

Launching Your Business with a PBR:

PBRs-- Private Business Reception (at your home, for example)--are a GREAT way to launch your business, or the business of someone on your team! PBR's are sweeping the nation right now in the world of PPL because, like Business Overviews, they are duplicable, and can be done by anyone, anywhere!

There are tools available for creating massive success in with PBR's, and here's what we recommend:

- * PBR Training DVD – to order call Video Plus 1-800-388-3884, www.ppltools-videoplus.com
- * Team website – www.pplcenter.com – PBR page
- * Business of a Lifetime DVD—to order, call Video Plus

THE INVITATION:

Read and practice several times before you make the call. Be natural, be yourself. Put this script in words that sound like you. Practice! Practice! Practice!

Hello, _____ this is _____ how are you? Good. Did I catch you at a good time? Great! I am calling you because I have started my own Business and I am very excited. It's probably not for you but you may know somebody else who is interested. On _____ at _____. I am celebrating the LAUNCH of my business and I would love for you to come and celebrate with me. I'm going to have some refreshments and one of my partners will be there to share with you where we are going and what kind of people we are looking for. Like I said, it's probably not for you but I do value your feedback. Can I count on you?

(If they ask what it is, tell them, "It's Pre Paid Legal Services, are you available?") If they continue to ask questions, tell them that is why you are having your Private Business Reception and everything will be explained).

THE DAY BEFORE THE PBR

Hello _____ this is _____. (Let them respond) I have on the phone with me _____. He is on of my new business partners who is working with me. Just a little bit about _____. He/she is helping me get started. He/she likes to have fun, but what I appreciate most about _____ is his/her willingness to help me and countless others succeed in this business. He/she will be there on _____ and he just wanted to say HELLO. _____ please meet _____. (BE QUIET, DON'T SAY ANOTHER WORD!!!!)

<p>When inviting for any event, the "rule of thumb" is to invite four times as many people as you'd like to have show up!</p>

THE BIG DAY:

- If you don't have an Expert joining you, have a speakerphone set up in your sitting area and have an Expert call in to do the presentation and close.
- Don't rearrange your furniture...keep it the way it is when friends come by. That way, if only a FEW people show up, it doesn't look like you were expecting a whole room full!
- Don't offer any alcoholic drinks...people won't be able to concentrate on business.
- Have snacks available like chips, sodas, cookies, etc.
- Have the Never Before/Never Again Video ready and right by the DVD Player, ready to play.
- Have both the Membership and Associate agreements out on a table, visible! Have open pens on top of them!
- Have PPL approved flyers out, like "It's to your Benefit", or "Why it's important to have a Will"
- Wear normal clothes, dress business casual.
- If possible, have your PBR Presentation Kit set up in the sitting area, or have a PPL Flip Chart out.
- As people arrive, get them something to hold--snacks and a drink.
- Get STARTED ON TIME!