

Using the **SUCCESS FROM HOME** Magazine

The following are scripts developed by the Pre-Paid Legal Corporate Marketing Team regarding how to use the *Success From Home* magazine (available from Video Plus) to approach your prospects.

The Approach:

I told you about the business project I have recently been involved with, right? Pre-Paid Legal Services and Identity Theft Shield? Well to update you, I must say this is the best company and business I have ever been exposed to in my life. I have never seen so many people doing so well financially. This company's CEO and Founder is featured on the entire front cover of *Success From Home* magazine on the newsstand as we speak! And there are several articles in the publication not only about why everyone needs these services, but also some incredible stories about people like you and me who joined the company and are reaping huge rewards in residual income! As a matter of fact, I went and bought you a copy. You've GOT to read it, and inside there is a special DVD that is helping people make very significant income. This information is so powerful that most of the bookstores across the country are sold out! But I got you one! Take this home and pop in the DVD, and I will call you tonight at (8 p.m.)!

The Follow Up:

(Your follow up should be done inside of 48 hours and repeated until you get a yes or no answer.)

Hey, I am glad I got in touch of you! You know that *Success From Home* magazine I lent you yesterday? I have four people I've told about it, and they are dying to get their hands on it, so I need to get that from you. But first, did you read through it and watch the DVD?

No? Well, this information is very time sensitive, and even though I don't want you to miss out, I really do want to pass it along to some other colleagues of mine who I promised it to. Can you go through it today, so I can get it back from you later tonight? If not, I will just get it from you right now.

Yes? So what excited you most about what you read and heard? (Answer). You know, I know how you FEEL. I FELT the same way when I discovered this company and service, and I have FOUND it to be not only a service that I have been able to use and benefit from, but so many people I have shared it with are glad I did. And from the business opportunity perspective, can you imagine how great it is to be able to develop a side income that is residual, that you can build up part time and could get paid even 20 years from now for someone you referred to get the service one time! Let me get you on the phone with a business partner for just two minutes so he/she can tell you the simple ABC steps they used to make a fortune in this company. Hold on a second and I'll see if I can catch them (make a three-way call to your upline, and if available, do the edification and introduce professionally. Use a third party/upline expert who will either close them or invite them to an event for you.)

Note

The key is having hundreds of lines in the water to catch as many fish as possible. In the same sense, having hundreds of *Success From Home* magazines "in play" out there will always keep you busy following up and getting people deciding to join as members or Associates.

Always let the tool do the talking, be excited, be BRIEF and in a hurry. Use the "sense of urgency" and "fear of loss" (by saying you have others waiting to see it), and always use third party (upline) to close them for you. And remember, too, one tool is not enough. Have many out there working for you at any given time. Be sure to have your name and number stuck to the magazine cover (or staple your business card to it).

To Order

To order your copy of the *Success From Home* magazine, contact Video Plus at 800-388-3884 or visit them online at www.ppltools-videoplus.com.

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