

# CONTACTING AND INVITING

## *Inviting without “telling.”*

### **The Inviting Mindset Comes First:**

We’re doing two things here. We’re inviting people to see the benefits of our membership and to see the benefits of our opportunity. It’s about getting customers, keeping customers, and staffing your company with a team of associates who grow your company along with yourself. Just one new associate can develop a team of thousands of associates over time.

Customers generate commissions. Recruiting associates and building a team generates growth! We’re INVITING people to see the benefits of both. *We are not EXPLAINING anything.*

### **RULE #1 in approaching and inviting people to look at LegalShield:**

#### **Invite, without “telling” or “explaining.”**

History in LegalShield has proven that the less we say, the more we make. Until they can get the whole presentation, no presentation. Hold back please and just invite. **No mini explanations or presentations.** If you try to explain our services and/or our opportunity in your process of inviting your contacts to an event or to review a tool or website, they will inevitably make a decision right then and there - without getting the full story. And it’s usually a NO, not interested. But when you are the usher, not the preacher, results dramatically improve! Create curiosity. Invite without explaining. To help you fully understand this and get 100% comfortable with this, please review the coaching information below.

### **SCRIPTS**

*Please review the various scripts. You will feel comfortable with some more than others. Then practice out loud. Make the words your own, rather than reading or sounding memorized. Some associates choose their favorite phrases and type them up and put them in front of them while they are talking.*

#### **The Simplest Proven Warm Market Script - Used by LegalShield’s Top Earner:**

- *“I’ve got something really important to show you (or to share with you).”*
- *“It’ll only take about 15 minutes.”*
- *“You may or may not be interested.” (taking pressure off them immediately)*

You can say those 3 sentences in any order and it works.

#### **Being Transparent Script:**

This script has worked over and over. You’ll quickly see why it’s powerful.

*“You know, (Name), I’ve been really dissatisfied with my work schedule / my income / my job situation for quite a while.” OR “You know, I’m \_\_\_\_ yrs. old and I honestly thought I*

would be much further ahead by now, but I'm not, and I came to the realization that if I didn't change something, nothing would change." "So I've been looking for months now for a way to change things – for a way to get some of my time back and earn really good money. (Name), I **THINK** I have found it. I really want you to check it out. **It may or may not be for you, but I cannot leave you out of this.** I'm working with some very wealthy individuals who are showing me the way. All I want you to do is - (join me for lunch or seminar, come over to my house on (date), meet me at restaurant/coffee shop, check out a website, a CD, DVD, a conference call, etc.)" **"It would mean the world to me and my family if you would. Can I count on you?"**

### **More Scripts/Phrases:**

Hi, \_\_\_\_\_. This is \_\_\_\_\_. Do you have a few minutes to talk?  
I am really excited about a new project.

Is it possible that we could get together this \_\_\_\_\_ and let me show you what I'm doing? There is a lot of money to be made.  
(Invite them to your Private Business Reception/Grand Opening.)

or

Is it possible that we could get together on the phone this \_\_\_\_\_ evening at \_\_\_\_\_pm so I can show you what we are doing? There's a lot of money to be made. (Invite them to your Private Conference Call/Grand Opening.)

### **To someone you look up to:**

Hi, \_\_\_\_\_. This is \_\_\_\_\_. Do you have time for a quick question?  
What are you doing this \_\_\_\_\_ afternoon/evening? I know you know a lot about business. I have a guy/gal coming over to show me a new business project that sounds like a lot of money can be made. It would mean the world to me if you would be there for me. I really value your opinion. Can I get your input? Can you be here for me?

### **Compelling phrases to ALWAYS add (at least one or two):**

"... would you do me a favor?"

"... would really mean the world to me and my family if you'd take a look at this"

"... would really like your opinion" (especially if you look up to them).

"... I so appreciate you supporting me"

"... can I count on you?"

"... it may or may not be something you are personally interested in."

### **When your contact asks, "WHAT IS IT?" these are effective responses:**

"That's a great question. It's about identity theft and legal empowerment" (nothing more!!!)

If they ask you for more information - like "So what exactly is that?" you can respond:

*“That’s another great question - I promise you all the answers are in this short CD/DVD/ website/(whatever you invited them to review).”*

*or*

*“That’s another great question - I’m in training - wouldn’t want to mess that answer up - (then re-invite) - just join me at my Grand Opening / or - just listen to this CD / etc. - and you’ll get all the answers.”*

### **How are you doing?**

After you invite your first few, ask yourself if you are feeling good about how you are doing. If it’s not going like you want, please feel comfortable **calling your upline support for some additional coaching**. We ALL want coaching to help us get better quicker. Every successful LS Associate went through these beginning “out of our comfort zone” activities. So reach out to them. If your immediate upline is not ready to coach you on this, reach up to the leader/Executive above them. This is expected and what makes the whole system work.

### **Point to realize:**

Isn’t it great that our proven system does not include anyone having to learn details about our services or opportunity in order to launch their business and get momentum going? This is **TRULY duplicatable** for everyone to be successful with from day one.

***Earn while you learn!***

It’s usually a relief to realize that it’s not about knowing the details. It’s about getting others to review the LegalShield information so they get the FULL presentation via a tool or event.

***You are the inviter not the presenter!***

So how do you learn the details? This IS important. You don’t learn the details by just studying. If that were the case, there would be no growth momentum ever. By continuing to use our proven success system, you will be **following up** with all of your contacts and in that follow up process, you’ll be introducing your contacts to your LS business partner/coach via a 3-way call most of the time, and **THEY** will be answering all the questions your contact asks and **THEY** will be giving them the details and inviting them to their next exposure or to sign up if they are ready!

***You will be listening and learning!***

You’ll learn about this simple and easy system in the **FOLLOW UP Procedures**.