

# **BUILDING A SUPER TEAM**

LEGAL EAGLES 2

## **Three Ways to Build a Team**

1. Wide
2. Deep
3. Wide & Deep

**Primary: Go Wide**

**Secondary: Go Deep**

## **WE BUILD WIDE AND DEEP!**

### **Build Wide (Wide = Profitability)**

**You build “WIDE” by personally recruiting people frontline.**

Recruit 30 Associates frontline to you as soon as possible. When you have 30 frontline Associates you are ready to reach the Executive Director level and the six-figure incomes. Studs and Duds all look alike when you first start talking to them. That’s why you should recruit a BUNCH of people. Success in PPL depends on a person’s desire and WILL to WIN, you can’t tell who your first string is until they’ve gone through a little “practice”.

What happens when you compress gas? It explodes. By putting pressure on yourself and keeping up momentum by recruiting consistently all the time you’ll cause an “EXPLOSION!”



**Let’s say, for example, that two people each have a goal of building a big team.**

The first person recruits one person a month for a year-12 people

The second person recruits 12 people in 30 days

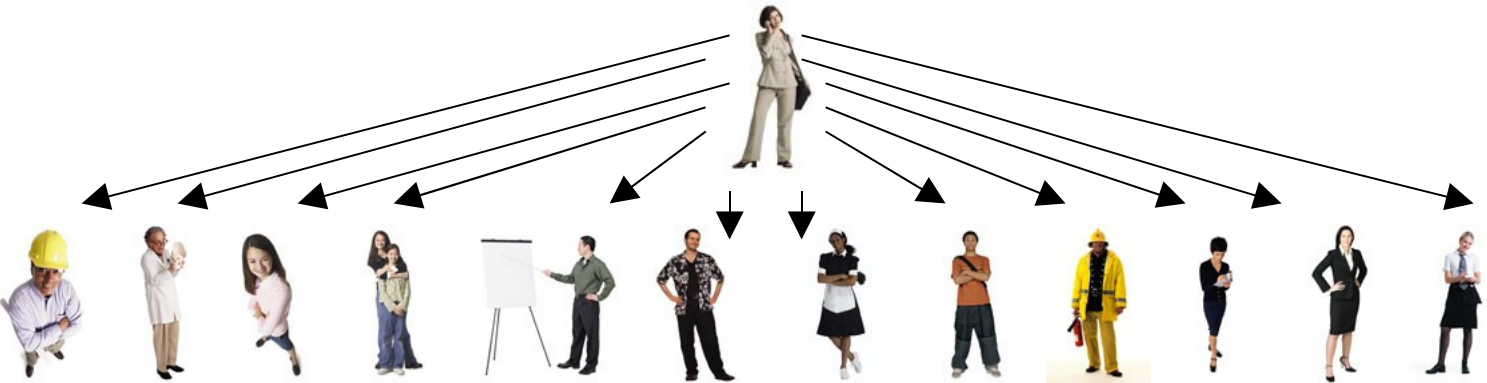
Who’s going to get the most benefit from the effort put out to get 12 people?

**The first person** was a “steady” builder, but by the time the 12<sup>th</sup> person was recruited, 8-10 of the others may have dropped out. They never got to see each other. Maybe they were never in the room at the same time. They were never on any conference calls at the same time.

**The second person** who recruited 12 in 30 days saw immediate results. More people were motivated to hang in there. They could rely on each other for morale and motivation. Even though the Law of Averages says you’re always going to have a few who aren’t going to be serious, these people contribute to the synergy. They actually help the winners to feel more part of the team. How would you like to be part of a team, and when you looked over at the bench, there was no one screaming and cheering for you. People like to feel part of a team.

**Example:**

**YOU**



## **A Recruit Isn't a Recruit Until He Has a Recruit!**

A new person really isn't anchored into the business until he or she has:

1. become trained
2. become a crusader for making "Equal Justice Under Law" a reality for middle income families and sold memberships
3. recruited a new person



There's a **BIG** difference in just "signing up" someone, and anchoring him into the business. Anyone can do #1. And a lot of people can do #1 and #2. But the person who is serious about our business opportunity, and a person you can consider part of your building effort, is someone who has done all 3.

Now let's assume that you have a "worker". He's taken each of the three necessary steps. Can you retire now? **NO**

## **Build Deep (Depth = Security)**

**You build "Deep" by helping your Associates recruit and train someone.**

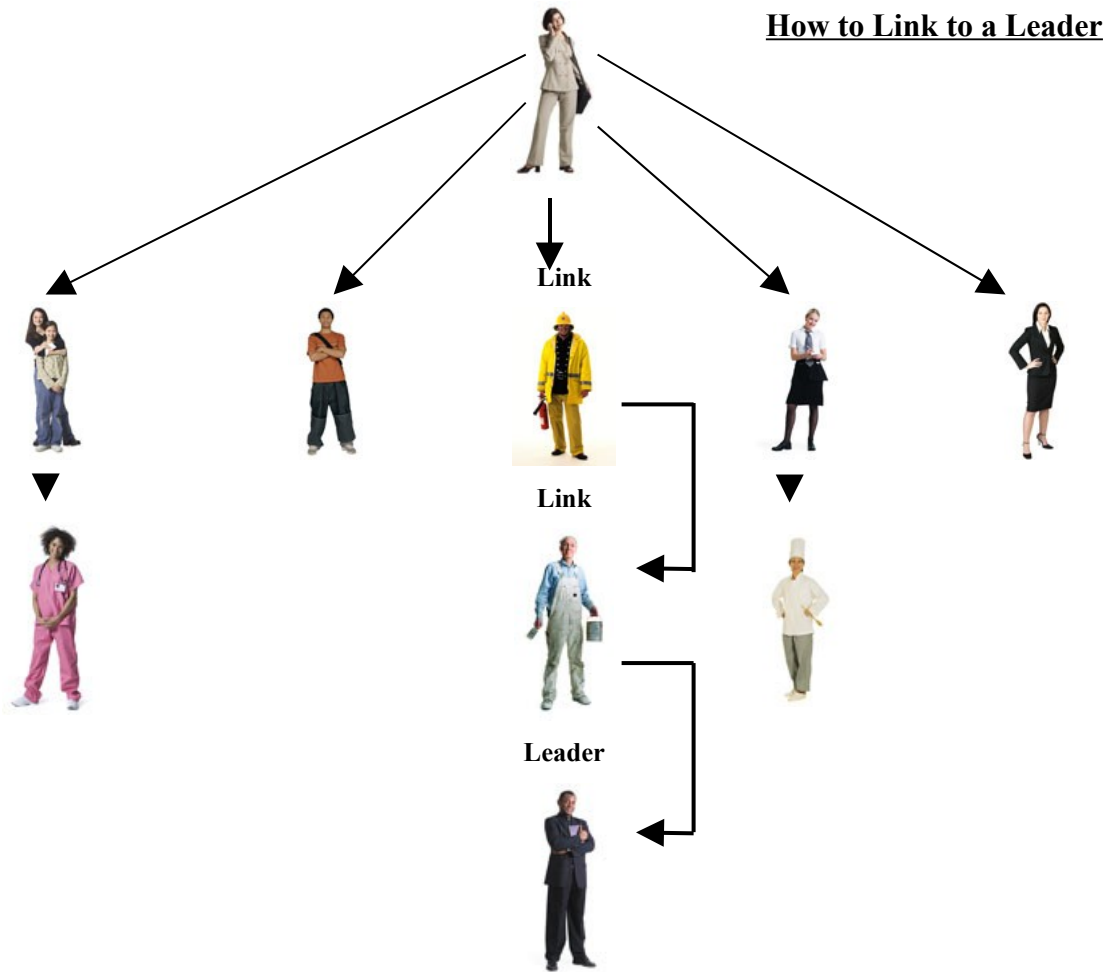
### **Build It 4 Deep**

What if your worker drops out? If you truly want to build a team, each person should recruit at least 5 people. The Law of Averages says that at least one of those people will become a worker.

Building four people "**Deep**" also creates excitement for your worker. All of a sudden, he has a team. By finding a leader in each team you find the "**Tap Root.**"

Example:

You



Your leader in that leg will continue to recruit and train and develop teams while you build in other areas. The leader ensures that this team will have a “a life of its own”. Until you have developed a leader in each leg at least once, you are really not going to have any strength.

The minute you find and develop a leader, you don’t stop **“Tap Rooting.”** You just have more time to continue to build **“Wide”** and find new leaders and **“Tap Root”** through them

## **Magic Of Compound Recruiting—DUPLICATION**

Let’s assume, that to start a team you must recruit at least 3 people. The chart below shows you how many recruits you could have if every new person recruits and trains 3 people. What if you recruited and trained 5 people, and each of these people recruited and trained 5 people? By the fourth level, there’s a SUBSTANTIAL difference in the number of people.

**EACH RECRUIT 3**

<u>x 3</u>
9
<u>x 3</u>
27
<u>x 3</u>
81
<u>x 3</u>
244

**EACH RECRUIT 5**

5
<u>x 5</u>
25
<u>x 5</u>
125
<u>x 5</u>
625
<u>x 5</u>
3125

1<sup>ST</sup> LEVEL

2<sup>nd</sup> LEVEL

3<sup>rd</sup> LEVEL

4<sup>th</sup> LEVEL

1<sup>ST</sup> LEVEL

2<sup>nd</sup> LEVEL

3<sup>rd</sup> LEVEL

4<sup>th</sup> LEVEL

What's the difference between 244 and 3125? **“2”** Every just recruited and trained 2 more people. That's the “Magic” of Compound Recruiting.

### Formula For Failure

Now what happens if you don't recruit anyone? Will you be able to build any kind of an organization? Look at the following chart. If you recruit zero and each of them recruit zero. What have you got? ZERO! What happens if you keep duplicating zero four levels? You've still got zero. Now this may sound like a joke, but unfortunately, it's a very real picture of what most people do.

#### EACH RECRUIT 0

1 <sup>ST</sup> LEVEL	0 <u>x 0</u> 0
2 <sup>nd</sup> LEVEL	<u>x 0</u> 0
3 <sup>rd</sup> LEVEL	<u>x 0</u> 0
4 <sup>th</sup> LEVEL	<u>x 0</u> 0

#### EACH RECRUIT 1

1 <sup>ST</sup> LEVEL	1 <u>x 1</u> 1
2 <sup>nd</sup> LEVEL	<u>x 1</u> 1
3 <sup>rd</sup> LEVEL	<u>x 1</u> 1
4 <sup>th</sup> LEVEL	<u>x 1</u> 1

What if you recruit and train one person? There is a big difference in recruiting one person personally and in recruiting several people personally. If you recruit and train one person, and they recruit and train one person, you are growing by **ADDITION**. By personally recruiting larger numbers of people, you grow by **MULTIPLICATION**.

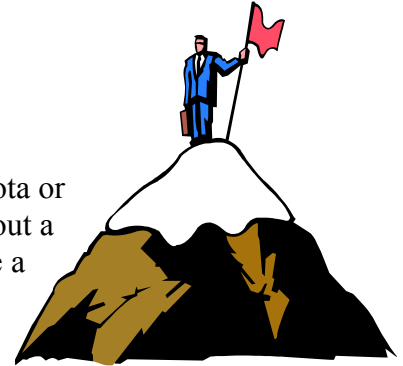
## FIVE YEAR GOAL MASTER PLAN

**There are three key steps to building a highly successful spare-time Pre-Paid Legal Business in only five years. This one is too good to overlook. It should be the goal of every Associate to be financially independent and have the option of retirement in just five years. You can do it. The question is: Do you want to?**

### **Step One: Become a Leader Yourself**

Here are the recommended goals to achieve in one year or less.

1. Have 100 personal members renewing. You have no quota or deadline for achieving this, and we're really not talking about a very large number. This sales experience will help you be a better leader. You will also enjoy making a good commission and you will be earning almost \$500 or more monthly in renewal income.



2. GO WIDE FAST! Sponsor 12 first level recruits as soon as possible. Experience has shown that one out of four who are properly sponsored will work seriously in the business. Working the 'FOUR DEEP' philosophy. Continue sponsoring/recruiting after your first 12, until your making \$10,000 consistently. Then you can relax a bit until you feel refreshed, only to run right back out there into the frontline recruiting trenches!! As long as you keep your "edge," your leaders will be encouraged to keep theirs sharp, too.

3. Conduct one regularly scheduled meeting per week at your home. This is excellent training for yourself, a good time for sponsoring, training and motivating others in your group and an excellent opportunity for your Associates to bring their prospects. Never cancel your meeting if no one attends... This will kill your business.

4. Once you reach Director, begin stocking tools, keeping records of your Associates' activity and their bonuses as well. Learn these simple aspects of the business on a small scale before you have a huge group. Continue to improve your meetings.

5. Follow the proven success principles given in this manual and teach these principles to your group.

### **Step Two: Help Your People Become Leaders**

Identify and help your ambitious people advance to the next level.

1. Ambitious people are easy to identify. If your other Associates lack self-confidence, you should encourage them to try, but don't push. Remember, you will be best at teaching the business the way you do it. Work closest with the people who are willing to cooperate with your methods. If you don't have enough ambitious people, concentrate on recruiting up, rather than on squeezing business out of reluctant associates.

2. Do everything within your power to help your ambitious people do the work listed above, but don't ever do their work for them. Tell them how. Show

them how. Be patient. Give meetings at their homes and at the homes of ambitious people under them. Suggest ideas for them to try. Occasionally, leave them on their own for a few months, so they can know the meaning of responsibility. Always be ready to pick them up when they are down. Help them to work for their long-range potential, so that month-to-month challenges won't dull their enthusiasm.

3. Give your other Associates the service they deserve. Provide training through group meetings, e-mail blast, and mail-outs to keep them informed. Don't waste time trying to force someone beyond the rank of "Associate" if that is all they want to be.

### **Step Three: Go Down, Down, Down**

Make certain your organization grows in depth.

1. Educate your first level directors regarding how and why their group can expand. A first level director who has no directors is still in the apprentice stage. Apply the 'FOUR DEEP' rule once again. Look down in your downline director's group for ambitious people and give them your first level attention.

2. After a reasonable time, if you see no response from a potential leader you are trying to work with, use your time to develop additional first level groups. If you have explained the plan properly and provided initial encouragement, you have done all that is required. All you can do, is all you can do.

3. As your organization grows larger, insist that the Directors carry their own load. Work closely with those who cooperate. Give your other Associates the service they deserve. Communicate with them regarding new ideas, special meetings and so forth. Make arrangements to speak to their groups occasionally. But don't spend time trying to force someone beyond the rank of "Director" if that is all they want.