

**KEY: No longer than 48 hours between exposures**

Constant Contacts Create Wealth		Enter month/day of every exposure in boxes below.													Results		
Name	Phone	1st Contact	Prospect by LS	1-on-1	Web-site	3-Way Call	Sales Tool	Web-inar	LS Event	Prof Lunch	PBR	PCC or CC	Social Media	Referrals	Sale	Assoc.	
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You can't measure what you don't track!

WEALTH BUILDER'S TRACKING FORM EXPOSURE EXPLANATIONS

Below you will find explanations and resources to go with each Exposure Box on the Wealth Builder's Tracking form.

Enter month/day of every exposure in boxes below.											
1st Contact	Prospect by LS	LS Tool	Website	3-Way Call	1-on-1	Conf. Call	Biz Brief	Exec Lunch	PBR	PCC	Major Event

1st CONTACT: This is the first time you *connect and share* with someone your excitement about the LS service and/or opportunity. This includes anyone you meet out in the marketplace or someone you call from your Top Prospects list. Sending a blind email or doing a FB post is not a connection. You want to add a *minimum* of 2 NEW connections a day to your WBT form to assure your success.

- [Sharing the Service - Consumer](#)

PROSPECT BY LS: Every time you make a new connection, *immediately* add their information to the appropriate Prospect by LS email campaign. Prospect by LS is a revolutionary way to leverage the high touch of networking with the high tech of internet marketing! It's the simplest way to connect, expose and follow-up with your prospects to efficiently grow your business and increase your potential for success.

- [Prospect by LegalShield Getting Started Instructions](#)
- [Prospect by LegalShield Support](#)

LEGALSHIELD TOOL: Use [LegalShield promotional items](#) to help you market this service.

WEBSITES: Share LS with prospects by using websites. Here are a few powerful sites as examples.

- Your LegalShield hub site for sharing the service or signing up new members and associates.
- www.todaysbestcareer.com for sharing the B2B career opportunity with professional prospects.
- Any capture pages found in the Resource section of your Prospect by LegalShield account

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3-WAY CALL: A 3-way call is when you, your prospect and your team leader, all get on a phone call together. The objective is for your prospect to learn more about the service or business opportunity from someone with more experience than you. This is the most efficient way to serve your prospects needs and get success coaching all at once!

1-ON-1: This method of sharing is the most effective way to ensure your success. *When your prospect can't make it to the meeting, take the meeting to them!* Bring your team leader to the meeting to add credibility and get field trained. We call this a 2-on-1. Powerful!

- Use LS tools to show the opportunity.
- [Use the consumer folder](#) to show the product.

CONFERENCE CALLS: Ask your prospects to attend a conference call that fits their background to expose them to LegalShield.

- www.legalshieldcalendar.com/shieldnation
 - Insurance professionals should attend the Insurance call
 - Business professionals should attend the B2B call
 - Truck drivers should attend the CDLP call
 - Moms should attend the Empowered Mom's call

BUSINESS BRIEFING: An event where top producers will share the LegalShield membership, the business opportunity and their personal success stories. Bring guests to experience first hand the potential of the opportunity and meet top producers! Find your local business briefing by clicking the link below then choosing your state from the "State/Province" dropdown menu on the right.

- www.legalshieldcalendar.com

EXECUTIVE LUNCHEON: Provides a professional environment for top-level prospects to learn about the service and business opportunity over the convenience of their lunch hour. Find your local luncheon by clicking the link below then choosing your state from the "State/Province" dropdown menu on the right.

- www.legalshieldcalendar.com

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PBR (PRIVATE BUSINESS RECEPTION): A PBR is a way to Invite your sphere of influence to your home or office for your "grand opening"! They can hear about our amazing service and opportunity in a casual, fun and friendly environment.

- [PBR Checklist](#)
- Show a short DVD to share the opportunity. [Click here for an example.](#)
- Go over the consumer folder (CF) to share the services and have all local Associates add their testimonials. Insert the CF with the associate and membership applications for a call to action. Use R3 for anyone not interested in the business! (see Get Referrals below)

PCC (PRIVATE CONFERENCE CALL): A PCC is a way to share the service and opportunity with a group of like-minded people all at the same time over the phone. Use your team leader to add 3rd-party credibility to your call.

MAJOR EVENT: Invite new associates and prospects to these major events for maximum impact. These include:

- APT (Advanced Product Training): A 4-hour training hosted by a NVP or BVP to help you perfect your presentation and selling skills.
- Super Saturdays: Bring all interested prospects to every Super Saturday to see the big picture of success with LS! These events also help you connect with leaders in your area and learn new skills from top producers.
- LegalShield Conferences: Events hosted by LegalShield created to introduce you to new tools and incentives, meet your upline support team and to get trained by all the top money earners in the company.

GET REFERRALS! Use the R3 system after every presentation, whether done personally or via an event (Business Briefing, PBR, Executive luncheon etc.), if a prospect is not interested in the business, protect them with the service and then *ASK for their help using the R3 system*. This is how you maximize your opportunities and grow a high-performance team. This one success habit alone, done consistently, can double your income!

- [Referral Sheet/ R3](#)