

My Attorney Story

REMEMBER – STORIES SELL, FACTS TELL

If you have stories to weave in and around this story use them, if not here's some of mine. Here is one of the ways to sell our plan if you can't get to another tool! PRACTICE, PRACTICE, PRACTICE. If you have the skeleton of this memorized you can present this anywhere and at any time.

Don't over sell there is plenty of value in what we offer.

Be confident and composed and prepared.

Have some fun with your prospects! If you can get them to participate you will be successful.

Steps to Success

- 1. Have a placemat brochure for each of your prospects and one for you.*
- 2. Make sure you have a highlighted application and a pen ready. Be Prepared!*
- 3. Open the placemat brochure and just point and talk and tell the story. This helps them to follow along with you.*
- 4. If you are filling out the application for them ask the easy questions first, name, address, dependent children, save the Social Security number and payment information for last. If they are filling it out themselves, don't talk except to answer any questions they ask about filling out the application. Remember- the first one to talk loses. If they are filling it out without asking questions stay quiet and don't make eye contact. If you distract them before they finish filling it out you break the magic spell!*

Pre-Paid Legal Services is to Attorney Fees what major medical is to health and doctor bills, but probably the best way to explain what we do is to play a little game together. Let's pretend that you are my top rated attorney, Oh, I promise to change you back afterwards so don't worry.

Now, attorneys charge anywhere from \$200 to over \$400 an hour, but for simple sake let's pretend that you charge \$200 an hour for your services. I don't want to pay your hourly fee, however, I do want to pay you a monthly flat rate to keep you on retainer to protect me and my family. I want you to keep in mind what you would need to charge me monthly. I am going to give you a list of things I want you to do for us and you tell me how much you would need to charge me to take care of them. And speaking of my family, I want you to help me, my husband and my 3 teen drivers as well. Now, what kind of attorney do you want to be?

The first thing I will need from you is the ability to pick up the phone and dial a toll free number and ask you any questions we have for business or personal. Now, if it falls outside of your specialty you will need to hire an attorney that specializes in that area and you pay him to answer my questions. I know if I don't know what my rights are, I don't have any.

I also need you to write letters or make phone calls in my behalf, you know one of my neighbors owes me some money and he isn't even returning my calls now. I know that a letter from you on your letterhead will make a difference so I want you to write that letter for me.

Also, I will need you to review any legal documents or contracts I need to sign, up to 10 pages. They are written up by someone else's attorney and I don't understand all of the fine print. Donald Trump never signs anything without his attorneys reviewing them so if you are going to be my attorney I want you to do this too.

You know, I also need a will done for me and annual updates. I know that 70% of all Americans do not currently have a will and that when I die if I don't have one, the state of Florida has one for me. They don't even know where to put a traffic signal I certainly don't want them deciding what to do with my assets and minor children.

And....I have 3 teenage drivers and also I drive like a teenager. You know, if I were to get a moving traffic violation I don't want to take time off to take care of it. I want to be able to pick up the phone and have you to hire a top traffic court attorney. I want to fax the ticket over to you and you have that attorney represent me even in court. I know you are not a ticket fixer, but try to keep the points off my license and try to get my fine reduced OK? And by the way, I want you to have a network of top traffic attorneys all the way across the US to do this as I travel a lot and don't want to interrupt my vacation for a traffic ticket.

And, God forbid, that I am in an accident and someone is killed as long as I am not on drugs or alcohol.... I want you to hire a top rated criminal attorney to represent me as I know that if I am charged criminally with vehicular homicide or involuntary manslaughter that my car insurance will not handle it. They only handle civil stuff, so you have to find someone real good to help me, OK?

Now what would you charge me monthly for this?

OK, well I'm not done yet....

I also need you to represent me if I am sued civilly or charged with a job related criminal charge. I am a bank teller and if there is ever money missing from the bank drawer I want you to have your top rated attorney protect me. Four year ago I had a guy on a bicycle hit my car and he sued me for close to \$1M and I had to pay an attorney to represent me in court for two days even though I was innocent! I need like a legal bank account, how about 75 hours the first year I retain you? I know if someone hires a personal injury attorney to sue me and they know I have a pre-paid attorney they will probably not bother me.

And...if I ever receive that wonderful letter from the IRS telling me I am going to be audited on my personal income taxes, I will need you to hire a top rated Tax attorney to be with me through the audit. I want that to also cover the taxes I filed this year, you know. I don't want to take my CPA with me, he's probably the one that got me into this trouble and he doesn't even have a confidentiality agreement, I want an attorney to go with me, give me 50 hours OK

And, um, one more thing....You need to wear a cell phone 24 hours a day, 7 days a week just in case I am in an emergency and am stopped, detained, questioned, arrested, or harassed anywhere in the US, I want to be able to call a toll free number and reach you even if it is 3 am in South Dakota, and get you on the phone to protect my rights, OK?

And anything else I run into, I want a discount of at least 25% off your hourly fees. If I get drunk, steal a motorcycle and drive buck naked through city hall and rob a bank, I want you to represent me at your discounted rate. I know you're not going to cover me for free, but I still want a discount OK?

Now, what would you have to charge me to protect me, my spouse or significant other (anyone out there living in sin, it's OK), any never married dependent children up to age 21 living at home, up to 23 full time college students, if I am legal guardian cover them up to age 18 and any mentally or physically challenged child living at home no matter what age they are?

Wow, you know I can't even pay your monthly fee so how about I come to your office and buy you a cup of coffee every day to pay you? Would you do that for me?

Well, sounds crazy right, well that's what Pre-Paid Legal is going to do for you. For less than a dollar a day, you will have a network of top rated attorneys across the US to protect you and your family all across the US. Now you are probably wondering what kind of attorney would you get for \$26 a month? Not my cousin Vinny in the back room with a rotary phone, even though he won, OK. You are going to get the best of the best, top of the top. You see we have chosen a network of provider attorneys that are top rated and then put them through customer satisfaction screening and then linked them to our home office with a dynamic monitoring system and then survey our members and investigate any problems or issues that arise. Then we pay them a portion of each membership fee that we receive. What kind of attorney would you get for ¼ million dollars a month? How about \$1M a month? That's right, the best of the best. And another unique part of our service is there is no long term contract to sign, it is month to month. Should you decide to cancel there is no penalty, however, should you keep it, we increase your coverage every year you keep it and we've never raised our rates to existing members. The 75 hours of trial defense that we offer goes up 65 more hours every year you keep it years capping out at 335 hours of a top rated attorneys time! That's over \$60,000 at \$200 an hour in a legal bank account just in case. You have car insurance, health insurance, home insurance right? Do they add coverage and not raise their rates? Of course not, but we do.

I ask you now, is protecting your family worth a dollar a day? What do you need to do to protect your family? Well we need to fill out an application, see no fine print... and as soon as it's approved you can begin calling your attorneys immediately. Now, there is a 15 day wait on the motor vehicle coverage so you need to drive carefully for the next 15 days OK? Now, give me the address where you would like your permanent cards sent to. Do you have an email address too?.....