



THE PROSPECTOR

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

Issue #6

IT'S TIME TO CATEGORIZE!



In Prospector #5 you filled out an “*Initial Inventory of Prospects.*”

The next step is to **transfer these names** to your **Pre-Paid Legal Personal Success Planner** or a database file on your computer, or your Palm Pilot. Or you can list them the “old fashioned way” on 3” x 5” cards. After entering the names in one of these systems, it’s important to grade them and qualify them as a **Class-A**, **Class-B**, **Class-C**, or **Class-D** prospect.

CLASS-A PROSPECT: A referral from a new member. This is a referral from someone you just sold. It’s someone your new client has respect for. *The closing average is approximately 1 out of 3 . . . or better!*

CLASS-B PROSPECT: Someone you know -- your “warm market.” This is a close friend, relative, or daily acquaintance who is listed in your “Initial Inventory of Prospects,” or on your “Who Do You Know” list. *The closing average is approximately 1 out of 4 to 6 . . . or better!*

CLASS-C PROSPECT: A referral from a friend. This prospect is not a referral from a Pre-Paid Legal member. It is simply a referral from somebody you know. *The closing average is approximately 1 out of 8 to 10 . . . or better.*

CLASS-D PROSPECT: A name from a Lead Generation System or your “cold market.” This is a prospect you do not know, has not been referred by someone you know, and does not have any knowledge of who you are -- normally a lead from an ad campaign. This is the poorest quality lead. *The closing average is approximately 1 out of 12 to 15 . . . or better.*

What do you do with this information?

Make this information part of your daily prospecting habit so that it becomes intuitive and automatic.

What are the results - the benefits - of following this prospecting system?

IT'S SIMPLE . . .

- You will make fewer “*cold calls*.”
- You will not have to run ads.
- You will not have to spend money for prospects from a lead generation system.
- MOST IMPORTANT OF ALL:** You will save time!

(I am not criticizing any of the above or suggesting they are not valuable. But they should be used **only to augment a far superior system**, i.e., Class-A Prospects!)

In Summation . . .

Your closing average for Class “A” prospects will be 200% to 500% higher than any other prospects . . . So, make it a top priority to build a list of Class “A” prospects to talk to.

Your next focus and priority should be on Class “B” prospects!

Then Class “C” . . . and so on.



This will save you a lot of time and reduce rejection.

You'll have more wins and you'll make more money in less time!

So DO IT!

Handwritten signature of Paul J. Meyer

The Prospector Series, by Paul J. Meyer

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