

# Director to Executive *GAME PLAN*



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## **THE LEGAL EAGLES GROUP**

**Pre-Paid Legal Services, Inc.**

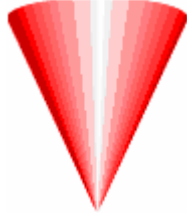
*Independent Associates*

**TPV**

**[www.teamplatinumvision.com](http://www.teamplatinumvision.com)**

# Cone Of Learning

Source: Cone of learning adapted from (Dale 1969.)

After 2 weeks We tend to remember		Nature of Involvement	
90% of what we Say and do.	Doing the Real Thing. e.g. "Field Training Your new Associates."	 <p><b>Active!</b></p>	
	Simulating the real experience. "Basix System Training."		
	Doing a Dramatic Presentation. "Sit-down / PBR / Briefing"		
70% of what we Say.	Giving a Talk. "GPS / M-D GP / D-E GP."		
	Participating in a Discussion. "Master mind Session."		
50% of what we Hear and see.	Seeing it Done on Location. "Corporate Conventions"		<p><b>Passive!</b></p>
	Watching a Demonstration. "Team Training/Event"		
	Looking at an Exhibit "Business Briefing"		
	Watching a Movie. "P.P.L. DVD's"		
30% of what we see.	Looking at Pictures. "Magazine/Dream Books."		
20% of what we hear.	Hearing Words. "PPL/Personal development audios."		
10% of what we read.	Reading. "Personal development books"		

# IT'S A NUMBERS GAME

## WORKING THE NUMBERS TO FIND THE LEADERS

The numbers are truly staggering, but this is the hard truth about Network Marketing! You will sift through a vast number of people in order to find the gold nuggets. It is a numbers game! Those who enter into this business understanding and accepting of this are less shocked by the numbers they have to go through in order to find the real leaders/producers. The more connected you are to people, who are well connected to other leaders and whose time is right for this kind of business will dramatically increase your odds of quicker success. Furthermore, by having a good and positive warm market to work with will make this business fun, exciting, profitable and very rewarding. The key is to not take rejection personally, and commit to prospecting huge numbers of people the first two to three years in this business. Don't get sidetracked into too much management of your team and don't let up on your commitment to prospect new people daily as you go about your daily life. Remember, "Follow your money!"  
*Do business with people who do business with you!*

Study the information below on how to build a team and work out the numbers. (You'll be pleased to know that in PPL, the numbers are easier.)  
These numbers are generic and apply to the networking industry as a whole.

**To achieve the "Executive Director" level in my business, I will commit to the following business plan:**

I will allocate \_\_\_\_\_ hours a day to build my Business. Of this time, I will spend \_\_\_\_\_ hours per day (70-80% of my time) prospecting for new Recruits/Associates.



### **BUSINESS PLAN BUILDING A TEAM/ORGANIZATION:**

**Formula:** 'It will take' an average of **2** Associates pursuing the Director level to create one stable Director. In order to generate 3 Directors on my front line in one year, I need to create a total of 6 who are willing to strive for this (Multiply the number of Directors wanted by **2**.)

# IT'S A NUMBERS GAME

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## WORKING THE NUMBERS TO FIND THE LEADERS

**Formula:** 'Sponsor' on average **7** associates to generate one that will pursue the Director level this year. I'll sponsor **42** new associates this year. (Multiply the number of associates pursuing the Director level by **7**.)

**Formula:** 'Present' the opportunity to an average of **7** people in your warm market, **8** in your warm/cold market, and **10** in your completely cold market in order to sponsor one new associate. I will make a presentation to **294** people. (Multiply the number of Associates sponsored by **7, 8, or 10** depending on how well you know your prospects.)

**Formula:** 'Prospect' an average of **7** people in your warm market, **10** in your warm/cold market and **15** in your completely cold market in order to get one to a presentation (or, if prospecting long-distance, to get them to seriously look at the 'long distance package.')

I will prospect a total of **2058** people in the first year. (Multiply the number of people to whom you are making presentations by **7, 10 or 15**, depending on how well you know your prospects.)

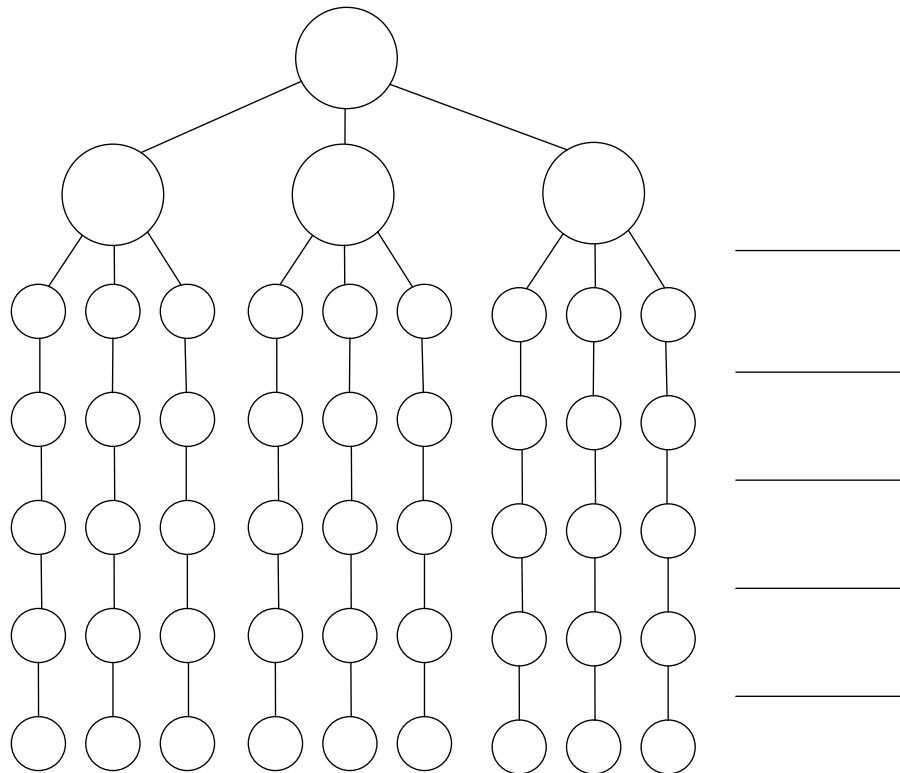
**Formula:** 'Divide' your total number of prospects by **12** (or the number of months needed to attain your goal) to see how many prospects you must contact per month. = **171**. Divide that number by **4.3** to determine how many prospects you need to call weekly. Divide that number again by the number of days per week you plan to prospect for a daily average.

**Commit:** 'I will prospect' **39** people per week to achieve my goal of creating the determined number of Directors on my front line. This works out to be about **7** people per day that I will have to talk with about this incredible home based business opportunity!

*"It's a numbers game that evolves into a real Business."*

# The Magic of Compound Recruiting

The Magic of Multiples		
	2	3
Level 1	$\frac{x2}{4}$	$\frac{x3}{9}$
	<b>Difference of One</b>	
Level 2	$\frac{x2}{8}$	$\frac{x3}{27}$
Level 3	$\frac{x2}{16}$	$\frac{x3}{81}$
Level 4	$\frac{x2}{32}$	$\frac{x3}{243}$
Level 5	$\frac{x2}{64}$	$\frac{x3}{729}$
	<b>Equals</b>	
Level 6	$\frac{x2}{128}$	$\frac{x3}{2,187}$
Level 7	$\frac{x2}{256}$	$\frac{x3}{6,561}$
Level 8	$\frac{x2}{512}$	$\frac{x3}{19,683}$
Level 9	$\frac{x2}{1,024}$	$\frac{x3}{59,049}$
	<b>Difference of 58,025</b>	



This is a hypothetical scenario for illustration only. There is no assurance that these results will be achieved.

# BUSINESS GROWTH TRACKING CHART!

MONTHS OF THE YEAR	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
# OF PERSONAL PRESENTATIONS MADE												
# OF PERSONAL RECRUITS												
# OF PERSONAL MEMBERSHIPS SOLD												
# OF PERSONAL PLAYER'S CLUB POINTS												
# OF PERSONAL RANK ADVANCED ASSOCS.												
# OF ORGANIZATIONAL MEMBERSHIPS												
# OF ORGANIZATIONAL ASSOCIATES												
# OF TOTAL WORKING LINES												
# ASSOCS. AT LOCAL TEAM TRAINING												
# ASSOCS. REGISTERED FOR NEXT CONV												
# ASSOCS. AT PPL/TEAM CONVENTION												
<u>WEEKLY</u> -FAX OR MAIL YOUR EFFORT CARD TO YOUR FRONTLINE EXECUTIVE!												

**“Run the Basix System and the System will build your business.”**

# THE FIRST STEP OF THE MILLION DOLLAR FORMULA

## Jackpot for success

7

magazines per  
week equals 1  
recruit per week\*

7

recruits equals 1  
producing recruit  
every 7 weeks\*

7

productive frontline  
recruits at the end of  
1 year equals a \$100K  
earnings level\*



\* The above numbers have been determined by reviewing the results of hundreds of Pre-Paid Legal Associates and are based on company averages. Individual results may vary based on individual production, recruits and activity. Get the magazine out to your prospects. Keep a list of your prospects (names, phone numbers, and addresses) and follow up.

# THE MILLION DOLLAR FORMULA

Notes taken from speech: by Harland Stonecipher

I believe that it is possible for any Pre-Paid Legal associate who carries out this formula to someday become a **1 Million \$** earner.

**This is where you begin;** ‘PERSONALY’ RECRUIT **1** ASSOCIATE A WEEK!

Our company’s historical statistics tell us that you have to recruit **7** front line associates to get **1** that will turn out to be a producer!

## # OF QUALIFIED EXPOSURES A DAY

PART-TIME: **2** Qualified Exposures Minimum.

FULL-TIME: **3 - 5** Qualified Exposures Minimum.

Make **2** qualified exposures per day, **5** days per week for a total of **10** qualified exposures per week minimum for anyone...

Let’s assume you only get **1** associate per week which equals **50** associates in a year and only **1** out of **7** turns out to be a producer. At this rate, that equals **7** frontline producers per year. With depth, (e.g. Rank advance your frontline producers and their team) this can get you **\$100,000 +** in income per year! **The 6-figure Ring...**

The minimum number of front line producers needed to earn **One Million Dollars** a year in income is **21!** **The 7-figure Ring...** These are personally recruited frontline and personally rank advanced producing associates.

No one will tell you that width alone will do it. It also takes depth. You must help your front line associates develop their Infrastructure. (Field train and rank advance them and their team.)

**What is your goal?** ‘Expose’ **2** qualified prospects a day minimum and get **1** personally recruited and personally field trained front line associate per week!

Is this worth **\$100,000** to **\$1,000,000** per year to you? If you can conceive it & believe it, you can achieve it! Give a man a fish you feed him for a day, **teach a man how to fish**, you feed him for a life time. Recruit & Field Train! Show them how to fish so that they may feed themselves **and teach others!**

# **THE MILLION DOLLAR FORMULA**

## **Building the Infrastructure for the New Associate:**

When you sponsor a new associate commit to them as soon as possible and begin their Field Training by conducting Sit-downs and Private Business Receptions for them and getting to know the people on their warm market list immediately!

**You can comfortably work with six new Front Line Associates at the same time conducting Sit-downs and Private Business Receptions.**

1<sup>st</sup> Week work with your front line associates:

Associate #1 – PBR Monday night  
Associate #2 – PBR Tuesday night  
Associate #3 – PBR Wednesday night  
Associate #4 – PBR Thursday night  
Associate #5 – PBR Friday night  
Associate #6 – PBR Saturday...

2<sup>nd</sup> Week – Repeat the process in the same order!

3<sup>rd</sup> Week – Pick a new associate and leader under each of your frontline associates (1-6) and conduct a PBR for them in their home! By further field training and depth team building you are securing the continuation of that producing organization!

### **For example:**

Associate #1's Leaders will have their PBR on Monday.  
Associate #2's Leaders will have theirs on Tuesday and so on...

4<sup>th</sup> week – Repeat the same procedure you did in the 2<sup>nd</sup> week until you get to your goal and teach this to your new associates!

# THE MILLION DOLLAR FORMULA

**You** will only be holding one meeting a day Monday – Saturday!  
Meanwhile your front line associates and their leaders are duplicating & replicating the infrastructure system...

**To Summarize:** These are actual numbers from corporate corresponding to actual ring earner associates in the company!

To earn;

you need;

**\$100,000 a year in income** = (7) Front Line Producing Associates  
With average annual Organizational counters of 16,303  
Average per Front Line = 2,329

**\$250,000 a year in income** = (9) Front Line Producing Associates  
With average annual Organizational counters of 41,818  
Average per Front Line = 4,646

**\$500,000 a year in income** = (14) Front Line Producing Associates  
With average annual Organizational counters of 78,977  
Average per Front Line = 5,641

**\$1,000,000 a year in income** = (21) Front Line Producers...  
With average annual Organizational counters of 318,000  
Average per Front Line = 15,142...

*You can achieve this in 3 to 5 years, recruiting '1' associate per week or '50' associates per Year!!!*

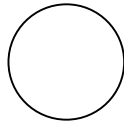
***The Critical Factor: "You must make a minimum of '2' qualified exposures a day & recruit '1' new frontline Associate per week! Always run the Basix System, field train, rank advance and teach your Associates how to do the same thing with their Associates..."***

# New Executive Director Guidelines

These are the new Executive Director guidelines effective as of January 1, 2006; there are now three ways for an Associate (A) to qualify for Executive Director each month. All other Executive Director Qualification requirements still apply. See the company's compensation plan for more information.

(The most solid way to achieve and stay at the Executive Director level remains the old fashioned way of having a minimum of 3 frontline Director legs each producing with or without your effort the minimum of 25 counters required from each for a total of at least 75 counters.)

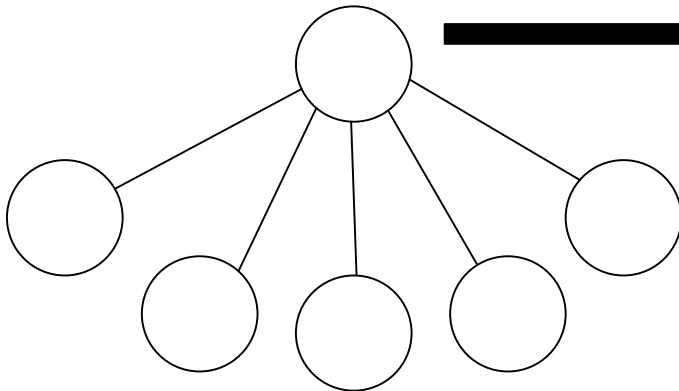
## EXAMPLE 1:



**75 Personal Counters**

If you have at least 75 personal counters, you qualify for Executive Director.

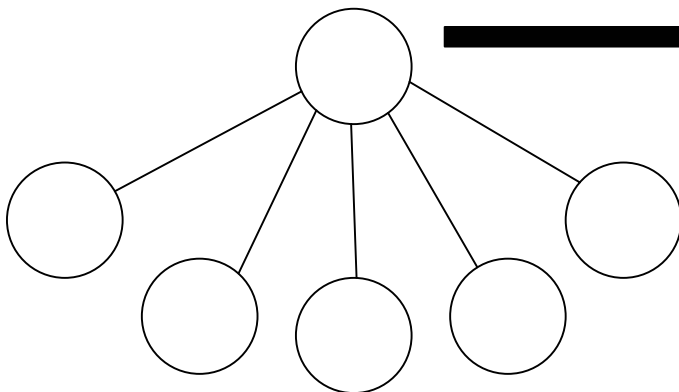
## EXAMPLE 2:



**3 Personal Counters**

If you have at least 1 Director leg and three personal counters, you can count up to 25 counters from any leg to reach your total of 75 counters required to qualify for Executive Director. In this example, there are 87 total counters; however, you can only count 25 of B1's 30 counters. Therefore, this example shows a total of 82 counters toward ED qualification of which only 75 are actually needed to qualify.

## EXAMPLE 3:



**1 Personal Counter**

If you have only 1 personal counter, you cannot include counters from any non-Director legs in your total of the 75 counters required to qualify for Executive Director. In this example, because you only have 1 personal counter, there are only 66 counters available toward Executive Director qualification; therefore, you would need an additional 9 counters to qualify.

*In examples 2 and 3, the Director(s) do not have to be frontline.*

# New Pin Program

Pre-Paid Legal is introducing two new series of lapel pins to provide further recognition for its sales force, specifically the Director and Executive Director Associates. With this new program, Directors and Executive Directors will be recognized not only for their Associate level but also for the number of new memberships they and their organizations sell. Pre-Paid Legal has established this new pin program to motivate Directors and Executive Directors to keep writing new memberships after achieving these level advancements. This gives both groups of Associates another goal to reach for as they continue building their business to advance to Executive Director and the additional levels of Executive Director.

## *The New Director Pins:*

**Director 25 Pin** - To earn this pin, Directors must have 25 to 49 personal or organizational sales in a month for three consecutive months, with no more than 15 sales from any one leg of your organization counting.

**Director 50 Pin** - To earn this pin, Directors must have 50 to 99 personal or organizational sales in a month for three consecutive months, with no more than 30 sales from any one leg of your organization counting.

## *The New Executive Director Pins:*

**Executive Director 200 Pin** - To earn this pin, Executive Directors must have 200 to 299 personal or organizational sales in a month for three consecutive months, with no more than 120 of the sales from any one leg of your organization counting.

**Executive Director 300 Pin** - To earn this pin, Executive Directors must have 300 to 399 personal or organizational sales in a month for three consecutive months, with no more than 180 of the sales from any one leg of your organization counting.

**Executive Director 400 Pin** - To earn this pin, Executive Directors must have 400 to 499 personal or organizational sales in a month for three consecutive months, with no more than 240 of the sales from any one leg of your organization counting.

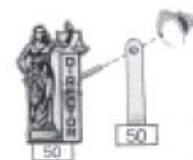
**Executive Director 500 Pin** - To earn this pin, Executive Directors must have 500 to 999 personal or organizational sales in a month for three consecutive months, with no more than 300 of the sales from any one leg of your organization counting.

**Executive Director 1,000 Pin** - To earn this pin, Executive Directors must have 1,000 to 1,499 personal or organizational sales in a month for three consecutive months, with no more than 600 of the sales from any one leg of your organization counting.

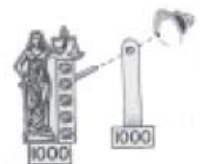
**Executive Director 1,500 Pin** - To earn this pin, Executive Directors must have 1,500 to 1,999 personal or organizational sales in a month for three consecutive months, with no more than 900 of the sales from any one leg of your organization counting.

**Executive Director 2,000 Pin** - To earn this pin, Executive Directors must have 2,000 or more personal or organizational sales in a month for three consecutive months, with no more than 1,200 of the sales from any one leg of your organization counting.

NOTE: All personal sales count toward both these new recognition programs. Add-ons will count as long as they are a \$9 or more monthly value. Reinstatements will count as long as the membership has lapsed for more than 90 days and is written by a new writing agent. Only one pin will be awarded per Associate Agreement. Associates can purchase additional pins through Marketing Services at (580) 436-7424.



The new Director pin recognition incorporates a pin "jacket" or "shield" that attaches to the back of the newly designed Director Pin. **NOTE: These new Director pins will be issued to new Directors as soon as they are in inventory.**



The new ED pin recognition incorporates a pin "jacket" or "shield" that attaches to the back of the Associate's existing ED pin.

# EXECUTIVE DIRECTOR RECOGNITION

## Executive Director

- Letter and Certificate welcoming you to this Elite Group!
- Listing in the Company Corporate Connections Magazine.
- Access to the “800” E.D. Phone Number. (Bat-line!)
- Executive Director Pin. (Must qualify for 3 consecutive months.)
- “Champion” stage recognition at Company/Team Conventions.
- Special Seating at the Conventions. Seating with the Champions!
- Invitee to the Black & Gold Banquets with Harland & Shirley.
- Inclusion in the Profiles of Success Book. Ultimate Dream book!  
(Must be paid at ED level for at least 8 months during calendar year)

## Platinum Jacket



Every Associate attaining Platinum status for three consecutive months during a calendar year will be awarded the “Platinum Jacket.” This Jacket will be presented at Company Conventions. Bars on the Jacket will indicate the higher level of Platinum achieved up to Platinum 7.

## The Ring



This is thee Super Bowl Ring & special recognition symbol for PPL highlighted in the Black & Gold Banquet which includes a letter from Harland Stonecipher. The Ring is awarded as follows:

\$100K+ in 12-months	Thee ‘PPL Ring.’
\$250K+ in 12-months	Ring w/1 diamond
\$500K+ in 12-months	Ring w/2 <sup>nd</sup> diamond
1 Million \$ in 12-months	Ring w/3 <sup>rd</sup> diamond

\*\*\*Also receive the \$100,000.00 income increments plaque\*\*\*  
E.g. Receive the plaque at: \$200,000. \$300,000. \$400,000 etc.

**Millionaire Club Member** - Earn 1 Million Dollars in personal Income during your career with Pre-Paid Legal Services and receive a commemorative Plaque and Gold Watch from PPL.

# A GOOSE

## DO WE HAVE AS MUCH SENSE AS A GOOSE?

This spring when you see geese heading back north for the summer flying along in a "V" formation, you might be interested in knowing what scientists have discovered about why they fly that way. It has been learned that as each bird flaps its wings, it creates uplift for the bird immediately following.

By flying in a "V" formation, the whole flock adds at least 71% greater flying range than if each bird flew on its own. **BASIC TRUTH #1: People who share a common direction and sense of community can get where they are going quicker and easier because they are traveling on the thrust of one another.**

Whenever a goose falls out of formation, it suddenly feels the drag and resistance of trying to go it alone and quickly gets back into formation to take advantage of the lifting power of the bird immediately in front. **BASIC TRUTH #2: It is easier if we stay in formation with those who are headed the same way we are going.**

When the lead goose gets tired, it rotates back in the wing and another goose flies point. **BASIC TRUTH #3: It pays to take turns doing hard jobs; leadership can be shared - with people or with geese flying north.**

The geese honk from behind to encourage those up front to keep their speed. **BASIC TRUTH #4: We need to be careful what we say when we honk from behind... make it positive and encouraging.**

Finally, when a goose gets sick, or is wounded by a gun shot and falls out, two geese fall out of formation and follows the bird down to help and protect the injured goose. They stay until the goose is able to fly or is dead, and then they launch out on their own or with another formation to catch up with their group. **FINAL TRUTH: If we have the sense of a goose, we will stand by each other!!!**