

Pinning Ceremony

In the days long gone, the King or Queen would perform the Knighting Ceremony with their army as they touched each side of the warriors shoulder with their sword thus welcoming him to knighthood.

In the Legal Eagles we have a similar custom of performing the new associate pinning ceremony as a symbol of the deep respect we have for the lady of justice and what it is that she represents. Through this process we welcome to our PPL family the new associate/warrior who now represents legal and financial freedom for all that may be interested in achieving it.

Note: Have the highest ranking associate in the room perform this ceremony.

As you stand in front of the new associate hold the lady of justice pin on your right hand at eye level and with your left hand hold this script and in an excited but professional manner read the following:

“Dave, this is the lady of justice, she represents justice! If you look closely at her face you will note that she is wearing a blindfold over her eyes. This blindfold is representative of blind justice, because you see, regardless of a person’s age, sex, ethnicity or the color of their skin, justice should be blind! Do you know why? (Regardless of their response say) Because God said so! Isn’t it true that God created us all equal?

This brings us to the ladies left hand in which she is carrying scales that are equal and should not be tilted one way or the other because of the weight of a person’s wallet. After all, does it not say in the Supreme Court halls of justice “Equal justice under law?” It does not say for all with big wallets like the wealthy right?

Dave, now look at the ladies right hand and you will see that she is carrying a sword. This sword is representative of “Justice will be done-Justice will be executed!” For this cause I invite you to wear this pin, wear it every day and display it with pride everywhere you go. When ever some one asks you about it simply tell them that this pin is representative of equal justice and financial opportunity for all and that you are now a part of this great cause and ask them if they would be interested in getting more information about it!

If the answer is a favorable and positive one, hand this person some information and follow up within 24-48 hours! Once they have reviewed the material, and they are interested in getting further information do a 3-way phone call with your Sponsor/Expert or work out partner who will invite them to a business presentation and sign them up...”

***Finally* announce to the team that we have a new associate on board and say:**

“Dave, welcome to the Legal Eagles family”, and give them a hug! Also allow others to welcome them to the family. Next help them get started with their prospect list and schedule their first Sit-down and PBR as soon as possible!