

# 10 CORE COMMITMENTS

If you want to achieve a high level of success in this business, follow these 10 core commitments.

1

## Get Started Right

- Commit to use your membership often and share your stories with others. Satisfied customers make the best Associates
- Schedule a game plan interview with your sponsor
- Complete the First Step Document
- Listen to the Next Step audios often

2

## Stay Connected

- Listen/watch the Monday Corporate Leadership Show
- Participate on your weekly team conference calls
- Receive news, updates, and recognition from your associate website and *The Connection* digital magazine

3

## Do TWO exposures a day or FIVE if full time

- Use third-party tools (DVDs, Websites, Sizzle Calls, etc.)
- Follow up with each exposure and use 3-way calls when necessary
- Commit to do one-long distance exposure per week

4

## Attend your local weekly Business Briefing

- Make a 52-week commitment to attend your local briefing with a great attitude
- Invite guests each week
- Stay for the post-briefing training
- Attend the event after the event

5

## Attend your Basic Training

- Go to a basic training class as soon as possible
- Attend basic training class with all of your new recruits

6

## Attend Super Saturday Events

- Attend monthly
- Grow your team by promoting to your guests and associates

7

## Attend the International Convention

- Learn from the top leaders in LegalShield, all in one weekend
- Attend your team breakout session

8

## Personal Development

- Commit to getting better every day
- Read 10 pages of a book per day
- Listen to an inspiration/educational audio for 15 minutes per day
- Associate with positive and supportive people, and those who have what you want
- Disassociate with those who are negative and toxic
- Promote personal development to your team

9

## Find/Use a Workout Partner

- Identify someone you can depend on for accountability, motivation and to help you stretch for more, and for whom you can do the same
- Communicate with your workout partner daily to help each other remain positive and meet your goals.

10

## Be here a year from now

- Success doesn't happen over night - it takes time
- Commit to the other nine Core Commitments
- Maintain your passion, enthusiasm and focus
- Finish what you started—*I will...until!*

# 10 CORE COMMITMENTS



## 1. Get started right

Go through the information at [www.legalshield.com/start](http://www.legalshield.com/start) with every new Associate and have them listen to the Next Step audios often. Your goal is to get your new associate into immediate action, get them plugged into the system, and book their PBR (private business reception) and PCC (private conference call). Conduct at least 3 welcome calls with your new recruit as you help them advance to the Associate level.

## 2. Stay connected

Communication is key! So stay connected to the Home Office and receive all the latest news and updates. How? First, make sure the Home Office has your email address. Announcements regarding contests, promotions, etc. are “blasted” to the sales field through this method. Don’t forget to follow us on Twitter and like us on Facebook. Your team and state leaders will also communicate via social media outlets such as these. Subscribe to eService (which provides you an official LegalShield website known as your “hubsite” and you’ll have access to *The Connection* digital magazine). Televox is also another avenue of telecommunication with the Home Office and your team. And don’t forget to participate in your team conference calls and all the weekly Home Office conference calls as well as watching the weekly online Leadership Show at [www.legalshield.com](http://www.legalshield.com).

## 3. Do two exposures a day (five if full time)

Expose two or five people a day using a tool (a video link to your hubsite, a DVD, a magazine). It’s important to remember that in this business you are the messenger and the third-party tool is the message. Follow the company guidelines to utilize social media (Facebook, Twitter, YouTube) to share your message with others. Teach this simple daily method of operation to all those on your team and your business will grow! If you, along with a group of 30 Associates, were to work on a part-time basis and expose two people a day, that would create 60 exposures a day; 300 exposures a week; 1,200 every month; 14,400 exposures a year. You cannot possibly fail in building a large organization if this is taking place.

## 4. Attend your local business briefing each week

Make a personal commitment to attend 52 consecutive weekly business briefings. There are three main reasons to attend your weekly briefing: education, motivation, and association.

## 5. Attend your Basic Training

Attend Basic Training for yourself and then with every new Associate you recruit to show them you care about their success. One of the questions we should be constantly asking ourselves is, “Would I want to be sponsored by me?” Repetition is key to mastering the fundamentals of LegalShield so we suggest you go as often as possible.

## 6. Attend Super Saturday events

If you will attend all Super Saturday and Regional events within 150 miles of your home, you will be able to quickly apply the learned knowledge, activity knowledge, modeling knowledge, and teaching knowledge concepts. Your goal is to attend with as many Associates as you can, learn everything you can, and have your team’s attendance grow every month.

## 7. Attend the international convention

Learn from LegalShield’s top income earners all in one weekend. This one event may potentially cut a year off of your learning curve. Bringing team members with you will assist in creating massive momentum within your organization.

## 8. Personal development

Commit to read 10 pages of a book/day and listen to 15 to 30 minutes of a great audio program/day. Leaders are readers and in order for your income to grow, you have to grow.

## 9. Find/use a workout partner

Find another Associate that sees this business the same way you do. A workout partner should challenge and stretch you to do more.

## 10. Be here a year from now

It has been said that commitment is doing the thing you said you would do long after the mood you said it in has passed. When you stop to consider the 10 Core Commitments, being here a year from now is the single most important one of all! If you stay actively involved in doing these nine activities and commit to be here a year from now, you will learn everything you need to know to create a successful business.