

# How to Market a Membership

John Hoffman

It's Simple! It Works! Anyone Can Do It!

I'm working a project with a 31-year-old NYSE company that's experiencing phenomenal growth. Forbes Magazine has rated us in the Top 200 Small Companies in the U.S. for 5 years in a row, as high as #5. And our product is something everybody needs.

Our Company puts families under the protection of thousands of attorneys across the country. Our purpose is simple – to ensure that you have legal protection and legal consultation in every area of your life – personally, professionally and financially. And (name) we do that for a small monthly fee.

**Let me give you an example of what we do:**

*[Note: if to a group: "Just answer these questions quietly to yourselves."]*

- **Are you married? Do you have children?**
- **Do you have a job or do you own your own business?**
- **Over a year's time, would you agree, (name), that we find ourselves making major decisions that affect our lives?**
- **Do you think that some of these decisions would be made easier if we could simply get legal advice before we finalize those decisions?**

**If you could call a top-rated attorney any time during normal business hours, and ask them any question you wanted personal, professional or financial...without having to make a financial decision first, would it be beneficial to you and your family?** We provide this protection for you through unlimited telephone consultation with your Law Firm. **Sounds pretty good, doesn't it??**

Here's another question: **Have you ever had someone treat you unfairly? And (name) what did you do about it?** *Repeat back language. (upset, stressed...)* Yep. **And if it's happened before, it might happen again right? (Name) why didn't you call your attorney to get him or her to assist you with the issue?** I understand how you feel. At an average of \$200 to \$300 per hour sometimes its just not worth calling an attorney. **But, if you could've picked up the phone, talked to your attorney, and had them make a phone call on your behalf or write a letter on their letterhead representing you, without you having to make a financial decision first, would it be beneficial to you?**

So, don't get stressed. Don't get upset. *(Repeat back their words)* If you're treated unfairly, call your attorney, and have **them** help you out. Your attorney can write a letter or make a phone call for you and your family on an unlimited number of issues all year long. **Have you ever received a letter from an attorney?** *[If in a group, "How many of you have...]* **How fast did you respond?** *(Right away.)* Most issues are resolved with a letter or phone call alone. *[Add your own story here]*

I have another question for you, (name). **Have you ever signed a contract or document?** Great! Every time we buy or sell a house, buy or sell a car, get a credit card, get a cellular phone, or join a gym, we sign contracts, **don't we? Do you know any wealthy people? Whenever someone asks a wealthy person to sign a contract, what do they say?** *(Let my attorney review it first.)* **Why?** First, it makes good business sense, and second, attorneys write the contracts, **so why not have attorneys review contracts? How would you like to have the same privilege as the wealthy?** Next time someone says "sign here, (name)", make sure you fax a copy of the contract or document to your attorney to review first. Your attorney will not only tell you what your legal rights are, but also recommend any changes to protect your legal rights. They do that on an unlimited number of contracts or documents.

One more thing: **(Name) when was the last time you updated your Will?** You're not the only one – at least 7 out of 10 people don't have an updated Will. **Is it important to you to protect the people you love most in**

**life, (name)? Do you believe this state cares as much about your loved ones as you do?** Well, if you **don't** have a Will in place, your state has one for you. **Do you want the State to have more "say so" than you in what happens to your assets that you've worked so hard for, and especially what happens to your children?** (Name), your Will is your voice. We provide that Will for you and your family. This represents a value of at least \$400 to \$500. **Remember John Denver?** He died with a \$20 million estate, no Will and two ex-wives who want the estate. It's still being litigated. **Who gets the money?** The attorneys! **Wouldn't it have been easier if he had a Will?**

Based on what we just talked about, (name) – unlimited telephone consultation – document and contract review – letters and phone calls made on your behalf and Wills prepared for your family, **do you feel \$26 is too much to spend on a monthly basis to put your family under the protection of not only the top law firms here in (state) but nearly 3,000 law firms across the country?** (Name), that's less than a cup of coffee a day – from McDonald's, not Starbucks!

All right! You're the proud new owner of a Pre-Paid Legal Plan!

*EMOTIONALLY DISTURB PEOPLE IF THEY DON'T RESPOND POSITIVELY TO THE MEMBERSHIP!!  
EVERYBODY NEEDS THE MEMBERSHIP!*

*CLOSE THE DEAL AFTER THESE QUESTIONS ON TITLE 1, if possible. Then tell them:*

That is just **one area** of our coverage. You'll have 5 more areas with your membership!

You'll also have Motor Vehicle representation. In the event that you have any traffic tickets or need criminal representation, we have full coverage, without the attorney fees, as long as drugs or alcohol aren't involved.

We have trial defense services, and IRS audit representation. If you're audited by the IRS, a tax attorney will represent you. **Do you realize how powerful this is?** They have client privilege that even a CPA doesn't have, plus they better understand all those tax laws. **Do you think the IRS will talk with them differently than they would with just you there?**

You'll also have a special number to call 24 hours, 7 day a week in case you are detained. It's called the Legal Shield. Not even the rich have this privilege!

You'll also have a special **Preferred Member discount** of at least 25% on everything else that's not expressly covered. Plus you have me to help you as well.

*After you complete the membership application ask them for referrals.* (Name) I just wanted to let you know that the company pays me very well to share this service with you. **How long did it take me to do it?** Based on the value of the service we just talked about – **can you think of 3, 4, or 5 people in your neighborhood, city, or anywhere in North America who could benefit from this same protection?** Great!

I don't know if you've ever given thought to an additional revenue stream, (name) but perhaps you know someone who's looking for more income. I'd like to take another 3 or 4 more minutes to show you how we get paid. In fact, I can show you how to earn an average of \$100 every time someone gets this service. Here's our pay plan. (Use simplified stair step plan).

*Remember in everything you do that there are 3 questions our prospects are asking of us:*

- 1) *IS IT SIMPLE?*
- 2) *DOES IT WORK?*
- 3) *CAN I DO IT?*