



Marketing LegalShield is as simple as **A B C** !

Prospecting Strangers Script:

Break the ice... "Where are you from? You're kidding me! I am looking to start my business there/here! I'm working with a 42 year old company that is expanding into that/this area. I can't promise you anything, but do you keep your career options open? Now isn't the time or place, but here is my card, go to my website and watch the presentations. How do you spell your last name, and your first name? And best number to reach you at?

(They will ask, what is it?) Go to **A:**

Prospecting Friends Script:

What have you been up to? I just started my own business! (What is it?) Go to A: Ask the question. In a nut shell that is what we do. Here is my card, go to my web site and watch the 10 minute video. (After they watch the video) Then go to Step **B:**

A: Let me ask you a question:

"If you knew that you could pick up the phone and call an attorney and ask them any legal question, and not receive a bill, would you?"

(Memorize this question verbatim!)

If they say anything but YES, find someone else! SWSWSWSW (some will, some won't, so what, someone's waiting)

B: Set the appointment to get them in front of a TOOL:

"I would love to show you more, it will only take about 15 minutes and you may or may not be interested! What works best for you?"

(Give choice, Monday or Wednesday, morning or afternoon, 1:00 or 3:00)

TOOLS /Experts (someone/something other than you). Remove yourself and insert tools!

Opportunity meeting, private business reception, on-on-one, DVD, Magazine, 800#, website, and conference calls!

Closing Script: (Ask one of these 3 questions once someone has reviewed a presentation...)

1. "What did you like best?"
2. "Do you see an opportunity for yourself?" (If they say "NO", thank them and ask "who do you know that would?")
3. "Is there anything else you need to know before you get started?" (Smile & shake your head no.)
If they answer "NO", start filling out their paperwork/website. If they have questions, get an expert to answer them for you.

C: Ask for HELP from your experts (your Business Partners):

Get an expert in front of your prospect. A 3-way conference call works best..