

1 Pre-Paid Legal Services, Inc. **FIRST★STEP TRAINING**



WHY?

Think about your new business and what it means to you to own this business. The Pre-Paid Legal product is unique, it changes lives every day. You can be a part of providing a “Life Events Legal Plan” to someone who otherwise may not have access to justice. You can be a part of providing the Identity Theft Shield to someone BEFORE the unthinkable happens and their identity is stolen. It’s more than selling a product, you’re introducing people to a service that could change their life.

When things get tough, you MUST know why you’re doing this business. Maybe it’s to begin a new career. Maybe you want more time freedom. Maybe you just want a way to earn a little extra income. Now’s the time to decide.

What is your mission statement. Take a few moments and in 20 words or less, describe your mission with your Pre-Paid Legal business. This mission statement will give you cause to stick with it when things may not go exactly as planned. Internalize it and this statement could drive you to a successful business.

Where do you go from here?

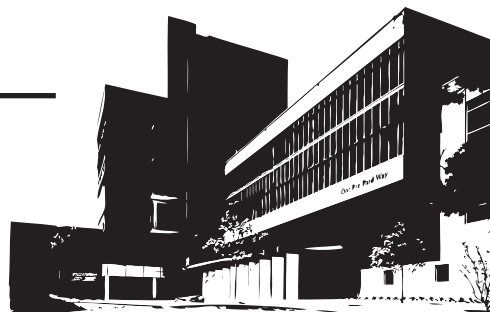
Don’t wait until you are an expert to get started. Your sponsor will introduce you to a simple system. The great thing about this business is that you can start making money right away, as you learn. And through the process, you will become an expert.

Your journey is just beginning. **Success happens when hard work meets persistence.** Consider your business, establish your goals, and hold yourself accountable to achieving those goals.
Above all, NEVER GIVE UP!

CONGRATULATIONS!

You are a Pre-Paid Legal Independent Associate.

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Regardless of why you became a Pre-Paid Legal Independent Associate, you share a common position with every person who ever made the same decision.

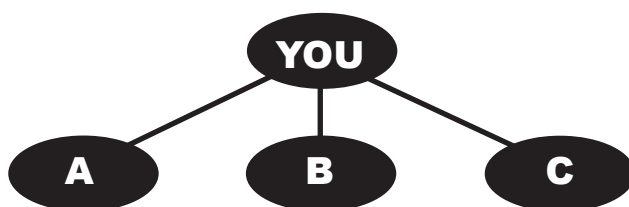
You must take action to see results.

Why should you want to become a Certified Field Trainer?

- Get promoted faster
- Receive CFT bonuses
- Receive 3X the advance commission of a CFT Associate
- If you miss your qualification deadline it's more difficult to advance

How do you become a Certified Field Trainer?

TAKE ACTION!



GET 3 & CFT
(or 5 sales)

If within your first 45 days as a PPL Independent Associate, you recruit three new associates and sell three memberships (get three counters) you qualify. (You may also qualify by selling five memberships.)

**IF YOU MISS THIS DEADLINE...
IT WILL TAKE 25 Membership
Sales to advance to the next
level!**

Take action NOW!

**CFT QUALIFY!
YOU HAVE 45 DAYS**

EFFECTIVE DATE
(+ 45 days =)

CFT DEADLINE

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KEYS TO CFT & Getting your first check!

STEP 1: Schedule a Private Business Reception (PBR) TODAY!
My PBR will occur in the next 3 - 7 days:

DAY: _____ Date: ____/____/____ Time: ____:____

STEP 2: Create a TOP 10 List of Contacts (Let's do it now...)

NAME	PHONE	PBR	DVD	MAG	800#	Sit-Down	Follow-Up
1.							
2.							
3.							
4.							
5.							
6.							
7.							
8.							
9.							
10.							

STEP 3: Get Plugged In

- My Game Plan Interview is: Date: ____/____/____ Time: ____:____
- My Weekly Business Briefing is: Location: _____
Date: ____/____/____ Time: ____:____
- My Next Training is: Location: _____
Date: ____/____/____ Time: ____:____
- My Next Team Call is: Date: ____/____/____ Time: ____:____
Phone Number: (____) ____ - _____ PIN #: _____
- I Will Sign Up for Televox on: Date: ____/____/____

STEP 4: You'll be receiving your associate intro kit from Pre-Paid Legal soon. It includes supplies like brochures, applications, and the PPL Success Guide. Reorder supplies by going to the supply store on "Associates Only" at www.prepaidlegal.com or call Marketing Services at 580.436.7424. Remember Third Party Tools Work! Keep it simple. Use the tools available. DVDs and Magazines! (Ask your sponsor for more information!) Order these tools online at: www.ppltools-videoplus.com.

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What you do after the sale is as important as what you do to make the sale.

Business that stays is business that pays!

Membership Retention

STEP 1: **Activate Member Advantage Services (MAS) for all memberships. MAS provides follow-up contacts through phone calls, letters, and emails for your members by the corporate office. They answer membership questions and provide ongoing contact for your members. For details and to activate MAS, go to www.prepaidlegal.com and log into Associates Only. Then click on "My Account".**

STEP 2: **Sell the membership. Complete the paperwork and collect payment.**

STEP 3: **Provide a will questionnaire for your new member and encourage him/her to complete it. Based on company averages, and subject to variation, statistics show that on average, members who have their will prepared retain their membership at 78% the first year vs. 51% for those who do not have their will prepared.**
TIP: Start the questionnaire at the close of the sale - even if it's only their name.

STEP 4: **At their discretion, have your member complete the Living Will Request Form. The form is available at www.prepaidlegal.com under Associates Only Documents on Demand. Document #53556 (Not for use in the state of Iowa)**

Selling Tips for Successful Retention:

1. Sell in person - Do not purchase leads. The member must understand the value.
2. Create a comfort level for the member to call the provider law firm.
3. Undersell the membership so the provider law firms can over deliver.
4. Use examples of everyday uses for the product. See the 101 reasons flier (DOD# 53544)

SUPPORT - You're not alone in this business!

My Sponsor is:

Name: _____

Phone 1: (_____) _____ - _____

Phone 2: (_____) _____ - _____

My Upline Director is:

Name: _____

Phone 1: (_____) _____ - _____

Phone 2: (_____) _____ - _____

My Upline Manager is:

Name: _____

Phone 1: (_____) _____ - _____

Phone 2: (_____) _____ - _____

My Upline Ex. Director is:

Name: _____

Phone 1: (_____) _____ - _____

Phone 2: (_____) _____ - _____

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