



# FIRST STEP

Your guide to becoming a successful Independent Associate.

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Your guide to becoming a successful Independent Associate.

You are now the owner of your very own business; able to set your own hours, be your own boss, and the sky is the limit on how much you can earn. You now join Independent Associates across the country in an effort to spread Justice for All to everyone. In a market that has only 3% saturation, you can be assured there are millions out there that have yet to discover the peace of mind a Life Events Legal Plan can bring. Now you can also help combat the fastest growing crime in America by offering the Identity Theft Shield. You are offering a product that truly has an impact on lives across North America. You can even help others achieve success and financial security by signing them up to become Pre-Paid Legal Independent Associates, just like you!

## Getting Started Right : Identify your Contacts - Memory Joggers -

We all know a certain group of people. The people we grew up with, our friends, people we work with or people we've simply come in contact with. This list of people can be the key to unlocking your successful future.

You will want to make a list of as many people as possible. Don't get hung up on a specific number, but think as if you were getting paid by the name. Let's use \$100 a name. Now, how many people can you think of?

As time goes by, you will constantly be adding to this list through referrals, new contacts, remembering old acquaintances, etc.

The following pages should help "jog" your memory. Think carefully about each specific description listed and consider who you might know within each one. As you are doing this, be sure to think about those who are "local" to you and those who you would consider to be "long-distance". When you think of a name, enter it in the space provided.

It is very important not to PREJUDGE anyone while compiling this list. Don't worry about if you think they would do this or not.

**This exercise is meant to put everyone you know on paper and create a gameplan to help them learn about Pre-Paid Legal.**

### **The Members of Your Own Family**

- Father and Mother
- Father-In-Law and Mother-In-Law
- Grandparents
- Children
- Brothers and Sisters
- Aunts and Uncles
- Nieces and Nephews
- Cousins

### **Those Who Are Your Closest Friends And With Whom You Associate Regularly**

- Friends and neighbors
- People you work with
- Church members
- Sunday school class members

### **People You Know Who Are Decision Makers**

- Business owners
- Human Resources Directors
- Office managers

### **People You Know Who Are In Direct Sales**

- Business/office machine salespeople
- Insurance salespeople
- Car salespeople

### **Those You Meet In Organizations Or Clubs**

- Civic groups, Rotary, Exchange, Jaycees
- Political clubs
- Lodge, Elks, Moose, etc.
- Missionary societies, brotherhood groups
- Merchants or farm organizations
- School groups, boosters, alumni, PTA, etc.

### **Those You Have Been Associated With In the Past**

- Schoolmates
- Former co-workers
- People in your home town
- Military cohorts

### **Those You Do Business With**

- Doctor, lawyer, barber, merchants, grocer
- Gas station attendant, dry cleaner, postal worker
- Beauticians, jewelers, waiters/waitresses
- Anyone you do business with

### **List of Acquaintances Already Available**

- Christmas card list
- Address book
- Daytimer, planner
- List of fellow employees
- Church directory

# Getting Started Right : Identify your Contacts - Memory Joggers -

## ASK YOURSELF IF YOU KNOW ANYONE ASSOCIATED WITH ANY OF THE FOLLOWING AREAS:

- Accounting
- Acting
- Advertising
- Aerobics
- Air Force
- Airline
- Alarm Systems
- Antiques
- Apartment
- Architect
- Army
- Art
- Artificial Nails
- Asphalt
- Athletics
- Auctioneer
- Automobile
- Babysitters
- Banking
- Barber
- Baseball
- Basketball
- Beauty Salon
- Beepers
- Bible School
- Bicycles
- Blinds
- Boats
- Bonds/Stocks
- Books
- Bookkeeping
- Boys Clubs
- Broadcasting
- Brokers
- Builders
- Buses
- Cable TV
- Cameras
- Camping
- Crafts
- Credit Union
- Day Care
- Delivery
- Dentists
- Dermatologists
- Designers
- Detectives
- Diet Industry
- Direct Mail
- Disc Jockey
- Doctors
- Driving Range
- Dry Cleaners
- Dry Wall
- Education
- Electrician
- Engineering
- Entertainment
- Eye Care
- Fax Equipment
- Farming
- Film Industry
- Firemen
- Fishermen
- Florists
- Food Service
- Furniture
- Gardens
- Gift Shops
- Girls Clubs
- Golfing
- Government
- Graphic Arts
- Grocery Stores
- Gymnastics
- Hair Care
- Handicapped
- Handyman
- Hardware
- Health Clubs
- Health Insurance
- Hearing Aids
- Helicopters
- Hiking
- Horses
- Hospitals
- Hotels
- Hunting
- Ice Cream
- Ice Skating
- Income Tax
- Insurance
- Investments
- Janitor
- Jewelry
- Judo
- Karate
- Kindergarten
- Laundries
- Lawn Care
- Leather
- Leasing
- Libraries
- Lighting
- Livestock
- Loans
- Luggage
- Lumber
- Mail
- Management
- Manufacturing
- Mathematics
- Mechanics
- Mental Health
- Miniature Golf
- Mobile Homes
- Mortgages
- Motels
- Motion Pictures
- Movie Theatres
- Museums
- Music
- Mutual Funds
- Navy
- Newspapers
- Nurses
- Nutrition
- Office Machines
- Office Furniture
- Oil Changes
- Optometrists
- Orthodontist
- Painting
- Parking
- Parties
- Pediatricians
- Pedicures
- Pensions
- Perfume
- Personnel
- Pest Control
- Pets
- Pharmacies
- Phones
- Photography
- Physician
- Pianos
- Pizza
- Plastics
- Plumbing
- Podiatrist
- Police
- Pollution
- Pools
- Preschools
- Printing
- Property Mgmt.
- Psychiatrists
- Psychologists
- Publishers
- Racing
- Radio
- Railroad
- Real Estate
- Rehabilitation
- Religion
- Rental Agencies
- Reporters
- Resorts
- Rest Homes
- Restaurants
- Roller Blading
- Roofing
- Safety
- Sales
- Sandblasting
- Satellites
- School
- Screen Printing
- Scuba Diving
- Secretaries
- Security
- Self Defense
- Sewing
- Sheetrock
- Shoe Repair
- Siding
- Signs
- Singing•Skating
- Skeet Shooting
- Skiing
- Skin Care
- Soccer
- Social Services
- Softball
- Software
- Spas
- Sporting Goods
- Steam Cleaning
- Stereos
- Stocks
- Surgeons
- Surveyors
- T-Shirts
- Tailors
- Tanning Salons
- Taxes
- Teachers
- Telecommunications
- Telemarketing
- Television
- Tennis
- Theatres
- Therapists
- Tile Layers
- Tires
- Title Companies
- Tools
- Towing
- Townhouses
- Training
- Transmissions
- Trucking
- Typesetting
- Unions
- Universities
- Upholstery
- Used Cars
- Vacuum Cleaners
- Vending
- Veterinarian
- Veterans
- Video
- Volunteers
- Wallpaper
- Waste
- Watches
- Water Skiing
- Weddings
- Wine
- Woodworking
- Writing
- Zoos
- Washington
- West Virginia
- Wisconsin
- Wyoming
- Provinces/Territories
- Alberta
- British Columbia
- Manitoba
- New Brunswick
- Newfoundland
- Northwest Territories
- Nova Scotia
- Nunavut Territory
- Ontario
- Prince Edward Island
- Quebec
- Saskatchewan
- Yukon Territory
- States
- Alabama
- Alaska
- Arizona
- Arkansas
- California
- Colorado
- Connecticut
- Delaware
- Florida
- Georgia
- Hawaii
- Idaho
- Illinois
- Indiana
- Iowa
- Kansas
- Kentucky
- Louisiana
- Maine
- Maryland
- Massachusetts
- Michigan
- Minnesota
- Mississippi
- Missouri
- Montana
- Nebraska
- Nevada
- New Hampshire
- New Jersey
- New Mexico
- New York
- North Carolina
- North Dakota
- Ohio
- Oklahoma
- Oregon
- Pennsylvania
- Rhode Island
- South Carolina
- South Dakota
- Tennessee
- Texas
- Utah
- Vermont
- Virginia

# Let's get Started! Use Your Membership

The first way I'm going to use my membership: \_\_\_\_\_ Date completed: \_\_\_\_\_

## 1. Your "Why" If you had all the time and money you needed, how would your life change?

Write down your dreams for the life you want to create. Also, what's ONE goal we can help you accomplish RIGHT NOW?

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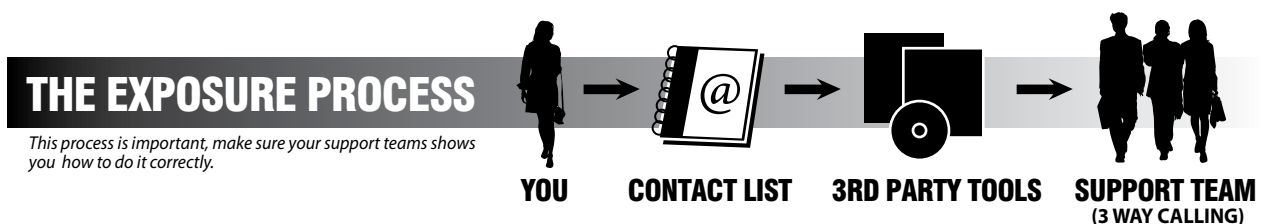
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## 2. Create Your List Your contact list is the foundation of your business. Write down EVERYONE you know ; don't pre-judge anyone. Start with your TOP TEN right now and continue making your list on additional pages as needed.

	NAME	PHONE	BACKGROUND	TOOL	FOLLOW UP	3-WAY	LIVE EVENT
1.	_____	_____	_____	_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2.	_____	_____	_____	_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3.	_____	_____	_____	_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4.	_____	_____	_____	_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5.	_____	_____	_____	_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6.	_____	_____	_____	_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7.	_____	_____	_____	_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8.	_____	_____	_____	_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9.	_____	_____	_____	_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10.	_____	_____	_____	_____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**3rd party Tools:** PBR PCC DVD WS=Website MAG = Magazine SC = Sizzle Call SD = Sit Down LDP = Long Distance Package

These are the 3 people you want to benefit the most. Make sure you contact these people with the help of your support team.



## 3. Launch Your Business schedule you PBR and PCC with your support team.

**PBR** (Private Business Reception) \_\_\_\_\_  
 Date \_\_\_\_\_ Time \_\_\_\_\_ Expert \_\_\_\_\_

**PCC** (Private Conference Call) \_\_\_\_\_  
 Date \_\_\_\_\_ Time \_\_\_\_\_ Expert \_\_\_\_\_

**Director 25/50** \_\_\_\_\_  
 Name \_\_\_\_\_ Phone \_\_\_\_\_

**Executive Director** \_\_\_\_\_  
 Name \_\_\_\_\_ Phone \_\_\_\_\_

Your Support Team

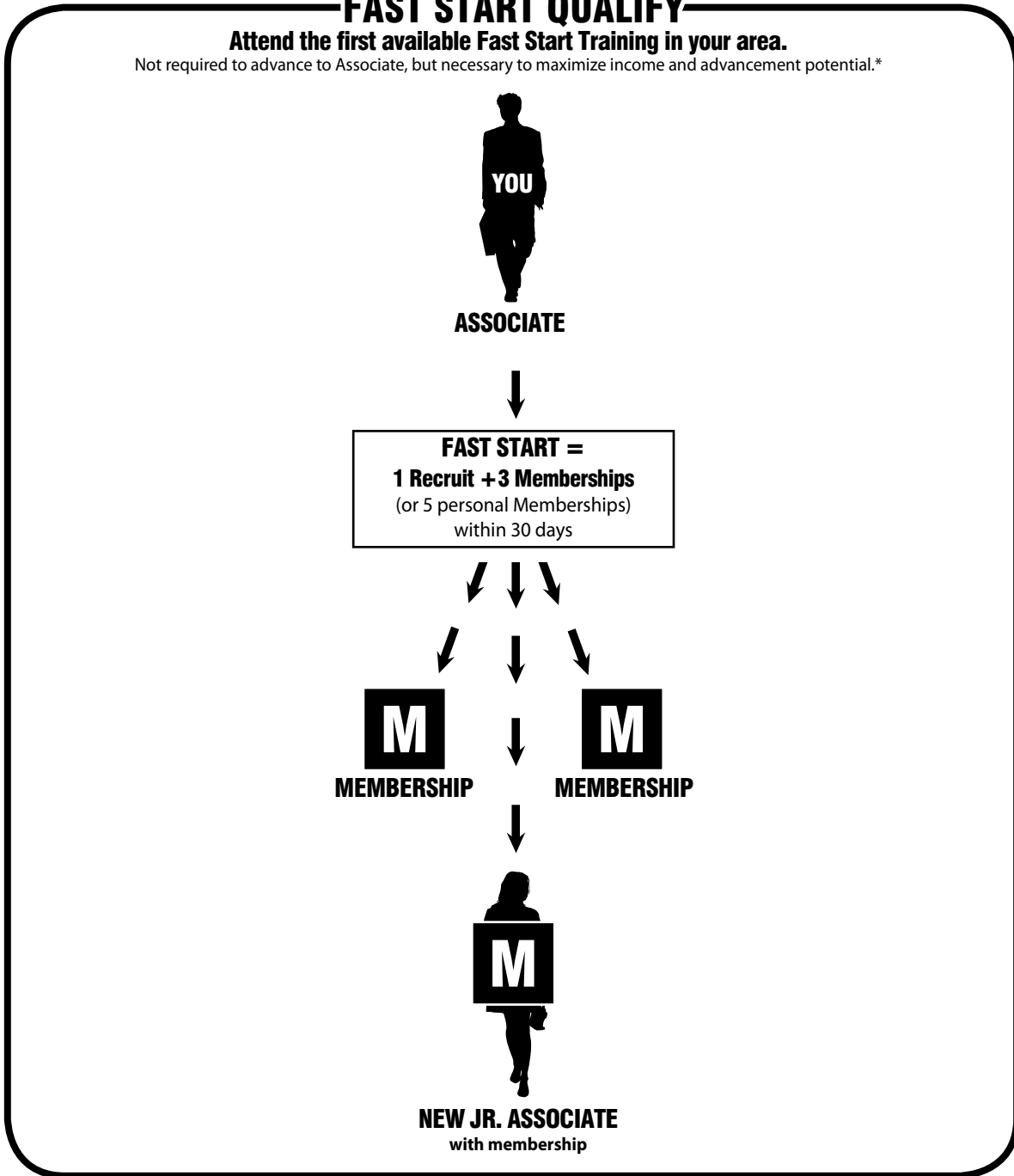
## 4. Get Plugged In Stay connected and plugged into events

<input type="radio"/> <b>Fast Start Training</b>	_____	_____	_____
	<small>Date</small>	<small>Time</small>	<small>Address</small>
<input type="radio"/> <b>Business Briefing</b>	_____	_____	_____
	<small>Date</small>	<small>Time</small>	<small>Address</small>
<input type="radio"/> <b>Conference Calls</b>	_____	_____	_____
	<small>Name of call</small>	<small>Number to call</small>	
	_____	_____	_____
	<small>Name of call</small>	<small>Number to call</small>	

### Your First Goal: **FAST START QUALIFY**

**Attend the first available Fast Start Training in your area.**

Not required to advance to Associate, but necessary to maximize income and advancement potential.\*



\* For complete details on advancement, see the most recent version of the comp plans.

# Create Your List

Your contact list is the foundation of your business. Write down **EVERYONE** you know ; don't pre-judge anyone . Use as many of these pages as necessary. Work with your support team to share the information with everyone.

NAME	PHONE	BACKGROUND	TOOL	FOLLOW UP	3-WAY	LIVE EVENT
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