



1. YOUR "WHY"

What's Hurting You! If you had all the time and money you needed, how would your life change?
 Write down your dreams for the life you want to create. Also what's one goal we can help you accomplish right now?

2. CREATE YOUR LIST*

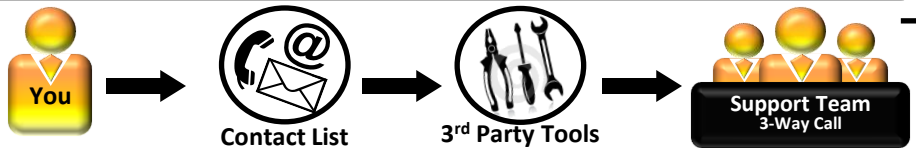
Your contact list is the foundation of your business. Write down everyone you know.
 Don't pre-judge anyone. Start with your top ten right now and continue on additional pages as needed.

Name	Phone	Background	Tool	Follow Up	3Way	Event
1.*	_____	_____	_____	◇	◇	◇
2.*	_____	_____	_____	◇	◇	◇
3.*	_____	_____	_____	◇	◇	◇
4.	_____	_____	_____	◇	◇	◇
5.	_____	_____	_____	◇	◇	◇
6.	_____	_____	_____	◇	◇	◇
7.	_____	_____	_____	◇	◇	◇
8.	_____	_____	_____	◇	◇	◇
9.	_____	_____	_____	◇	◇	◇
10.	_____	_____	_____	◇	◇	◇

3rd Party Tools: PBR / PCC / DVD / WS=Website / MAG Magazine / SC=Sizzle Call / SD=Sit Down / LDP=Long Distance Package
 * Who are the 3 people you want to benefit the most? List them first. Make sure you contact these people with the help of your support team.

3. THE EXPOSURE PROCESS

Very important. Allow your support team to coach you how to do it correctly.



4. LAUNCH YOUR BUSINESS

Schedule your PBR and PCC with your support team.

◇ PBR-Private Business Reception Date _____ Time _____ Expert _____

◇ PCC- Private Conference Call Date _____ Time _____ Expert _____

5. YOUR SUPPORT TEAM

These Associates are paid to help you.

◇ Director Name _____ Phone _____

◇ Executive Director Name _____ Phone _____

6. GET PLUGGED IN

Stay connected to Team Pinnacle and plug into the events

◇ Fast Start Training Day / Time _____ Address _____

◇ Business Briefing Day / Time _____ Address _____

◇ Core Training Day / Time _____ Address _____

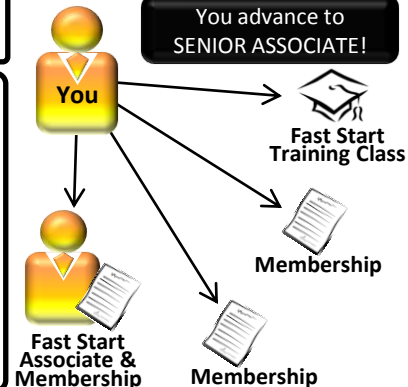
◇ Conference Calls **Every Sunday and Wednesday at 9:45 pm ET, 8:45 pm CT, 6:45 pm PT**
 712-432-7608 code: 68851#

◇ Personal Development Start with Jeff Olson Power Training CD

Your First Goal
Fast Start Qualify
 In your first 45 days

Attend a Fast Start Training Class
 Recruit your First Fast Start Associate,
 with a membership,
 Market 2 additional memberships.

You advance to SENIOR ASSOCIATE!



How To Do a PBR

Inviting to a Private Business Reception

Read & practice several times before you make the call. Be natural, be yourself. Put this script into words that sound like you. Write it down. Go over it with your up-line leader. Practice it first!

“Hello _____. This is _____. How are you? Good. Real quick I’m on my way out, I just wanted to drop you a quick call because I have started my own Business, and I’m very excited. Have you ever heard of Identity Theft? *(Let them respond)*. I am working with the leader in Identity Theft Protection and they are expanding right here in *Boston*. I am personally working with some of the top executives and was curious are you keeping your career options open or your income options open or open to making some extra money?*(let them respond)* Great On _____ at _____ I am celebrating the LAUNCH of my business,. Two of the top executives in our company will be sharing with you where we are going and what kind of people we are looking for. , you may or may not be interested, but I do value your feedback and recommendations. Can _____ & I count on you?” *(Include your spouse’s name here too – to make the commitment to both of you.)*

If they ask what it is, tell them:

“You’ve probably been reading about this company or have heard of Identity Theft our industry. They’ve been in Forbes, Fortune & Money Magazine, the Wall Street Journal, & recently their CEO was elected to the US Chamber of Commerce Board of Directors. And I can’t wait to show you the information! So can _____ and I count on you?”

Confirmation Calls the Day Before the PBR

“Hello _____. This is _____. *(Let them respond.)* I have on the phone with me _____. He/she is one of my new business partners working with me. Just a little bit about _____. He/she is helping me get started. He/she likes to have fun, but what I appreciate most about _____ is her/his willingness to help me and countless others succeed in this business. He/she will be there on _____ and just wants to say HELLO. _____, please meet _____. This is the person I mentioned to you..... *(Edify / say something complimentary about your guest.)*

(BE QUIET. DON’T SAY ANOTHER WORD!)

The Expert

“Hi! I just wanted to meet you real quick – *(toss in a rapport building statement – if you know anything about them that matches up with who you are... where they are from... do you have a related career.... Hobby... something in common. For example, ‘I hear you went to U of A; I went there too! Love your basketball team!’)*

Mark’s told me a bit about you. He’s been very impressed with _____ *(...your positive attitude... your background...your ability to make things happen...)* this may or may not be for you however it is definitely worth your time. I look forward to having you review our company tomorrow. Do you know how to get to Mark’s house? Great! *This is when you should remind your guest to bring the ice or what ever you asked then to bring.*

Setup and agenda is the key to your PBR (Remember keep it duplicatable)

Setting up the PBR

1. Ask each person to bring something like ice, a large bottle of pop, etc. This way they are more committed to come.
2. Don't have lavish foods. Stick with popcorn, store bought cookies, or chips & dip. Don't change around your room. If more show up than you can seat, then and only then bring in chairs from other rooms. Do not have anything out on the table except applications and pens (no tools) Please no children they are too cute and will definitely distract the guests during the presentation. Turn off your phones and ask your guest to do the same.
3. Put pets outside if possible

PBR Agenda

HOST Introduction - 2 minutes

1. "I want to thank you for coming to our home this evening to learn what is NEW with our family. We are very excited about our new business."
2. "The company that we are now representing, Pre-Paid Legal Services, has an incredible service that we have benefited from as a family. It has saved (or is saving) our family a lot of money. We knew you would want to do the same as we've done."
3. Introduce the PBR DVD and the two top executives featured on it. OR if you have an expert / sponsor presentation
"I want to introduce to you an Executive (Or Director or Manager) from Pre-Paid Legal. Mr./Mrs. _____ and our family are becoming very good Friends, and I encourage you to listen to Mr./Mrs. _____ with an open mind."
4. Play the PBR DVD (35 minutes)
5. As soon as the DVD finishes (DO NOT ASK DOES ANYONE HAVE ANY QUESTIONS)
6. Immediately hand out both membership & associate applications & pens while saying "Everyone who is going to support _____ in starting his/her new business & take advantage of the awesome membership, here is the form to complete and those who want to start earning money with us here is the form for that. We will help each of you get started."
7. If someone has questions and there is no expert in the room do a 3-way call with your upline expert so they can answer any questions, one on one, with your prospect and help you sign them.
8. If someone will not sign at your home, however they are interested, as they are leaving for the night send them home with the DVD & Magazine, and set a follow-up.
9. For those who join the team at your PBR, read below to learn how to super charge your business

FIRE START

(Don't stop now you are on a roll. Get you new associate off to a fast start)

Book your new associate's PBR before they leave your house, since they are the most excited when the first join! Give them some tools so they don't run their mouth, and warn them not to start talking to people yet.

Always promote the next event (weekly meeting, training, team call)

Give them a starter kit (PBR DVD, magazine, Getting Started Right book, PPL & Your Future CD, and some applications)

Remember the faster you get your new assoc. results the better, so why not conduct a PBR for them right away?

P.S. The business is not about you. Introduce/ Edify your new associate to your up-line