



BACK TO BASICS .. A REVIEW OF "THE SYSTEM"

The basic principle behind "*Systematic Marketing*" is simplicity. As with MacDonalDs, when the light flashes; lift out the fries; when the buzzer sounds; turn over the patties, etc. With this sort of system, they cannot be held hostage by a reluctant teenager. They can train a replacement in thirty minutes!!

That is the essence of being "System Dependent" versus "People Dependent." With a system, you will be empowered to GROW while benefiting from the efforts of everyone who chooses to join you, IMMEDIATELY!!

The first element of our SUCCESS SYSTEM is the recorded message menu. With this system, you can effectively share our business opportunity and membership benefits with people in the United States and in Canada, on the telephone, and remain specific to what it is that is actually available in each marketplace. In the weeks to come, your support team teach you how to utilize this portion of our system, in concert with *other components*, in order to maximize the impact of your marketing & recruiting efforts. You will achieve MASTERY if you stick with it, remain coachable & commit to "Be here a year from now!!" Continued involvement in this training will develop skills of *aprofessional*.

Your first assignment is to work with your success coach to learn which recorded messages you'll have access to. You will be well served to call and listen to each and every recorded message, so you can familiarize yourself with the content of every message. You may

begin using these powerful resources right away. You will become much more comfortable and effective as you gain experience. Get started NOW.

Your ultimate objective, as we share subtle nuances with you, is to expand your capabilities and to help you to become one of our Expert "Certified Field Trainers".

INTEGRATING "SIMPLE SYSTEMS" TO SUPERCHARGE YOUR PPL BUSINESS.

Recognizing that DUPLICATION is the essence of successfully building a large and productive downline organization, we must also appreciate that, within the systems that we use and teach, SIMPLICITY is critically important.

Let's consider some of the main questions that we must always ask ourselves before we set out to create massive, geometric growth through DUPLICATION:

1. Is what *I* am about to do to this person, something that *THEY* could do to someone else, *IMMEDIATELY*, without me being there?
2. Is this something *I* could do and *THEY* could do, across the street or across the continent?
3. Is this something that they are likely to be capable of doing?
4. Is this something that would be "affordable" for me and them to do?
5. Is this something that can be done in a minimum amount of time?
6. Is this something that will consistently share accurate, compelling information?
7. Is this something that would be within the comfort zone of most people?
8. Is this something that is likely to produce positive results, even for a non-salesperson?
9. Is this something that is readily accessible, from almost anywhere at anytime?
10. Is this something that would be easy for the person whom I teach to teach others?

11. Is this something that could be done in the "spare" of spare time?
12. Is this something that would be easy for those whom I teach to teach to others?

With a telephone you may answer "YES!" to every question above. By remaining very conscious of the fact that "80% of your new associate's training is completed by the time they sign up," you will recognize that it is critical to stick closely to the "SYSTEM," if you are hoping to teach, promote and duplicate your actions. After all, how much sense would it make to your new trainee if you were suggesting that *THEY* use a method that *YOU* did not use when *YOU* enrolled them? For massive, explosive, exponential growth, you'll have to drive the "Systematic Activity" down several levels into your organization, and, soon, you'll be having the growth of your business "Take on a life of it's own."

Beware of the "un-coachable," the "stubborn" and the "mavericks" who believe that they can "Invent" a better way than has already evolved after thirty-five years. They are "independent" contractors and certainly entitled to do whatever they wish, however, these individuals seldom, if ever, enjoy any long term measurable success in building a large downline organization. Avoid their influence and, most importantly, be certain that *YOU* aren't one of them! Embrace a "System," follow that "System" and promote that "System." It is inevitable that some will try to convince you to change your method of operation. It's not so important that *THEY* buy *YOUR* story; what's most important is that *YOU* don't buy *THEIR* story!! Stick to your guns, follow the "System" and you'll enjoy MASSIVE SUCCESS!!

When using the "System," recognize that most people will require five to seven exposures before they understand the full benefit of either purchasing our membership or enrolling as an Associate. This is why there are several different tools and approaches available on the "System." Use these exposures, hone your skills through practice, and teach your organization to do the same. You will soon get exceptional results. We will continue to expand on the many ways

that these tools and messages may be utilized in future lessons.

The second, and a very powerful component, in your "System" is your personal prepaidlegal.com website. To begin with, your assignment is to "Familiarize" yourself with everything on that site.

The resources there are a "A Mile Wide and A Mile Deep!" If you get good at navigating your own

"PPL Corporate Website," and using the tools and phone system, you will have everything that you need to effectively, affordably & simply achieve extraordinary success in your PPL business.

Why complicate things?

Future trainings will gradually empower you & your team to work wonders by integrating the above mentioned components of the "System." Be consistent and persistent. Rome wasn't built in a day!

Why not make this your greatest year ever?