

YOUR DREAM'S FLU SHOT

So that you don't catch the flu from others who have the infection, doctors will give you a small dose/shot of the flu so that your body's immune system can build up resistance to it BEFORE you come in contact with the virus. Most people say it's worth getting a tiny touch of the flu so that you DON'T catch the full-blown illness.

So, you have just started your PRE-PAID LEGAL business. Now it's time to inoculate you. When you join PPL, it all seems like such a no-brainer to you. The product is so valuable, needed, and inexpensive. And who wouldn't want to make extra money? Everyone will sign up for this, right? So instead of getting advice and training, you feel it's going to be easy to just pick up the phone and start calling your friends and tell them about Pre-paid Legal and sign them up.

But guess what ... here's your shot of the flu ... they don't all join! In the beginning, most won't. Some will even try to discourage you. They will say things like:

- I've never needed attorneys
- Is that a pyramid scheme?
- I don't have time for that
- Don't waste your time on that
- I know someone who joined PPL and made no money
- Nobody makes money in those businesses
- Sure, I will come check it out (and they don't show up)
- Sure, I will watch the DVD (and they never watch it)

If you understand and expect this from the outset, you can effectively handle these responses and not let it hinder your success. If you have had your flu shot, you can get around people carrying the virus and not become infected yourself. Every top earner in PPL got these same responses every day, and STILL DO!

Many people claim to be open minded, but in reality most have pre-conceived notions and closed minds. The key is knowing the RIGHT WAY to approach people. Coming right out and saying "Have you heard of Pre-Paid Legal?" or "Do you want to make some money?" does NOT work. In fact, running out there without proper training will blow your chance at a good first impression. Of course you are excited and ready to start building your business, but don't sabotage your business on your first day. Learn from the thousands of people who have already made the mistakes before you, and learn what works and what doesn't work. In other words ... STOP!!!! Do not go talk to people yet!

Your friends know you for *you*, and not as an expert in Pre-Paid Legal. They will not take the information properly from you. Don't let your ego convince you otherwise. In your training, you will learn how to utilize your upline experts to share the information properly for you. There are ways to get people in front of the information where they do not feel like their friend is trying to sell/recruit them. The APPROACH needs to be right. Then the presentation needs to be third party (PBR/home meeting with expert, PCC/conference call, Business Briefing/seminar at hotel, DVD, or 2-on-1/sit-down meeting with your upline). You will learn this as you get to training events in your area, by listening to the Fast Start CDs in your kit, and listening to weekly team training calls. Your upline experts will also coach you on what to say in your approach to your contacts. Just remember, it's all about GETTING APPOINTMENTS, not explaining anything over the phone or bits and pieces on the fly. GET APPOINTMENTS to show them the whole presentation. This is the ONLY way you will sign people up. (Maybe by the time you read this, you have already blown it with a few people. Don't keep making the same mistake from here on out.)

So make sure you do not catch the flu (get discouraged and possibly quit when people give you negative responses or objections)! People don't know what they don't know. How can they judge a movie when they THEMSELVES have never sat in the theater and watched it? They buy into one negative person who has been walking the country infecting everyone with their negative virus, and misery loves company. People love to spread negative. What you will find is more than half of the people who actually see a whole PPL presentation will sign up! The key is them seeing the whole presentation ... so get appointments! Don't talk to people about it. Be vague and get the presentation in front of them.

Now that you have read this, we hope your baby skin will begin to become rhino skin. Decide to become bullet-proof, and not let words from others knock you out of the box of YOUR business. You wouldn't let someone talk you out of your faith, or your family, or your job. So don't let them talk you out of your vehicle that will take you to your dreams and goals. Get good at spotting dream killers and avoid them. Focus on WHY you started this business ... what you want success in PPL to accomplish for you. When your Why is super strong, so will your resolve to work, grow and succeed. See you at the top!

