

Attitude is Everything!!

by Paul J. Meyer

Written especially for the L-K Marketing Group

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Do Your Recruits Know this is an UNCOMMON opportunity?

Do your recruits and prospective recruits know how uncommonly good this business opportunity really is?

The business opportunity of Pre-Paid Legal is nothing to take for granted!

***It really isn't, and every one of your
recruits should understand that!***

In fact, Platinum Larry Smith successfully uses the uncommonness of the opportunity as part of his recruiting approach.

Here are 6 questions that reveal just how unique this opportunity really is. ***Learn these***, and make sure your Associates understand AND can explain the following 6 points as well:

#1 – Is the company credible and does it have the resources to pay you?

As a public company with more than 31 years of experience, Pre-Paid Legal is credible ... and as the records state, there are millions of dollars in reserves to pay commissions.

#2 – Is there a genuine need for the product?

Wherever you turn, every form of media is overflowing with examples of people who would have benefited by a Pre-Paid Legal membership. ***Indeed, the need is genuine!***

#3 – Is the product affordable to the masses?

Selling a \$25,000 item might make you a sizable commission, but the market for such an item is very small. Selling a \$26/month service is something that nearly everyone can afford, which means the market is wide open!

#4 – Is there competition and can you beat them?

There are a few other competitors, but Pre-Paid Legal is without question one of the market leaders. And the fact that 99% of the people you talk to have never heard of a legal plan means that the competition hasn't gotten there first!

#5 – Can you make money working the business?

People with various backgrounds are making a lot of money in Pre-Paid Legal, which means if you put forth effort, you will make good money.

#6 – Is there room for growth?

Our current market penetration is very small and the position for growth is perfect.

The fact that Pre-Paid Legal ranks a perfect “10” in every one of these areas reveals the uncommonly good opportunity that you are placing in front of your recruits.

*Allow the UNCOMMONLY good opportunity
of Pre-Paid Legal to bring you
an uncommonly large number of recruits!*

More to come . . .



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