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PPL MEMBER\$HIP RETENTION

Maintaining and Increasing Your Residual Income

by Paul J. Meyer

For all associates of Pre-Paid Legal Services, Inc.



RESIDUAL INCOME

Where Residual Income Begins

To make money in Pre-Paid Legal,
you need to sell memberships.

THAT IS HOW IT WORKS.

THAT IS HOW IT WAS DESIGNED.

THAT IS HOW YOU MAKE MONEY!

EVERYTHING BEGINS WITH THE SALE!

RESIDUAL INCOME DOES NOT END WITH THE SALE ... Long-term residual income is *guaranteed* when a new membership stays on the books.



IT IS TIME TO EXAMINE YOUR SALES PRESENTATION AND BE SURE YOU SPEND THREE MINUTES SELLING THE NEW MEMBERS ON USING THE SERVICE THEY JUST BOUGHT!