

Why attend a Weekly LegalShield Business Briefing Showcase?

One of the common questions I get is why they need to come out to a business briefing every week to see the same presentation, often the same speakers and same jokes, over and over again?

Why attend especially if they have no guests to bring with them to see the overview. “I don’t like meetings” is often heard. Is it THAT important to someone’s success in the business? YES! Here’s why...

Often times, people get recruited via a one-on-one meeting, with a flipchart, conference call, or DVD. This is great that people can be recruited by an individual any place, any time. But you do not ever want to leave that new Associate with their view of the company being limited to just you or a simple “tool” they reviewed. That completely scales down the much larger picture and vision of the company.

1. LegalShield is a people business, a movement. We are changing the broken legal system together, sweeping the country all at once with a new concept or paradigm shift. Can you imagine if Martin Luther King Jr did not have a live, large crowd he was speaking to at once with those powerful dynamics, but rather sat with one person at a time with a DVD? “I have a dream” would never have been heard, and the echo of it would not have shaken the world. This is why you need to attend the “assembly”, the events where the team comes together. Your prospects and new recruits need to be there too. This paints the bigger picture, where they not only catch the vision of the company’s mission, but they also realize while at the meeting that they are a part of something bigger than themselves. This is powerful, and important. People are more moved to act when they feel important, that their efforts are for a greater cause.

2. Reason to attend every week... sometimes “life happens” and you can easily get distracted from your LegalShield business. Maybe your business has a lull, or maybe your morale is down and you need a lift. So you come to the weekly meeting to get around the positive people who are having tons of success and excited about their life, and you too will re-catch the vision and your fire will be fueled... which we ALL need on a regular basis to keep charging ahead. Rejection and disappointment is a part of LegalShield as in any business, but in LegalShield we can weather those storms way more easily because when down we can get around and feed off those who are having up days and big success happening. Sometimes you NEED the meeting, and other times if you are doing great, the others at the meeting need YOU!

TEAM = Together Everyone Achieves More

3. Your prospects will be able to be introduced to others you they can relate to, from similar background for example... and that is all they needed to do was hear from someone like them that they can benefit by joining LegalShield. This is powerful, way better than a 3-way phone call, because in person is always the best.

4. How will you ever learn how to present the information? The best and only way is by sitting in front of it about 50 times. You will be so sold on it, you will have the lingo and language down, and be able to properly share the stories in a compelling way that will help you sell and recruit like the masters who make million dollar incomes.

It really is amazing that some Associates claim that they are too busy, too tired, or too whatever to be at a meeting for one hour once a week. With travel time, let’s call it 2 hours. Over a year, that’s barely over 100 hours in a year. Many people work that much in 2 weeks at their “JOB” working tirelessly building someone

else's dreams and lifestyle, and never even getting the chance to ever get the massive six-figure income and total time freedom... yet they find excuses why they can't invest a few hours each week for a year in order to create a huge residual income and change their life. **Amazing, isn't it?**

What is the purpose for doing these weekly showcase meetings?

There are three actually...

- A. To re-sell the dream to you, the LegalShield Associate
 - (sometimes it is easy to forget what is possible and in the process of happening for you).
- B. Next to teach you (the Associate) how to sell the dream (present the info) to others.
- C. Lastly, to give you a place to bring guests to get new recruits on board.

The great thing is, if you bring your guests out, they will see the big picture, and at the same time recognize they can come back for all the above reasons, and use this venue to grow their team and business as well.

This is called Duplication, a SYSTEM. LEVERAGE!

Poor people get leveraged. Rich people use leverage.

You and your team get to use these weekly meetings to leverage other people's testimonials, presentation skills, inspiration, and collective synergy to explode your business. And best yet, these weekly meetings are being held in every state across the U.S. and across Canada! So as your team grows away from you, they will have the same support SYSTEM available to them, and as they are building in their markets, you are still at YOUR local meeting but making money in your pocket from 100's of meetings going on every week!!! They are getting motivated by the crowd there without you even being present!

So now you know why you and your team want to plug into events, right?

So how many meetings will you go to this year? Correct, 52!

And how many Associates do you want to recruit, and plug into these events? Correct, 1000's!

Start going to your local meeting, and get religious about it. Don't let your friends, family, or negative dream-stealers talk you out of going. They WILL try, but will you let them? The rain or cold may come, but you will go anyway. Your favorite sports team will play on the same night, but you will realize this is YOUR gameday, and you will be dressed and on the field playing for YOUR championship ring!

THIS is one of your most important CORE COMMITMENTS.

Get committed, and get wealthy,

Brian Carruthers

LegalShield Regional V.P. of Maryland
Diamond Executive Director
Million Dollar Ring Earner
Executive Advisory Board