



THE PROSPECTOR

How to Prospect Your Way to Millions
by Paul J. Meyer

Issue #8

BUILDING CENTERS OF INFLUENCE

Reread the previous Prospector newsletters and the steps to success in this very simple prospecting system.

The next step is

DEVELOPING CENTERS OF INFLUENCE.

Visualize each center of influence like the hub on a wheel. My definition of *influence* is that it is a form of **leverage**:

- ✓ Building contractors use **leverage** to move large objects.
- ✓ If you can use someone else's influence, their friends, their contacts, to increase your business, it seems you would want to do that.



CENTERS OF INFLUENCE are those people who **like you**, and want to help you succeed. They are **friends!** They have a **lot of contacts**. There are obviously certain types of influences that various people have.

Let me list a few:

1. SOCIAL: I know a lot of people who are high verbal, active, and energetic! They simply know a lot of people. I am like this, and I am always getting referrals from these people.

2. CIVIC INFLUENCES: These are people who are active in the community. They know everybody.

3. LEADERSHIP IN GENERAL: You know a lot of people who simply "rise to the top." They **stand out!** These are leaders in scouts, churches, civic groups, businesses, etc. People respect them.

4. GEOGRAPHICAL INFLUENCES: A lot of people because of their position, know people in their community, or the state, the USA, or all over North America.

5. FINANCIAL COMMUNITY. These are bankers, stock brokers, insurance, etc. They will be somewhat careful about referring you; but **if you are professional and have done a good job for them with our Pre-Paid Legal services, they will be excited to introduce you to others or give you leads where you can have permission to use their name.**

6. SPIRITUAL -- CLERGY -- MINISTERS -- RABBIS -- PRIESTS. These people all know a lot of people, and **they are already pre-programmed to be helpful.** It's their nature. When I sold insurance many, many years ago, a Rabbi in our community was my best Center of Influence!

7. POLITICAL. These people are office holders involved in some sort of political activity -- either community or statewide . Obviously they know a lot of people!

8. BUSINESS OR INDUSTRY: These are leaders, owners, officers, managers, of all the companies and businesses in your community or outside your community. People normally respect these leaders.

A CENTER OF INFLUENCE is someone who consistently sends you people who are Class-A prospects. Why?

- The Center of Influence is ***sold on you and/or what you are doing.***
- He/she **knows you as a person of integrity and character.**
- They know you will only be involved in something **that's good, beneficial, and needed.** Pre-Paid Legal services fits the bill!



More to Come!

Handwritten signature of Paul J. Meyer.