people who have experiences, good and bad, in marketing businesses. Likely more bad than good, due to the sheer numbers of inexperienced people jumping into the first business their cousin or co-worker exposes them to. And they were expected to learn how to succeed in that business by following the guidance of someone not even making any money in the business themselves.

Here's a good place to start evaluating. Take a sheet of paper, and across the top write the headings of each different industry within the industry. So put up there ... vitamins, juices, skin care, travel, home care, telecom, energy, web malls, air & water filters, legal services, insurances, etc. Next, list the companies that exist in the industry in each category. If you find there are many companies in that space, that is a good sign that there will be major competition – a strong headwind blowing against you from day one. And if there are multiple companies, that means that it is not hard to start up new ones. Thus if you are in that space and ever get any real growth momentum, it will be easily derailed by competitors jumping into the space and stealing away your customers or distributors. We call this acid-test the "Me-Too" test. Can other companies easily come along and say "we offer the same product too"? If it is copy-able, it will be

copied – bank on it. You must find a “Non Me-Too” product, with a huge barrier of entry into the space.

Another product factor is whether it is a “stand-alone” product. This means you would want to own or use the product yourself WITHOUT a business or opportunity attached to it. What you will find (if you look) is that many people in network marketing were attracted to the company more so due to the financial opportunity than the true appeal of the product. They are willing to be a consumer of the product as long as they are making money selling it. But the day they stop selling it, they most often stop using the product too. This means they never really believed in the product themselves, they only pretended in order to make money. You must find a “stand-alone product” that you want to have yourself.

Another criteria/filter would be the strength and life expectancy of the company. Since about 60% of the networking companies fail inside of the first 5 years, and 95% within the first 10 years, it would make sense to find a blue chip company that will NOT be like going to casino to gamble on picking a new company that you THINK will stand the test of time. The most common myth is, to make it big you must “get in on the ground floor” with a start-up company. That is something you should NOT do. Most start-ups will not have their act together in the first 2 years, and the business you build (if able) will be hard to hold together. If they make it that long, the odds will still be stacked against it that it will make it to the 5 year mark. If it does, you have succeeded this far. But now comes back the issue -- here comes the competition realizing there is a viable market and the wars begin. You start losing your team you built to the new companies that pop up, luring them away with special deals and twists to the product or comp plans. Back to the point... find a company that has been around for at least 10 years and is still showing an upward growth trend, with still-low market penetration. This is crucial. Just because the company has been around for 10+ years does not warrant your decision to jump in. The company must be still growing, with most of it's market potential still in front of it.

Let's look at the compensation plan. There are many kinds that exist - some are fair, some are lopsided, some are far too complicated, and some will frustrate you and cause you to quit. The true magic only occurs in this business model when the average distributor can truly make “meaningful income” right away. We define this “meaningful income” as earning at least \$500-1000 in their first month. If people earn less than this, they often determine that the income is just not worth the energy and effort, thus they quit. This is why the industry has such a high churn rate. A good company knows that the new people need to earn money quickly to keep them excited about their business, and about their future potential. But the comp plan must also be balanced and planned. The middle level people must be able to see income increases as their business grows. The top 10% must be able to earn the kind of income that causes the masses to dream and work hard towards that goal. In reality, if you take good care of the beginners and they are earning meaningful money from the start, they will stick around and keep building, and the builders will see big rewards. * Another caveat that you MUST review regarding comp plans is whether the model the company

employs is even legal. Some plans generate a majority of the distributors' incomes from the recruitment of new distributors by charging high buy in fees (often several \$500 or more), and a minor percentage of income is derived from the actual sale of a product to a stand-alone end user or consumer (who is NOT in the business itself). This is a major red flag to the FTC and Attorneys General, and should be. If the company's focus is on recruiting, and most of your income comes from recruiting, do not join this company... inevitably it will be shut down. Recruiting is good, but not generating an income from recruit entry fees. The income must come from having true retail customers. A reasonable ratio of retail consumers to sales reps is 4-to-1 or better.

After all of the research over the last 5 years, and having watched many companies come and go, surge and subside, in each space – there is one company that appears to have the best future opportunity. Let's evaluate LegalShield. (You will rarely ever hear a seasoned networker knock it.)

- The fact that it has stood the test of time of 50 years -- the peace of mind you will get from knowing that the regulatory agencies have reviewed the model, and the NYSE deemed it fit to be a public company on the most prestigious stock exchange before going private, is important. Its strong financials should allow you to put your head on your pillow at night knowing that when you wake in the morning, your company and your income will still be there. "Build it once and have it stick and pay you forever" should carry big value in your mind. The company has been around and paying residuals for 50 years. Even during the 2009 recession, they still reported their biggest quarter (Q3) in its 37 year history. The next year, a private equity firm bought the company for \$650 Million and took it private. This is rare, and a significant sign of confidence in future growth prospects. LegalShield is the epitome of company strength and security, and maintains massive need for its product (even in a recession).
- The product is certainly a "non me-too". The barrier of entry to compete is enormous, thus no real competition exists. To be able to pull together the top law firms in North America to agree to provide their services (before having a big customer base to draw monthly fees from) and to pull together a big enough customer base from which the fees can attract the law firms – this is the ultimate Catch-22 that has kept competition out for five decades. Several have tried, but have not succeeded.
- The product is also "stand-alone" – stats show that even if an Associate (rep) decides not to sell anymore, they most often retain the product. This means they value the product first and foremost as a consumer, and not just for the promise of making money selling it. And for some people, selling soaps, lotions and potions may be of no interest to them. LegalShield has a unique, professional product that even professionals enjoy sharing with others. No more "putting your pride in your back pocket" to talk to people about the same old products to make some extra money. When you get real utility value from the

service and it makes your life better, removes stress and even saves you money and time, no wonder four million people are currently members.

- Comp Plan – there is no other plan in the industry that pays like LegalShield. Because of its track record, retention rates, and customer base – LegalShield can afford to pay hefty upfront advanced commissions (PAID DAILY by direct deposit) as well as monthly residual income for 20 years on every membership sold. On a \$64.90 membership sale, instead of getting paid an industry norm of around \$8 or so (for the sale of \$65 in product), in LegalShield you earn from \$70 up to \$370 per \$65 sale. In most network marketing companies, you would have to do about \$6,000 to \$10,000 in sale volume to earn \$1000 in commissions. With LegalShield, a new person can earn \$1000 with as little as \$715 in volume. Due to this, new people earn “meaningful money” more easily and quickly, thus they succeed and stick around. And the higher level builders in the upline can count on increases in their earning power. The LegalShield comp plan is a “Differential Plan” meaning you can build as wide and as deep as you want, and you can get paid infinitely deep on downline sales because you get paid the difference between your commission level and that of the person making the sale. The company has added money to the comp plan at all levels 6 times over the last 20 years. Few companies add money without taking it away from somewhere else. LegalShield can afford to do so. And LegalShield has TRUE residual income, not just PASSIVE income (most networkers confuse the two) on new downline sales - because it's a subscription-based service, you truly get paid every month into future for making the sale just once. And no buying inventory.
- Market timing for LegalShield is incredible. The fact that it has been around for a long time is a very good thing. Peace of mind is valuable, and you will not have to worry about your future as you would in a start-up company under 5 years old. What is incredible is they paid out over \$1.2 Billion in commission in the last decade, and still has not even reached 3% market penetration. Critical mass often occurs right around 2-3% penetration, so it seems LegalShield is on that very threshold. With 97% of the population not yet tapped in the US or Canada (not even expanded outside North America yet), there is no limit to the size of business you can build. If the business has million dollar annual earners already, imagine the upside potential.

2022 looks to be the year that LegalShield breaks out and further soars. The need for the product has never been so strong (people need to call upon attorneys for vaccine/ COVID questions, employment questions, mortgage issues, severance packages, speeding tickets, insurance issues, family law, IRS audits, drafting Wills, etc). Identity Theft is expected to increase dramatically yet again this year to almost epidemic proportions. When the company was purchased for \$650 MILLION, they brought in new management with fresh ideas. The new CEO, formerly with Microsoft, recognized the future being the "App Economy" and made the two services available as MOBILE APPS. The most valuable real estate in the world is the home screen of people's cell

phones, and to score placement of your app icon on someone's home screen is a major business coup. It's like having your own toll booth on people's phones, in that that they pay a monthly fee to access the services, and you get paid residually every time.

Those who position themselves with LegalShield may just find their experience in network marketing will be far different from what they ever personally experienced, or maybe heard from people in other companies in the past. We must agree that this is the right industry... now choose the right company and commit to the process and the journey to your success. Pick the right business, work diligently to build your business, get paid residuals for decades into your future.

What makes LegalShield so special? You get to make a living while making a difference. Tony Robbins said, "The only way for a human to feel more alive is to be a part of something bigger than himself." LegalShield is an important cause, a mission of equal access to justice, to protect people's very privacy and identity. What you will get to do is empower people, protect them, and give them peace of mind. And the more people you help, the more you earn. More impact equals more income. Paul J Meyer said, "Make your work your ministry." You will be doing exactly that.

Key Facts:

Have no free time? Most everyone starts a LegalShield because they are busy, and have little to no free time. This is one of the very reasons why they see the need to start a side business. They realize that the job path they are on will never deliver them the finances and time freedom they really want. Some people love their job and build a LegalShield business to supplement their income because the job they love doesn't pay well enough. Other people do not like their job and see LegalShield as their chance to work towards a change. But make no mistake, the business is best started part-time in the beginning for everyone, just a few hours a week. We all make time for the things that are important to us, and surely you agree that financial freedom is important.

Have no money? It is a common reality, for many, to not have any money left after the paycheck comes in. That is a sinking feeling, and one that surely needs a solution. The good news is that you've found that solution. You now have a way to create immediate new income, and can accomplish this without quitting your job or taking risk. Even if you have to put off paying a bill or find a few dollars to get started, with the speed of income in this business, you can be in profit mode and seeing money coming in within 48 hours. So be excited that having no money will be something you can no longer have to experience. What's the alternative, keep doing what you're doing and remain forever in a financial pinch? That can't be an option, which is why you'll find a way like John "I was broke, I literally didn't have \$100 to get started. But I'm not an excuse maker. I went and borrowed \$20 from five friends, got the business started, and made over \$900 extra income in the first four weeks. Paid my friends back plus interest, and now I have a profitable business."

Nothing ventured, nothing gained. What do you really have to lose by deciding to go for it? The real risk is to stay on the same path you're on, because you know deep down it's not likely to deliver the lifestyle and fulfillment you truly want. Like author Jim Rohn said, "You work hard all day working to earn a living, but you should be working in your spare time building YOUR fortune." At the end of the day, if this business venture doesn't work out for you, what is the worse case, you fall back on the job you've had all along? You have nothing to lose and all to gain by stepping in.

From best selling book Think and Grow Rich, "Successful people are quick to make up their minds and slow to change them... while unsuccessful people are slow to make up their minds and quick to change them."

Opportunities are never missed, they're just passed along to someone else who is ready to take action.

Procrastination is the killer of dreams. Make your move. Carpe Diem (seize the day)!