

Private Business Reception Checklist

What is a PBR?

A Private Business Reception (PBR) is a presentation for your local prospects conducted in your living room or other private environment. This is the “Grand Opening” of your LegalShield business.

Why do PBR’s?

- ✓ To leverage your time in presenting LegalShield to multiple contacts at one time.
- ✓ To launch your business by creating a team of associates at once.
- ✓ To Fast Start in your first 3–7 days on this one night.
- ✓ To leverage off the interest of some contacts and to garner others’ interest (domino effect).
- ✓ To set off a chain reaction of future PBR’s.

Invitation

- Make a list of all of your local warm market contacts.
- Pick a date. Set it in stone.
- Decide on your invitation script (but don’t sound scripted).
- Invite four times the number of people you want to attend. For those who can’t make it, invite them to join your Private Conference Call (PCC) or attend a local live event
- Invite with urgency; be brief.
- Let them know you appreciate that you can COUNT ON THEM to be there.
- If your prospect asks questions, use your “Why” to encourage them to come.
- Confirm your invites with confirmation calls or 3-way calls with your upline.
- Ask guests to bring something (bag of ice, chips, etc.).

Set Up

- Don’t rearrange the room or add chairs (until they’re needed).
- Keep refreshments simple—no alcohol.
- No kids, pets, or distractions—plan ahead.
- Don’t have materials out for people to take home or they will!

Introduction

- Welcome your guests and share your story and your “Why.”
- Edify the speaker or the video. Practice the introduction with your support team so you will feel confident and prepared.

Presentation

- Guest speaker can use the business briefing slides.
- If there is no guest speaker, play the video and watch intently with guests.
- After the video, call your upline via speaker phone or Zoom to help your prospect make a decision.

Close

- Ask for the order! For paper apps, pass out forms, uncapped pens, and hard writing surfaces. For online apps, direct prospects to sign up on your marketing site.
- POSTURE—Confidence—Get them writing.
- Focus on the excited ones, not the negative or blah ones.
- Put them in “dream mode.” Paint the picture of what you will accomplish together as a team.
- Schedule a Game Plan Interview with your new associates within their first 24–48 hours. Give them a copy of the First Step Guide and direct them to the Getting Started Right website: connect.legalshield.com/start.

Duplicate

- Book PBR’s for each new associate once they finish signing up.
- The reason to do a PBR is to book the next wave of PBR’s.
- Be sure your associate comes, watches, and learns how to do PBR’s for their team.
- Your end game is to have an army of PBR presenters in action nightly!