

# First Step Training

“A journey of a thousand miles begins with the FIRST STEP.” - Lao-Tzu

Hi, I'm Ken Moore, Millionaire Club Member and Executive Vice President of Pre-Paid Legal Services., Inc. On behalf of my son, Randy, grandson, Jeremy, and our **MOORE SUCCES\$ TEAM** Executive Leadership Team, I welcome you to our family!

With the economy getting softer and softer, millions of North Americans are desperately looking for ways to earn additional income. That's what makes our business so incredible. Not only do we have a service that everyone needs, but we also offer an income opportunity that is second to none. Look at our track record. Just last year, statistically every 12 days a new person began earning over \$100,000 a year. Every 12 days! Every 26 days, we created a NEW Millionaire! So, whether you want to earn just a few hundred, or a few thousand dollars a month, part or full time, or if you want to create time and financial freedom, you have a good shot here with Pre-Paid Legal!

The reason so many are succeeding in Pre-Paid Legal is because we have proven systems in place, that work. As a matter of fact, the founder & CEO of our company, Mr. Harland Stonecipher, has helped more than 100 people become millionaires, and has helped countless individuals and families create a respectable secondary income. This document is an introduction to that system.

As an Independent Associate of Pre-Paid Legal, you are your own boss! You can set your own hours and work at your own pace. The path has been laid, you just have to follow it until you accomplish your goals. Starting today, you can **Get Paid Daily** just for helping people make money, or by protecting people from identity theft, with our Identity Theft Shield, and by giving them access to the legal system with our Life Events Legal plan.

We've been around for 37 years, and have not only survived, but thrived during all the more recent recessions of the last 3 decades. If you want to build a long term home with us, you can feel good knowing we are a rock-solid company with an incredible history behind us, and our best days are yet to come! Once again, welcome aboard. Let's do something great!

## Why are You Here?

There are many reasons to become a Pre-Paid Legal Independent Associate. Some want more money. Others want more time. Some want a new career. Others hope to create wealth, support a ministry, spend more time with their children, travel the world, pay off debt, buy a new home, a car or a myriad of other things. So what is it that you want? Why are you here? Take a few minutes and describe, in writing, why you started a Pre-Paid Legal business. Don't skip this step. Establishing your "why" is one of the most important steps you'll take to succeed in this business.

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# Get Paid & Promoted

Executive Director	\$252
Director	\$207
Manager	\$172
Senior Associate	\$138
Associate	\$69
Junior Associate	\$34

In his best selling book, *The Seven Habits of Highly Effective People*, author Stephen R. Covey teaches to, "begin with the end in mind." That's why it's so important for you to know "why" you're here, so you can *begin* with the *end* in mind. With the end, or your why, established, now it's time to get to work!

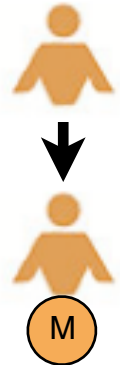
Our goal is to help you get paid and promoted in your first day or two. 4-5 days at the latest. You want to promote from the Junior Associate Level to the Senior Associate Level. There are two different ways to do this.



This symbol represents a Junior Associate that you recruited, who also purchased a membership from you.

**OPTION 1:** Recruit one person and enroll them as a member (see right)

**OPTION 2:** Market 50 memberships

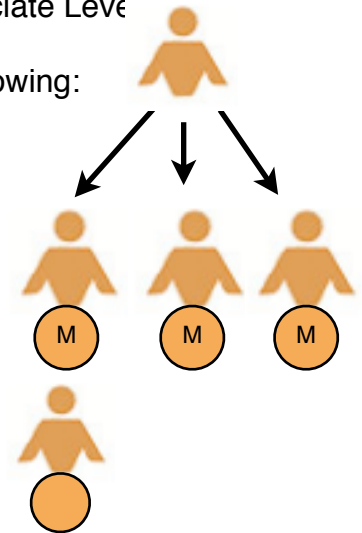


The advanced commissions above are for the \$35.95 membership. This membership is not available in all

We recommend Option 1, not only because it's easier, but because you earn more money. If as a new Junior Associate, you market a membership, you will get paid Junior Associate commission. But if you recruit a Junior Associate and enroll them as a member, you will actually get paid 4X AS MUCH MONEY! You automatically get promoted to the Senior Associate Level, and get paid at the Senior Associate Level.

Your next step will be to reach the Manager level by doing one of the following:

**OPTION 1:** Recruit two more Junior Associates and enroll them both as members. (see right) Help one of your 1st 3 recruit 1 new associate with a membership and you advance to **MANAGER!**



**OPTION 2:** You and your team market 100 memberships

Again, we recommend Option 1. It's quicker, it's easier and it's in your immediate control. As a Manager, your commissions will be quadrupled! Many Team members who have followed our system, have advanced to the Manager position in their very first week! All you need is four total people!

# Who Do You Know?

In traditional business, you need quite a bit of working capital (money) to keep your business running until you get it established. In this business, your list of contacts is your working capital. The more people you put on your list, the better off you will be. It's been said that the average adult has known thousands of people in their lifetime. This would include, our family, our friends, the people we grew up with, our neighbors, people we work with, go to church with, or people we've simply come in contact with on a daily basis.

This list of people can be the key to unlocking your successful future. You'll want to make a list of as many people as possible. Don't get hung up on a specific number, but think as if you were getting paid by the name. Let's use \$100 a name. Now, how many people can you think of? As time goes by, you will constantly be adding to this list through referrals, new contacts, remembering old acquaintances, etc.

The following should help jog your memory. Think carefully about each specific description listed below and consider who you know within each category. It is very important not to PREJUDGE anyone while compiling this list. Don't worry about whether or not you think they would do it. If you think of them, just put their name down.

Some people mistakenly skip this exercise, thinking that their Christmas card list or the names in their cell phone will suffice. Don't make that mistake. We're asking you to take the names out of the black book, out of the cell phone and out of the computer and put them on paper, so you can see it and track your activity.

This exercise is meant to put everyone you know on paper and create a game plan to help them learn about Pre-Paid Legal. Use the following page to begin writing names. Use the back side if you need more space.

- |  |   |
|--|---|
| <input type="checkbox"/> Father & Mother         | <input type="checkbox"/> Chamber of Commerce                  |
| <input type="checkbox"/> In-laws                 | <input type="checkbox"/> Political clubs                      |
| <input type="checkbox"/> Grandparents            | <input type="checkbox"/> Lodge, Elks, Moose, etc.             |
| <input type="checkbox"/> Aunts and Uncles        | <input type="checkbox"/> Missionary societies                 |
| <input type="checkbox"/> Nieces and Nephews      | <input type="checkbox"/> Fraternities and Sororities          |
| <input type="checkbox"/> Cousins                 | <input type="checkbox"/> Merchants or farm organizations      |
| <input type="checkbox"/> Friends and neighbors   | <input type="checkbox"/> School groups, PTA, boosters, alumni |
| <input type="checkbox"/> Co-workers              | <input type="checkbox"/> Athletic groups, kids sports         |
| <input type="checkbox"/> Church members          | <input type="checkbox"/> Schoolmates                          |
| <input type="checkbox"/> Business owners         | <input type="checkbox"/> Former co-workers                    |
| <input type="checkbox"/> Managers and Executives | <input type="checkbox"/> Military                             |
| <input type="checkbox"/> Professionals           | <input type="checkbox"/> People in your hometown              |
| <input type="checkbox"/> Sales people            | <input type="checkbox"/> Christmas card list                  |
| <input type="checkbox"/> Insurance Professionals | <input type="checkbox"/> People you do business with; doctors |
| <input type="checkbox"/> Civic groups, Rotary    | <input type="checkbox"/> lawyers, grocer, dry cleaner, etc.   |

Name	Phone Number
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This is your “working capital.”

Don't prejudge.

The more names you add, the better off you'll be.

If each name paid you \$100, how many names could you jot down?

Who would you want to be on the Board of Directors of your company?

Who do you want to travel with?

Who are the centers of influence that you know?

Who do you know who are dissatisfied with their career?

Who do you know that wants more out of life?

# launching Your Business

## **Your job is simple! You don't "sell" or "recruit." You just share information!**

We have the most incredible marketing tools in the industry! Our marketing tools do the presentation for you. And, they do a perfect presentation every time. All you have to do is take the information to the people, or take the people to the information. That's it!

One of the best ways to do this, and to get paid and promoted fast, is to have a Private Business Reception (PBR) as soon as possible. A PBR is simply your Grand Opening for your new home-based business. Once you have made your list, the next step is to plan a date and time to have your PBR, and then make some calls to invite people to come. After calling and saying hello, the heart of a call may sound something like this.

"Hey, I'm glad I caught you, I just have a minute. But I wanted to let you know I (we) just started a new business and we're having a our Grand Opening this coming \_\_\_\_\_. Will you come over and support us?"

If they ask any questions, just revert back to inviting them by saying something like, "I've got a lot more calls to make, so I'll give you all the details at our Grand Opening. Will you be able to make it?"

It's been our experience that about 25% of the people you invite will actually show up, so if you want to get promoted sooner than later, invite lots of people!

Since it's our goal to help you get paid and promoted within your first 1-5 days, we hope that you will "help us help you," by planning your PBR within 1-5 days. Remember, all you need is one Junior Associate who gets the membership from you, for you to get paid and promoted and quadruple your commission! Most PBRs result in 1-3 people joining your team and getting the membership. So, if you want to recoup your investment and get paid and promoted, be sure to plan your PBR today.

## **I will have my PBR (Grand Opening) on:**

**Day** \_\_\_\_\_ **Date** \_\_\_/\_\_\_/\_\_\_ **Time** \_\_\_\_\_

Though it's not critical, you may want to have your sponsor or your support team help you with your first PBR. Give them a call and see if they can join you, either in person, or over the phone.

# Get Plugged In

Our system is simple, and only requires 10 hours per week or less, one Saturday per month, and three weekends per year. We want to introduce you to all of the systems that have been created to support your growth and development. In your first week or two in the business, we just ask, for your own benefit, that you commit to attend at least one briefing, at least one training, and participate on at least one of your MOORE SUCCE\$\$ Teams weekly training conference calls.

## Upcoming Events:

You can find out when and where these events are by calling Pre-Paid Legal Marketing Services at 580-436-RICH, or by logging into the Associates Only section of prepaidlegal.com, or by sitting down with your sponsor.

**I will attend my next weekly business briefing** (you and your team can bring guests to see a professional overview about the opportunity of Pre-Paid Legal) on:

**Day** \_\_\_\_\_ **Date** \_\_\_/\_\_\_/\_\_\_ **Time** \_\_\_\_\_

**Location** \_\_\_\_\_

**I will attend my next weekly\* training** (\*frequency varies by state - you and your team get, trained on how to master the business, and get recognized for your accomplishments) on:

**Day** \_\_\_\_\_ **Date** \_\_\_/\_\_\_/\_\_\_ **Time** \_\_\_\_\_

**Location** \_\_\_\_\_

**I will attend my next weekly MOORE SUCCE\$\$ TEAM conference call** (you and your team get trained and instructed by your support team)

**Monday Nights Time: 9 PM CST**

**Phone Number 507-726-3200 Pin Number 77041#**

**I will attend my next Super Saturday** (you and your team get trained and instructed by the top income earners in the company)

**Day** \_\_\_\_\_ **Date** \_\_\_/\_\_\_/\_\_\_ **Time** \_\_\_\_\_

**Phone Number** \_\_\_\_\_ **Pin Number** \_\_\_\_\_

## Save these dates:

We do two conventions per year to foster quick growth in your business. Please put these dates in your calendar and prepare to see a bigger Pre-Paid Legal than you ever could have imagined! Some of these events have up to 20,000 people in attendance!

**March 19-22, 2009 - Cox Convention Center, OKC, OK**

**September 10-13, 2009 - MGM Grand, Las Vegas, NV**

# Your Support Team

Your team leaders have carefully structured their businesses so you will always have a highly trained support team to help you. With your sponsor, or by calling Pre-Paid Legal Marketing Services at 580-436-RICH, fill out the following information so you will always have someone to call when you need training, advice or encouragement along the way.

## My Sponsor

Name: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Cell: \_\_\_\_\_  
Email: \_\_\_\_\_

## My Upline Manager

Name: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Cell: \_\_\_\_\_  
Email: \_\_\_\_\_

**Marketing Services (580) 436-7424 is your Home Office support.**

## My Upline Director

Name: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Cell: \_\_\_\_\_  
Email: \_\_\_\_\_

## My Upline Executive Director

Name: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Cell: \_\_\_\_\_  
Email: \_\_\_\_\_

Each of the people above have an interest in your success. However, we recommend that you get acquainted with your Executive Director. This person is either earning a six-figure income with Pre-Paid Legal, or are on track to do so in the future. They are proven veterans of this business, and in addition to your sponsor and others, they will be a very valuable resource to you.

**IMPORTANT:** We highly recommend that you call your Executive Director as soon as possible, and introduce yourself to them. Most Executive Directors have recognized assertiveness as being a sign of promise. Your Executive Director is always looking for the next super star to join their team. But with so many people joining them every month, it's hard to even get to know them all, much less discover who has star quality. If you think you have star quality, or if you want to be a star, be assertive. Reach out to your Executive Director. Let them know you're on the team, and you're ready to run!

Note: If you don't know who your Executive Director is, call Pre-Paid Legal Marketing Services at the number above or go to our team website [www.mooresuccesssteam.com](http://www.mooresuccesssteam.com) click on the ABOUT US link and then GET UPLINE SUPPORT.

**YOUR MOORE SUCCES\$ TEAM PLATINUM EXECUTIVE DIRECTOR UPLINE CONTACT INFO:**

<b>Ken Moore</b>	580-436-7498	<a href="mailto:kenmoore@prepaidlegal.com">kenmoore@prepaidlegal.com</a>
<b>Randy Moore</b>	580-920-4548	<a href="mailto:randymoore@prepaidlegal.com">randymoore@prepaidlegal.com</a>
<b>Jeremy Moore</b>	580-272-6826	<a href="mailto:jermeymoore@prepaidlegal.com">jermeymoore@prepaidlegal.com</a>

# Immediate Action Steps

We recommend that all of the following action steps be completed right now if possible.

- Print out your First Step Training Document at [mooresuccesteam.com](http://mooresuccesteam.com)
- Listen to your First Step Training at [newassociatetraining.info](http://newassociatetraining.info)
- Spend a few minutes thinking about your “why,” and write it down.
- Learn what you need to do to advance from Junior Associate to Senior Associate and get your first paycheck.
- Start making your list of contacts, beginning with your top 10 best prospects.
- Plan your PBR within 0-5 days from your start date.
- Learn when and where your next business briefing, training, conference call and Super Saturday will be held, and commit to attend.
- Learn about your support team, and get contact information for each of them.
- Order, or acquire, some marketing tools, so you can begin sharing Pre-Paid Legal with at least two people every day. (Call Video Plus to order 1-800-388-3884)
- Schedule your Game Plan Interview with your sponsor, or support team. Fill in the blanks on this document, and put together a game plan for your success.
- Begin inviting the people on your list to your PBR. Set up an appointment to show the video to anyone who can't attend.
- Call your Executive Director, and introduce yourself to them.
- Order your Pre-Paid Legal Business Cards today! [www.JFAONLINE.com](http://www.JFAONLINE.com)

Napoleon Hill was credited for revealing this truth. “What the mind of man can conceive and believe, it can achieve.” If you desire a better life, and can see it in your minds eye, and believe you can achieve it, YOU CAN ACHIEVE IT! In the words of Henry Ford, “Whether you think you can, or think you can't, either way, you are right!” Think “success” and go after it! We are here for you. Once again welcome to our T.E.A.M. (Together Everyone Achieves MOORE SUCCES\$) and congratulations on completing your First Step Training.