

In-Home PBR Outline

1. Host: Welcome and thank everyone for being at the PBR!

First: Inform your guests that we will be sharing a great service and an exciting Business Opportunity with them! **Next:** Give your testimonial and use the script from the GPS to introduce Your Sponsor/Expert! At this point sit down and be quiet. The Expert will take it from there!

2. Expert: Share your Personal Testimonial & Use the Facts Sheet to explain:

The Company's history, growth and credibility! Stay within **60** minutes for the entire Presentation. E.g. **40** minutes on the DVD, **5** minutes on the Company, **5** minutes on the Service, **5** minutes to Explain the Compensation Plan and **5** minutes on selling the Dream "Time and Money Freedom!"

3. Expert: Play the DVD of choice. "Power Play Presentation!"

4. Expert: Once the Video ends Share the Membership using: The "What if you were my Attorney story" and ask; Do you see value in protecting your Family with this Membership for \$36.

5. Expert: Explain the Business Opportunity: Our Business Opportunity is simple...**"Tell people about our membership"** and get paid up to \$252 for enrolling them in the \$35.95 mo. Plan.

6. Expert: Go over the Compensation Plan: The Company pays us in 3 ways!

- 1. Personal Sales** (When you write memberships!)
- 2. Overrides** (When other people in your team write memberships!)
- 3. Renewals** (Residual Income, Retirement Income!!!)

Bonus: Prepaid Legal pays us Daily! If you write only one membership per week at the manager level you will earn an Extra \$691 a month. How would you use it?

7. Expert: Show How to join for only \$249.00 Start up fee and receive: Business Starter Kit with training CDs/DVDs, brochures and applications. Explain that they will also receive Corporate Office and Team Support along with a proven System: "The Basix System!"

At this point: Sell the Dream about helping people achieve Legal Freedom and in return being compensated with Time and Money Freedom! Share some of the Success Stories of Legal Eagle Executive Directors in the Profiles of Success Book.

Finally: Apply the 3-Question Close;

- 1. How much money** do you need to earn part-time to make this business worth your while?
- 2. How many hours** a week would you be willing to work your new business and for how many Months would you work your New Business to reach that income level?
- 3. If I could show you how** to make \$ _____ per month, working # _____ hrs. Per week, in the next _____ months, is there anything else you would need to know before we get started?