



THE PROSPECTOR

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

Issue #7

IT'S TIME TO START SELLING!



LET'S REVIEW QUICKLY:

- STEP #1** You now **understand what prospecting is.**
- STEP #2** You have **made up your mind to develop the prospecting habit.**
- STEP #3** You will **never make a sale of a Pre-Paid Legal membership without getting some referrals and leads** (this is more important than the sale!).
- STEP #4** You have **filled out an initial inventory of prospects.**
- STEP #5** You have **categorized your prospects into Class A, B, C, or D . . .**

Now, this Prospector newsletter is about **STEP #6**, and that is to:

**CALL FOR APPOINTMENTS,
MAKE THE PRESENTATION,
AND SIGN THEM UP!**

IT'S TIME!

WHAT DO YOU DO AFTER YOU SIGN THEM UP?

You get at least **8 - 10** referrals or leads of their closest friends.

- ✓ You do this because **you just can't help yourself!**
- ✓ You are now **pre-conditioned to know this is more important than the sale!**
- ✓ You feel it way down inside your red and white corpuscles, in your bone marrow . . . **no one could stop your asking for leads . . . even if they taped your mouth shut!**
- ✓ You have developed a **prospecting awareness**, a **prospecting consciousness** . . . and now the **prospecting habit!**

A wise philosopher once said,

"Dig the well before you thirst!"

Early on in my life I heard this saying:

Prior Planning Prevents Poor Performance.

By having a system for a continuing source of Class-A prospects, you will automatically be planning ahead for a good performance!

More to Come!



The Prospector Series, by Paul J. Meyer

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