INTRODUCING A NEW NEWSLETTER!

The PURPOSE of this new PROSPECTOR NEWSLETTER:

I have come to the conclusion, after approximately five years in network marketing – participating, investing, coaching, observing, training, and listening to what others say, believe, think and do – that there is a GREAT BIG MISSING LINK in the structure of the marketing plan. There is an almost TOTAL ABSENCE of information or understanding about PROSPECTING!

Years ago, while in the life insurance business, I coined the following phrase:

I would rather be a MASTER PROSPECTOR than the wizard of speech and have no one to tell my story to!

I set a goal back then . . .

✗ Never to depend on leads from advertising . . .
✗ Never to depend on leads from the company . . .
✗ Never to make “cold calls” . . . and
✗ Never to be “appointment broke” each morning!

In Pre-Paid Legal Marketing, it’s important to be careful who you listen to and from whom you get your guidance, coaching, mentoring, and instructions . . . Whether it’s from the platform at a Pre-Paid Legal meeting, or on a conference or telephone call, you must ask yourself . . .

✗ Who are these people telling me how to do this business?
✗ What are their credentials?
✗ What is their success and track record in direct selling or network marketing?
So, this first issue is just to excite you about the fact that you will love this series!
☞ I guarantee it will help you get more prospects and more appointments, make more sales, and put more money in your pockets!
☞ It will also reduce turnover with your sales associates, give you encouragement, inner peace, and inspiration to work, motivation to move forward, and determination to never quit!

MY CREDENTIALS FOR SHARING PROVEN INFORMATION ABOUT PROSPECTING . . .

1. Age 19 - Lead the largest weekly premium insurance company in the nation!
2. Age 21 - Lead the largest exclusive ordinary life insurance agency in the nation!
3. Age 23 - Qualified as the youngest life member of the Million Dollar Round Table.
4. Age 24 - Owned more life insurance on my own life than any other top producer in America . . . with any company.
5. Age 25 - Built the largest life insurance agency in the country . . . recruited 820 salespeople in 12 months!
6. Age 25 - I was the highest paid insurance salesman in the country – i.e., in 1953, I made $750,000 . . . today that would be ten times this amount or more!
7. Produced the first 12-inch L.P. record on “Prospecting” 50 years ago.
8. Conducted hundreds of seminars for life insurance agencies on “How to Prospect Your Way to Millions!”

SUFFICE TO SAY, my ideas in this Prospecting series are NOT EXPERIMENTS, NOR are they TRIAL IDEAS!

These ideas work! They have been time-tested and proven to be the best method to ALWAYS HAVE LEADS!

THIS INFORMATION IS FOR ONE PURPOSE AND ONE PURPOSE ONLY: YOU CAN TRUST ME AND YOU CAN TRUST THIS INFORMATION. I GUARANTEE THAT IT WILL WORK FOR YOU IF YOU WILL WORK THIS SYSTEM AS YOU SEE IT UNFOLD IN THIS SERIES OF PROSPECTING NEWSLETTERS!