

10 CORE COMMITMENTS

If you want to achieve a high level of success in this business, follow these 10 core commitments.

1

Start each day the right way

- Be a winner and commit to a life of responsibility.
- Exercise simple disciplines. Doing what is easy and right builds up over time and leads to powerful success and happiness.
- Set goals every day!

2

Stay connected

- Commit to use your membership often and share your stories with others. Satisfied customers make the best Associates.
- Plug into the system. Have a game plan. Share your stories. Follow-up. Watch the Leadership Show. Listen to your team calls. Read the Associate Newsletter.

3

Do TWO to FIVE exposures a day and send ONE long distance package a week

- Use third-party approaches and tools (magazines, DVDs, websites, sizzle calls, text messages, etc.)
- Remember three questions every prospect has: Can I do what you do? Do I have time to do what you do? Do I want to share this with my friends, family and community?

4

Attend weekly briefings with a guest

- Make a 52-week commitment to attend your local briefing with a great attitude.
- The only way to build a team is through the weekly meeting.
- Your income grows as the meeting grows.
- Attend the event after the event.

5

Invest in yourself

- Go to a Fast Start training as soon as possible.
- You must attend regular training, including LSU, APT and B2B.
- Read 10 pages of a book per day.
- Listen to an inspirational/educational audio for 15 minutes per day.

6

Attend every Super Saturday

- Attend monthly to learn from the best.
- Grow your team by promoting to your guests and associates. You need to sponsor to sponsor!

7

Attend the International Convention

- Learn from the top leaders in LegalShield, all in one weekend—bigger vision, bigger belief!
- Attend your team breakout session.

8

Help develop other people

- Train attitude, and treat it like a business.
- Associate with positive and supportive people and those who have what you want.
- Disassociate with those who are negative and toxic.
- You must be core to sponsor core.

9

Be a workout partner and choose a mentor

- Identify someone you can depend on for accountability and motivation who can help you stretch for more, and for whom you can do the same.
- To be a true mentor, you must be honest and demanding. Remember that Teaching is Leading.

10

Plan to double your business one year from now

- Belief turns into Action that leads to Results!
- You must set “Big Hairy Audacious Goals” to become everything you deserve. Only you can demand the most of you!
- Remember that LegalShield is a team sport. Serve your LegalShield family! Rely on your LegalShield family!

CEO Jeff Bell wants to know, ARE YOU CORE?

1. Start each day the right way

- A. Be a winner.** What separates winners from losers? I have always found that people who are successful live a life of responsibility, and people who are not successful, those who fail, live a life of blame. Take responsibility even when it hurts, even when it is not your fault. When you blame others, you disempower yourself. Don't complain about what you allow others to do to you. Losers exercise simple errors. Winners exercise simple disciplines.
- B. Exercise simple disciplines.** The definition of easy is something you can do. But if that is true then why don't we do things that are easy and good for us? Because it is easy NOT to do them. We know how to eat for health. We simply don't do it because it is easy to eat fast food. We literally dig our graves with our teeth! When we eat fast food, we don't drop dead, but eat one every day and you may gain lots of weight in one year. Indeed, it is the accumulation of small errors rather than disciplines that leads to poor health. We don't wake up overweight or with high blood pressure or diabetic. In a similar but positive way, when we exercise simple disciplines they accumulate over time. When you follow the right disciplines rather than errors, you succeed. Let's look at starting these simple disciplines
- C. Set Goals Every Day.** There are six key steps to successful goal setting:
 - 1) **All goals must be written down. You can have goals for today, this week, this month, this year, but whatever they are, they must be written down.**
 - 2) **Every goal must be specific. Writing "I want to be successful" is not good enough. "I want to be Director" is much better. "I want to be Executive Director by next Convention" is a logical step. "I will be Platinum by October 1, 2016" is great.**
 - 3) **Every goal must be Time-bound: "I want to be Executive Director by next Convention" is a logical step. "I will be Platinum by October 1, 2016" is great.**
 - 4) **Every goal must have a plan. Living each of the 10 Core Commitments is a plan. Whatever you do, understand the process: Plan - Do - Check - Act. You plan, you act, you get feedback, and you adjust to be more successful.**
 - 5) **You must be prepared to give something up to achieve your new goal. You may need to watch less television or spend less time on Facebook. You should NOT give up exercise and reading for personal development. You SHOULD give up things that are holding you back (and even people that are holding you down).**
 - 6) **MOST IMPORTANT OF ALL: You must look at your goals every single day. Stephen Covey taught that you should write your goals and prioritize them A, B, C, D. Then rank them in order of difficulty. Then begin to do them. The next day, WRITE them over again. Carry forward the ones from yesterday and cross off the ones accomplished.**

2. Stay connected

- A. Use your Membership.** Share your experiences with others. Coach them to use the membership and share their experiences with others. Duplicate. We don't sell. We tell people our stories; our truth of how LegalShield helps improve our lives.
- B. You must plug into the system.** Brand new associates begin with a Game Plan Interview - The First Step. You must prepare a list of everyone you know - literally everyone in your cell phone and contacts. It can be hundreds of people. Everyone you know on Facebook and LinkedIn. Now you must rank and choose your top 10-20. Then you need to use third-party tools to expose them to the membership and opportunity.
- C. You must follow-up.** Always begin with a question, "What did you like best about LegalShield?" Then the system drives the rest - "Will you come to a private reception at my home where I have a guest speaker from LegalShield?" "Will you join me for an hour business briefing to learn more from Executives in our community? I'll pick you up." "That's a great question, since I'm still in training (for all levels of associates), would you mind if I get an Executive in my organization on the phone to answer that question?" If someone says "no" they are simply saying "not yet." You must be polite but persistent in following-up.
- D. The basis of the system is "learned knowledge and activity knowledge."**
 - 1) **Learned Knowledge** = watching the Leadership Show; participating on weekly team calls; reading the weekly Associate newsletter.
 - 2) **Activity Knowledge** = using the membership, approaching people, exposing them to third-party tools; protecting families, sharing your stories.

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E. The LegalShield system also promotes “2x2” training. It is a teacher/apprentice approach. Every associate is a messenger who exposes everyone they meet to the membership and opportunity but leaves the message to the third-party tools. This evolves overtime as the associate spends time with a mentor and a workout partner (2x2). Each associate can naturally become the message – through use of the membership and sharing real stories; by growing their business and succeeding. By serving as a mentor, you are helping to develop other people, in your team and in your community.

3. Do TWO-FIVE Exposures Daily; Send ONE Long distance package a week

A. The Third-Party Approach – it is critical to rely upon third-party tools like the dual disc and magazine (the Core Builder Tool Program). Exposures ARE NOT verbal presentations. Those are in fact FORBIDDEN. Exposures are only with tools and not with your mouth. Tools turn “duds into studs.” You are to hand out two to five discs/magazines every day. Why? Because the prospect is asking themselves three critical questions, and when you use third-party tools, the answers will be “yes:”

- 1) Can I do what you do?
- 2) Do I have time to do what you do?
- 3) Do I want to share this with my friends, family, and community?

B. Long Distance Packages – send one dual disc and a nice introductory letter per week. That’s 50 per year if you miss Thanksgiving and Christmas. Get your core team to do the same. Get 5 people to do it with you, and you have 300 per year. This is the way you build a national (and international) team. Don’t pre-screen. Send to everyone you know and let the numbers work for you. You can send and follow-up with low expectations and then be surprised when people are interested.

4. Attend weekly briefings and bring a guest

A. The only way to build a team is through the weekly meeting. The only way to duplicate is through the weekly meeting. If you miss a meeting, you are destroying your team. If you do not believe in the power of the meeting; if you do not bring guests, then why would your team? I have attended over 70 briefings, and I hear something new every time. I take notes. And if you think “I’ve heard it all before,” then you need an attitude adjustment. Bring a better attitude. Be excited for your guest. You should be nodding and bobbing! The meeting is for them – the new people! Why would they want to bring more new people if their sponsor is standing in the hallway checking their smart phone or worse, acting bored?

B. Your check only grows as the meeting grows. The briefing is key, but the power is in the testimonials. They must be clear, compelling, and well rehearsed. They must be passionate and concise – 90 seconds.

C. The event around the event is more important than the event. For a briefing, the after-party is a time when people can see the team as real people, and they get to know you and everyone else better. It builds trust. It is also the time when you can tell who your next core team member may be. This is the power of personality. If you have a speaker, please ask that they spend time with guests. This is the opportunity for the transference of belief.

5. Invest in Yourself

A. Read 10 pages of a good book every day. This is another great example of exercising a simple discipline. By following this advice, you will read 3,650 pages in a year. That’s 10 or more books! Do you see the power now? 10 pages a day is no difference, but 10 books in a year is a huge difference. You will be a new and better you!

B. Listen to 10 minutes of positive, motivational, and educational audio. Podcasts, CDs, or mp4s—it does not matter, but spend the time investing in you!

C. You must attend regular training. This means going to the Fast Start Training for new associates, and going to LegalShield University for all associates. This is a form of personal development. Keeping a focus upon list development for all ranks, grading that list, and choosing the top exposures for the coming week is for everyone.

You can never be too good at it. Learning how to approach. Teaching is learning too, so all associates should attend.

D. Go to the APT every quarter. The very best product and sales training is put into a single session taught by the most successful associates.

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- E. **Everyone should do B2B Training, but everyone should not “do group” or employee benefits.** Everyone should go because they will learn – learn how to manage and grow a network team that has group-focused associates; learn to manage brokers and general agencies. But becoming an employee benefit certified associate is hard. It is professional sales. It does not meet the criteria of “doing something easy that duplicates.” Professional sales require prospecting, qualifying decision makers, navigating politics and bureaucracy. Too many associates get “intoxicated” with the potential financial reward but those rewards are hard won. Sales can be full of rejection. Network Marketing seeks to be a life of duplication.

6. Attend every Super Saturday & Regional Events

- A. **This is the opportunity to learn from the best.** The vision is bigger and the belief is bigger. Take notes, record everything and listen to it alone and with your team. Recruit into these events. Get brand new team members to attend and to bring guests. Build your team using long distance packages into Super Saturdays in other regions. Send, call, use your core, and travel together. Start building at least three weeks out!
- B. **You need to sponsor to sponsor –** you want to bring new people before Super Saturdays to bring in more new people the day of the event.

7. Attend the International Convention

- A. **This is as big as it gets.** The vision is bigger and the belief is bigger. The education. The recognition. The inspiration. The training. The rewards. The motivation.
- B. **There is no right order –** PBR, Briefing, Super Saturday, and Convention. The answer is “begin!” Just go. Duplicate.

8. Help develop other people

- A. **Train attitude.** Every day you either build your own dream or some else’s dream. Get excited about yourself! Everything you do builds towards either breaking away from the masses or staying with them.
- B. **Treat it like a business.** The rewards are professional, so act like a professional. Your “why” will drive you. You embrace our Vision and Mission. Now inspire others to have the same approach.
- C. **Part of your plan is to help others along their journey.**
- D. **You must be core to sponsor core.**

9. Be a workout partner and choose a mentor

- A. **You need to find a workout partner who can motivate you.** You need to find a supporter who can bring out the best in you.
- Your workout partner should help you set challenging goals.
 - Friendly competition is better than inactivity.
 - Cheering or jeering, but never fearing. The best workout partner will praise you for activity as well as results. The best workout partner will also hold you accountable for your commitments. But a great partner never yells at you or degrades you.
- B. **To be a true mentor, you must be demanding.** You must be clear about what you expect of others. The most successful leaders make clear, “This is the commitment that you must make. Are you willing to make it?” If the answer is “no,” or “maybe,” then the reply must be “then I cannot work with you.” You can encourage them to contact you when they change their mind, but mentorship is not baby-sitting. You cannot develop others if you do not treat your business like a business.
- Teaching is leading. When teachers teach, they also learn.

10. Plan to double your business one year from now

- A. **It is incredibly important to set “Big Harry Audacious Goals” or BHAGs.** When you set a goal like “doubling your business” you immediately create tension. The tension is the difference between where you are now and where you want to be. Tension can be unpleasant. Losers simply relax the goal until the tension is gone, and they never progress. Winners realize that the gap between where I am and where I want to be is the source of the tension, and that tension is just energy. If I perceive it as negative it is anxiety, but if I harness it to help me exercise simple disciplines, then it become positive energy for change!
- B. **Plan your success 5 years in the future and COMMIT.**
- C. **BELIEF** turns into **ACTION** that leads to **RESULTS.**
- D. **The law of scarcity.** It is better to be chased than to chase. Mystery can go a long way.