



# THE PROSPECTOR

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

Issue #5

**NOW LET'S GET STARTED**  
With the Actual Prospecting Process!

There are two kinds of people in this world ...  
Those you **KNOW** and  
Those you **DON'T** know!

**So, where do you start?**

Again, obviously you start with the people you **KNOW!**

Attached to this newsletter is a simple form which we will title

**"AN INITIAL INVENTORY OF PEOPLE I KNOW."**

Most of you know thousands of people, and you probably have a way of contacting at least a hundred of them. **To stimulate your mind to complete this *Initial Inventory*, think of the following categories if you will . . .**

- ✓ **FRIENDS** - If you have something of value, you want to share it with your friends. If you learn about preventing a specific disease, you are quick to share this information with those you love. Pre-Paid Legal is a service that we own and are proud of. We want to tell our friends about it as well.
- ✓ **ACQUAINTANCES:** These are people you happen to know, but they don't necessarily know you. They also could be on your "Initial Inventory" list.

- ✓ **BUSINESS ASSOCIATES:** You should make a list of both your **current** and **former** business associates. They would be **excellent sources** to introduce Pre-Paid Legal. Some will buy a membership, others you can recruit!
- ✓ **HOBBIES:** People you share hobbies with, such as scrapbooking, square dancing, bird watching, repairing cars, cooking, etc. Obviously you know people as a result of sharing and working on hobbies together.
- ✓ **SPORTS:** This is an off-shoot of hobbies. Possibly you are a member of a fitness center or tennis club, or you play golf with a group of people, or you attend sports competitions. Or it might be some of your fishing buddies.
- ✓ **PEOPLE IN YOUR NEIGHBORHOOD:** An **excellent place** to start for Pre-Paid Legal membership sales!
- ✓ **SCHOOL ASSOCIATIONS:** We associate with a number of people because of our children and the various school activities in which they participate -- scouting programs, sports, plays, PTA, music productions, etc.
- ✓ **CIVIC CLUBS:** Jaycees, Kiwanis, Rotary, Lions Club, Optimists, Professional men and women's organizations. All are a source of prospects on your "Initial List for Pre-Paid Legal services."
- ✓ **PLACES WHERE YOU SPEND MONEY:** Just look at your checkbook register. A great source for initial prospects.
- ✓ **CHECK YOUR PHONE DIRECTORY:** Check any mailing lists you have. Do you have a directory from your child's school? Check your Christmas card list.

I have seen a lot of people fill out an Initial "Inventory of Prospects," similar to the attached, with as many as 20 pages. If you prefer, you can take a plain sheet of paper and write a different category at the top of each page. Do not be restricted by these few categories I have listed. Use them and add more for your "Initial List of Prospects."

*More to Come!*



P.S. You will enjoy seeing this PJM prospecting system unfold in this prospecting series over the next few weeks.

*The Prospector Series*, by Paul J. Meyer

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