STARTING OR STARTING OVER

YOUR FIRST 90 DAYS IN LEGALSHIELD

From Your First Membership to Business Solutions



Build a business with purpose.
Help people protect the lives they love.
Take the next step toward your own dreams.

YOUR FIRST-WEEK GOAL: 10 PRACTICE PRESENTATIONS

Present from day one. Build confidence. Open bigger doors.

SEPTEMBER 2026 GUIDE

Incentives, compensation plans, and trips are subject to change. Always refer to the most recent information in your LegalShield Associate back office.

Independent field-associate guide; not issued or approved by LegalShield Home Office. Current plan contracts, state requirements, and company compensation rules govern. Earnings examples are gross illustrations at the stated qualifications, before expenses, taxes, cancellations and chargebacks; results, bonuses and trips are not guaranteed or typical. Recognition and residual totals are field reports, not a current-month audit. Lifestyle images are illustrative. See the company Income Disclosure linked in the resource section.

Your First Wins—and What Comes Next

STEP ONE FAST START

First 30 days

$200

Enroll five unique members in a plan.

STEP TWO MANAGER

First 45 days

+$400

$500 in total premium written. Includes the memberships you wrote to qualify for Fast Start.

YOUR FIRST TWO BONUS MILESTONES

$600 in potential bonuses, in addition to commissions.
Put your 30-day and 45-day deadlines on the calendar with your upline.

Begin Performance Club during your launch.

Your qualifying activity can build monthly momentum while you pursue Fast Start and Manager. You do not have to wait until Manager to start qualifying.

MONTHLY PERFORMANCE CLUB	MONTHLY CASH BONUS
3-11 consecutive qualifying months	$200
12-23 consecutive qualifying months	$400
24+ consecutive qualifying months	$500

The first payment follows three consecutive qualifying months and is applied for payment in month four. Each higher monthly tier replaces the previous amount.

Starting over? Make Performance Club your next target. Your first ten presentations can help you find your rhythm again.

See the Resources section for official compensation, bonus, and incentive details.

YOUR PURPOSE

Your Next Chapter Starts Here

You can build toward your dreams by helping people protect what matters to them.

Think of someone you care about staring at a legal question and wondering, "Who can I call?" Now picture them knowing where to turn. That feeling of access and empowerment is worth sharing. Your business begins when you give someone a chance to see it.

> THIS IS YOUR BUSINESS. GIVE IT YOUR REASON.
>
> More peace of mind at home. More choices for your family. The satisfaction of helping someone. Whatever brought you here, make it personal. We are a volunteer army united by a mission: help more people know where to turn, and help willing people build a business of their own.

Your next chapter begins with ten conversations.

Your past does not get to choose your next chapter. Whether this is your first week or your fresh start, you can begin today. You have people you know, tools that tell the story, and an upline willing to help. Let ten practice presentations turn your willingness into experience. You can earn while you learn.

Our standard: Do the right thing when nobody is looking.

Build something you can be proud of.

Picture a family knowing who to call. A new associate discovering that they can do this. A friend realizing they have choices they did not know existed. That is the business you are building: people helping people move forward. Every invitation gives someone a chance to see what is possible.

Your path through the guide
Believe in the mission. Use your plan. Find your upline.
Invite. Show the presentation. Close. Follow up.
Enroll accurately. Help the member get started.
Build consistent income and develop group skills.
Complete ten presentations. Grow through referrals into Business Solutions.

OUR HISTORY

54 Years. Millions of Lives Reached.

Established in 1972. Helping people find legal access in everyday life.



1972	2026	4.5 million
The company begins	54 years of history	People covered

Someone has to open the door.

For 54 years, this idea has reached people who needed somewhere to turn. Today, 4.5 million people are covered. Yet someone you know may still be facing a question alone because they have never seen what a membership can do. Your presentation could be the moment that changes their understanding.

> YOU HAVE SOMETHING WORTH SHOWING.
>
> A person cannot choose a service they have never seen. Give them a complete presentation. Let the membership speak to their life. Your invitation is how that possibility reaches the next person.

Your next invitation matters. Somewhere in your circle is a person who has never seen this. You can be the one who shows them.

Start Today. Grow Into Bigger Opportunities.

Your first ten presentations are preparation for a business that can keep expanding.

WEEK ONE: GET INTO PRODUCTION

Set ten appointments with people you know. Use the placemat or presentation PDF to show the membership yourself. Give people the opportunity to enroll and ask about introductions. Begin on day one.

Days 1-30 | Earn while you learn

Complete your first ten individual presentations, pursue your $200 Fast Start and $400 Manager bonus goals, and complete Level 1 group certification within 30 days. After your first ten, add small-business presentations. Keep working your warm market and referrals.

Days 31-60 | Follow relationships into businesses

Keep presenting to people you know and their referrals. Follow your dollar to businesses where you already spend money. Work with your field trainer on decision-maker meetings and group enrollments. An opportunity can open now; you do not need to wait for day 61.

Days 61-90 and beyond | Add consistent outreach

Continue warm-market and referral work. Add Data Axle business prospecting: aim for 50 company calls each working day, with a 60-90 minute calling block. Learn the process in the Business Solutions resources and training at **[OPEN stw.team >]**.

TWO PRESENTATIONS EACH WORKING DAY

Ten a week is the ongoing goal. The audience can change: a family member, a small-business owner, a benefits decision-maker, or a room of employees. Keep the habit as your opportunities grow.

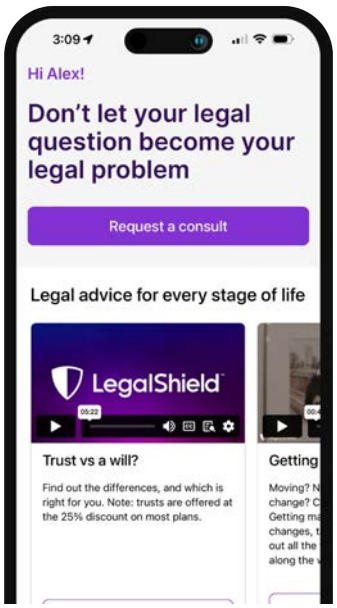
EXPERIENCE THE VALUE

Feel the value. Find your confidence.

It is easier to share empowerment when you have experienced it for yourself.

If you feel hesitant about approaching people you know, ask yourself: have I been using my own membership?

Often the missing piece is firsthand experience of the empowerment it can provide. Make that experience part of your preparation.



Experience the feeling you are sharing.

Open your app and contact your provider law firm about a real need: a question, a document, or getting your Will started. Experience what it feels like to have someone to call. The membership becomes much easier to share when it has become part of your own life.

Your own story gives you a voice.

You do not need a dramatic story. A simple experience can be powerful: "I had a question, and I knew where to turn." Share what happened and what that access meant to you. Then let the complete presentation show the full picture.

SHOW THE APP

Point out how a member can request a consultation, upload supporting documents, find plan features, or reach covered emergency legal access. A simple demonstration makes the service easier to picture.

Start with People You Know

The people already in your life can introduce you to the people you need to meet.

Make your list without prejudging.

Write fifty names: family, friends, neighbors, former coworkers, classmates, and people in your community. You are not predicting who will buy or who knows an owner. You are making room for conversations that can surprise you.

YOUR INVITATION

"I'm launching a business helping local business owners and their employees. I'd like to show you what I'm doing because you may know people I could help. It will only take about 15 minutes. You may or may not be interested."

Put ten presentations on this week's calendar.

Offer two appointment times. Meet in person or on Zoom, and use the placemat or presentation PDF. Your phone call sets the appointment; the visual presentation helps them understand the membership.

Start today. Improve with every presentation.

Watch Melissa Peters to learn the language, then put it into practice. You do not have to sound like her to begin. Your warmth, the approved presentation, and your willingness to learn are enough to take the first step.

PRACTICE PRESENTATIONS ARE REAL PRESENTATIONS.

You are giving real people the chance to get protected now. Help interested people enroll. Listen for connections to business owners and employers. Each conversation can create income, experience, and another introduction.

Count the presentation, not just the sale. A complete presentation builds skill even when the person decides to wait.

Make It Easy to Say Yes to a Meeting

Ask for a little time and a chance to show what you do.

FOR SOMEONE YOU KNOW

“I’m launching a business helping local business owners and their employees. I’d like to show you what I’m doing because you may know people I could help. It will only take about 15 minutes. You may or may not be interested. Would Tuesday evening or Wednesday afternoon work better?”

Starting over? Own your fresh start.

“I’m giving my LegalShield business a fresh start and focusing on helping local business owners and their employees. I’d like to show you what I’m doing because you may know people I could help.” Then offer two times.

If they ask, “What is it?”

“It’s LegalShield - legal and identity-protection memberships. I’d like to show you how the services work so you can see who they might help.” Be straightforward, then bring the conversation back to setting a visual presentation.

If now is not a good time

Stay warm and professional. Ask whether another time would work. If they decline, thank them and move to the next name. You are building a business through many conversations, and each person gets to choose.

GIVE THE APPOINTMENT A PURPOSE

“I’m working toward ten practice presentations this week. You’ll help me get experience, and you may think of someone I could help.” Practice does not mean pretend: be ready to welcome a new member.

Meet Your Upline

You own the activity. You have people to help you learn.

FIND YOUR PEOPLE

Open **[OPEN stw.team >]** and click **Support**. Your **My Support Team** page shows the leaders connected to you.

stw.team > Support > My Support Team
My Sponsor - the person who introduced you
My Director - your upline director / Senior Director contact
My Executive Director - your upline Executive Director
My Platinum Executive Director - your upline Platinum Executive Director

Prepare together. Then put it into practice.

We call your sponsor and these leaders your **upline**. Ask them to review your plan, practice with you before appointments, and help you understand questions that come up. You will deliver your first ten presentations yourself.

Ask for the answer you need.

You are not expected to know every detail. If a prospect asks something you cannot answer, arrange a call with your upline or the appropriate service team. Give accurate answers and keep the next step moving.

YOUR FIRST CONVERSATION WITH YOUR UPLINE

“I’m scheduling ten presentations this week. Can we review my invitation, presentation tool, bonus goals, and enrollment steps?”

You will meet your field trainer through Level 1 group certification. That experienced partner helps you learn the business-to-business and group process.

You Can Start Before You Feel Polished

Choose a tool. Show the full story. Let experience build your confidence.



Your first ten: you and someone you know

Use the placemat or the presentation PDF in person or on Zoom. Work through the membership information in order. Give them a complete understanding of the services rather than a quick explanation from memory.

Prepare out loud.

Listen to Melissa Peters, then practice saying the ideas yourself. Record a practice run and listen back. Notice one thing to improve. Ask your upline for feedback between appointments, and make your next presentation.

> THE HABIT THAT CARRIES YOU FORWARD
>
> Complete two presentations per working day. At first these may be friends and family. Later your calendar can include business owners, decision-makers, and employee enrollment meetings. The habit stays; your reach grows.

Your first ten are a beginning. Keep helping individuals as you develop business opportunities. You can earn while building the relationships that open your next door.

Learn the Language. Use Your Own Voice.

[OPEN stw.team >] > My Website Links > Membership Exposure Website > Copy Link



Watch Melissa Peters: planoverview365.com/_____
Replace the blank with your associate number.



WATCH 10, 20, EVEN 30 TIMES AS YOU GROW.

Listen for the language, examples, and transitions. Practice aloud, then present with your placemat or PDF. **Begin on day one** and keep watching between appointments. The video is your learning tool; you deliver the presentation.

A Conversation Across the Table

A simple visual can help someone see a new possibility.



Sit together and show the membership.

Walk through the membership content of the placemat at a comfortable pace. Point to each section as you explain it. Use the language you are learning from Melissa Peters and give the person room to ask questions.

Find your placemat

Go to **[OPEN office.legalshield.com >] > Resources**. Keep a current, clean copy ready. Focus this appointment on the membership; discuss the business separately if they express interest.

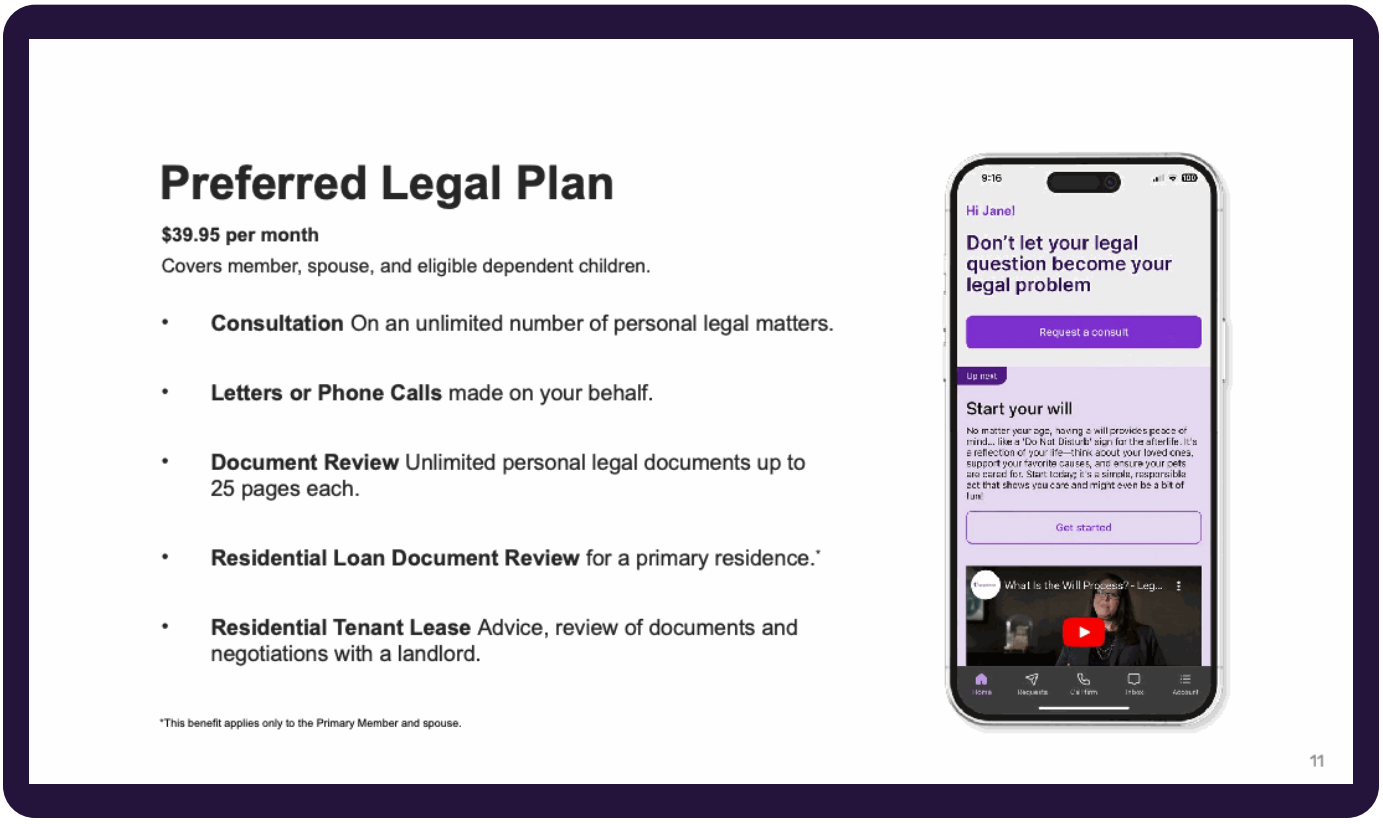


THE TOOL GIVES YOU STRUCTURE. YOU GIVE IT A VOICE.

You do not need a polished speech. You need a complete presentation, genuine interest in the person, and a willingness to practice again tomorrow.

Show the Membership on Your Screen

A laptop or tablet can make the information easy to follow.



Have the presentation ready before you arrive.

Download the current membership presentation PDF from **[OPEN office.legalshield.com >]** **> Resources**. Open it on your device, enlarge the pages, and practice moving through the membership information before your first appointment.

Use the full membership story.

Show the services, how members use them, plan choices, and price. If your deck also includes opportunity slides, keep those for a separate conversation when someone expresses interest. An employee-benefits meeting is about the membership.

MAKE IT EASY TO SEE.

Sit where both of you can see the screen. On Zoom, share the presentation window and check that it is readable. You are doing the presenting; the PDF keeps the information in front of you.

Strategies for Successful Zoom Presentations

Be warm, prepared, and easy to follow.

Set the appointment up for success.

Confirm the time zone and link. Test your camera, microphone, and screen sharing. Put the camera at eye level, light your face, and silence notifications. Have your PDF ready before the person joins.

Welcome the person.

Start with a real conversation. Confirm they have time to see the full presentation. Tell them you are showing the membership so they can understand whom it could help.

Show it clearly.

Share only your presentation window. Ask whether the pages are readable, then walk through the membership information. Keep a comfortable pace and allow questions. You are presenting the plan yourself.

MOVE FROM UNDERSTANDING TO POSSIBILITY

Ask what they liked best. Then: **“If they offered this at your company, would you sign up for it?”** Follow with **“Could you introduce me to the right people?”** Give interested people the chance to enroll now.

Keep the next step clear.

Help them enroll, agree on an introduction, or set a follow-up time. If you need an answer, contact your upline. Stop sharing before personal or payment information appears.

YOUR GOAL IS CONNECTION, NOT A PERFORMANCE.

Look at the person. Listen to their answers. A warm, complete presentation is more useful than trying to sound perfect.

In-Person Presentations

Sit together. Show the plan.



Choose a setting where you can pay attention.

A quiet table, a clean placemat, or a ready-to-use PDF makes a strong beginning. Sit so both of you can see. Put your phone away unless it is part of the presentation or app demonstration.

Let the person discover the value.

Move through the full membership presentation. Listen to what interests them. Ask about their work and connections naturally. You are learning about a person, not working through an interrogation.

> FINISH WITH A USEFUL NEXT STEP.
>
> Use the workplace questions on the next page, offer enrollment now, and ask for an introduction. If they are not ready, agree on a follow-up. A good conversation can produce several kinds of progress.

Bring a blank membership worksheet. At a public location, complete it together and submit later from a trusted internet connection. The enrollment section shows the steps.

Two Questions That Open Doors

A complete presentation helps someone see the value. These questions connect it to their world.

FIRST, HEAR WHAT STOOD OUT

“What did you like best about what you just learned?”
Listen. Their answer tells you what the membership means to them.

QUESTION ONE

“If they offered this at your company, would you sign up for it?”

Let them answer.

You are helping them picture the service in a familiar setting. If they say yes, ask the next question. If they would not use it themselves, ask whether coworkers might find it valuable. Listen respectfully to either answer.

QUESTION TWO

“Could you introduce me to the right people?”

Make the introduction practical.

Ask who handles employee benefits and how your contact knows them. Would they introduce you by message or arrange a conversation? Let your field trainer help you prepare for the decision-maker meeting.

If they are retired, self-employed, or between jobs: ask about a business owner, former employer, or someone in their circle who could benefit. Let the question fit the person.

They Can Get Protected Today

An introduction is valuable. Their own membership can begin before a group opens.

AFTER THEY SEE THE VALUE AND OFFER AN INTRODUCTION

“It would help me if you signed up through me now. When we meet, I can explain that someone who works there saw value in the membership and thought their coworkers might, too. You can start using your membership right away. Would you like me to help you get started?”

Give them a real choice.

Their willingness to introduce you and their decision to enroll are separate choices. Welcome both. If they want the plan, help them choose and complete enrollment. If they want more time, thank them for the introduction and agree on a follow-up.

Get paid to prospect.

An individual presentation can create a membership sale, a referral, and a relationship that leads to an employee group. You are serving someone today while building tomorrow’s opportunities. You do not need to wait for a group to open before you begin earning.

BEGIN WITH THE PERSON IN FRONT OF YOU.

A family gains access to help. A new member learns how to use the service. An introduction opens another conversation. This is how a business with purpose grows.

Complete the membership before changing the subject.

If they ask about joining the business, welcome the interest and finish their membership first. Then arrange a separate opportunity presentation with your upline, a video, or a live Zoom.

Discover the Connections Already Around You

Your first ten conversations can reveal far more than ten potential memberships.

Be curious about their work.

Ask where they work, what they do, and who handles benefits. Learn approximately how many people work there. Listen for whether they know the owner or someone who can introduce you. Record business facts and the agreed next step.

Ask about owners in their circle.

“Who do you know who owns a business?” Friends, relatives, customers, and neighbors may operate a shop, restaurant, service company, or professional practice. One person can introduce you to several communities.

THREE WAYS A GROUP OPPORTUNITY CAN BEGIN

You know the decision-maker.
You know someone who knows the decision-maker.
You help a member who works there.
Your contact list may already contain the start of your first group.

Ask for an introduction, not just a name.

“Would you be comfortable introducing us?” Let your contact make the connection in a way that feels natural. Follow through promptly and professionally. Their trust is worth taking care of.

Keep the conversation human.

Give the presentation and listen. You do not need every business detail today. A welcoming introduction and a next appointment are meaningful progress.

NEVER UNDERESTIMATE ONE CONVERSATION.

The person across the table may help you protect one family today and introduce you to a workplace full of families tomorrow.

QUESTIONS

You do not need every answer.

Your willingness to help is enough to begin. Your upline can help with the answers.

A SIMPLE WAY TO BRING IN HELP

“That is a good question. Let's bring in my upline so we can get you a clear answer.” Your upline can help answer questions and assist with signing up on the website.

“Will this cover my situation?”

"Let's look at that benefit together and get you a clear answer." Bring in your upline for plan questions. The provider law firm can evaluate the legal facts and explain the assistance available for the member's situation.

“I already have an attorney.”

"What would you like to know about having a membership as well?" Listen to their needs. When they contact the provider law firm, have them explain any existing representation so the firm can guide the next step.

“I need to think about it.”

Ask what information would help. Offer a relevant resource or a joint conversation with their spouse, if they want one. Agree on whether and when to follow up.

“How can it offer so much for that price?”

Members’ combined buying power makes the model work. Together, membership payments support an established network of vetted, experienced attorneys. The company pays about $100 million a year across that network to serve members. Affordable access comes from the model, not from asking you to settle for inexperienced help.

“I need help immediately.”

"I can hear that this matters to you. Let's look at how you can reach the right help." Explain the contact process and have the person tell the provider law firm about any deadlines. Legal questions belong with the attorney; you can help them find the way there.

Remember: Associate Services helps with business questions; Member Services helps with membership questions. Their numbers and your team support details are on the Questions? Make the call page.

ONE-PAGE PLAN GUIDE

Basic. Preferred. Premium.

Selected personal-plan benefits to help you choose the right fit.

Feature	Basic	Preferred	Premium
Monthly price	$29.95	$39.95	$49.95
Covered people	Member / spouse	Member / spouse / eligible dependents	Member / spouse / eligible dependents
Document review	Up to 15 pages each	Up to 25 pages each	Up to 35 pages each
Will preparation	Initial; updates at 15% discount	Annual updates included	Annual updates included
Other eligible services	15% discount	25% discount	25% discount
Online notarization	1 per year	5 per year	Unlimited
Traffic appearances*	1/year; in-state; 90-day wait	2/year; 10-day wait	3/year; 10-day wait
Uncontested divorce / adoption	15% discount	Included subject to terms; 180-day wait	Included subject to terms; 180-day wait
Basic revocable living trust	Advice / consultation; 15% discount	Advice / consultation; 25% discount	Once/year; $250 each for member and spouse
Simplified probate	15% discount	25% discount	Eligible filings; provider-prepared Will; 180-day wait

All three: personal legal advice and consultation, qualifying letters/calls, initial Will, power-of-attorney and living-will preparation, covered emergency access, and unlimited e-signatures. Benefits and update provisions differ by plan.

***Traffic:** $79 per court appearance. Preferred/Premium offer unused-violation rollover. Premium probate filing costs are extra. Keep the full plan brochure beside this comparison as you help someone choose.

A LITTLE PREPARATION

A quick setup step for a few states.

This applies to legal-plan enrollment, whether the person is a friend, a referral, or an inquiry.

START WITH WHERE THE MEMBER LIVES

If you want to enroll a resident of one of the states below, your upline and Associate Services can help you complete the appropriate setup. Treat it as a step you can accomplish.

Member resides in	Your setup
Alaska or Massachusetts	A casualty insurance license is needed for legal-plan sales.
Virginia or South Carolina	Complete the state registration process and pay the applicable fee. No exam or continuing education is required for this prepaid-legal seller registration.

You have someone to walk you through it

Call **Associate Services: 580-436-7424**. Explain where the prospective member lives and ask for the current instructions, fees, and processing steps. You can also find resources at **[OPEN office.legalshield.com >]**.

Keep your momentum.

Let Associate Services walk you through the setup. While it is underway, keep practicing and presenting in markets where you are ready to enroll. One manageable step at a time opens more doors for your business.

Help them get started.

Use the membership-entry worksheet in the printable signup section and the official enrollment application.

Turn their yes into a confident first step.

Choose the member's state or province, language, plan, and any supplements together. Review what they chose, how billing works, the amount due today, and renewal and cancellation details. Help them feel comfortable with their decision.

> CONFIRM THE BILLING CHOICE
>
> “The [plan] is $____ per month. The annual option is $____ due today. Which billing option works for you?”

Help your friend choose what fits.

Let their needs and budget guide the plan and billing choice. Explain the monthly and annual options clearly, then help them select the one they want. Keep the conversation as comfortable and personal as the presentation.

Make the payment schedule clear

For monthly billing, explain the initial charge and recurring payment schedule. For annual billing, explain the full amount due today and any savings shown in the offer. Review renewal terms and obtain clear authorization for the customer's choice.

From worksheet to submission

In **[OPEN office.legalshield.com >]**, open the official Applications area, or use your approved enrollment website. Select the location and plan, choose the agreed billing option, and enter the required member, additional, and payment information. Review the order summary with the customer before submitting.

Stay with them through the finish.

Save the confirmation and application status, and help the member find their activation information. If a processing question comes up, call Associate Services together. A clear answer keeps a good experience moving forward.

Help Them Enroll with Confidence

Use a smartphone or computer. Keep the process easy for the member.

OUR RECOMMENDED FLOW

Complete the worksheet together.
Submit it yourself from a trusted internet connection.
Help the member receive their confirmation and get started.

At a coffee shop or another public setting

Avoid public or untrusted Wi-Fi when logging in or entering membership information. Use the worksheet to collect the information you need, keep it securely under your control, and submit from your trusted home connection or another connection you trust.

Ready to enroll on the spot?

If a trusted connection is available, you can assist with enrollment immediately on a smartphone or computer. The worksheet is optional in that situation. Guide the member through the choices and authorization; take care of the entry so they do not have to figure it out alone.

CARE FOR THE INFORMATION THEY TRUST YOU WITH

Keep the completed worksheet private and secure until you submit. Never photograph, email, text, or upload it. After submission, securely shred it. Record the confirmation without retaining payment details.

A smooth beginning builds confidence.

Review the plan, billing choice, and full amount due with the member. Then complete the application from your trusted connection. Your upline can help with questions along the way.

Make their first experience a good one.

A smooth signup includes an accurate application, clear authorization, and responsible handling of information.

Make the payment step simple.

Have the customer choose an accepted bank account or bank-issued major credit or debit card in the application. Check whether their chosen method is accepted; prepaid and reloadable cards may not qualify. Associate Services can help you resolve a question quickly.

PAYMENT CONVERSATION

“Let's confirm an eligible payment method in the application. Which bank account or bank-issued card would you like to use?”

A payment question is something you can work through.

Stay relaxed if a payment does not process. The customer can check with their bank or choose another accepted method of their own. Call Associate Services when you need help. Treat the person with the same warmth you brought to the presentation.

Use the signup worksheet responsibly

Keep the blank worksheet ready for assisted enrollment. If you use it, keep it under your control, transfer information only into the official application, and securely shred the completed sheet after submission. Never email, text, photograph, upload, or retain a completed payment worksheet.

Before you click Submit

Confirm the member details, plan, supplements, billing frequency, and total due today. Review the customer's authorization. Stop screen sharing before entering private information. Record the confirmation and follow-up date without keeping payment details in your activity notes.

ASK INSTEAD OF GUESSING

Associate Services: 580-436-7424

Call when you have questions about the application, your account, compensation, or the correct business procedure.

MEMBERSHIP ENTRY WORKSHEET

MEMBER INFORMATION

Name: _____

Address: _____

City: _____ **State/Province:** _____ **ZIP/Postal:** _____

Date of Birth: _____ **Last 4 of SSN/SIN if required:** _____

Mobile: _____ **Email:** _____

Spouse Name: _____ **Spouse Date of Birth:** _____

Spouse Email: _____

PLAN AND BILLING

☐ Basic LegalShield ☐ Preferred LegalShield ☐ Premium LegalShield

☐ ANNUAL ☐ Monthly

Monthly price shown in Office: _____ **Annual price shown in Office:** _____

Total due today: _____ **Supplement(s):** _____

PAYMENT INFORMATION

☐ Bank draft ☐ Visa ☐ Mastercard ☐ American Express ☐ Discover

Name on Account/Card: _____

Card Number: _____ **Expiration:** _____ **CVC:** _____

Billing ZIP/Postal: _____

Bank Routing Number: _____ **Bank Account Number:** _____

CUSTOMER CONFIRMATION

☐ Customer was told the full amount due today.

☐ Customer authorized the selected plan, billing frequency, and payment method.

☐ No promise was made about coverage or the outcome of a specific legal matter.

☐ Application was submitted through office.legalshield.com.

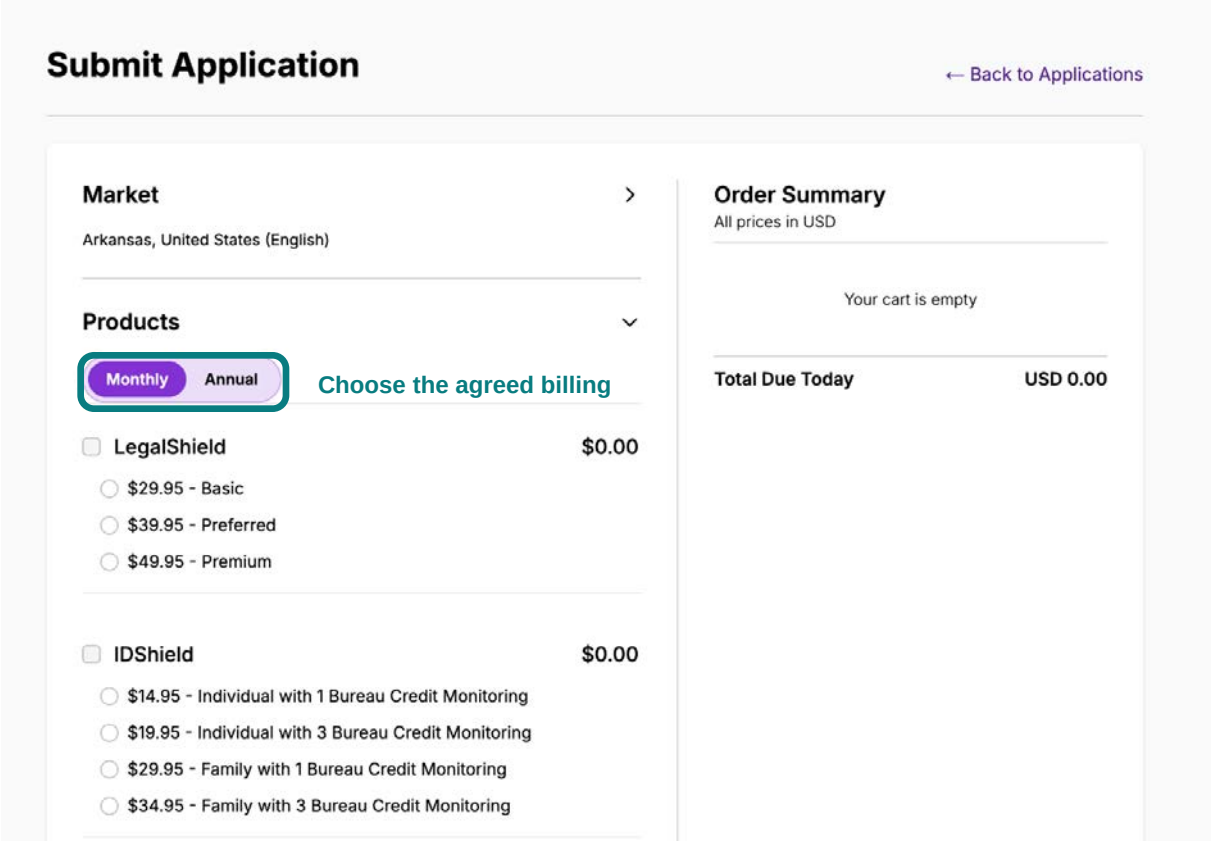
Confirmation/Reference: _____ **Follow-up date:** _____

SECURITY NOTICE

Do not email, text, photograph, upload, or retain a completed worksheet. Keep it under your control, transfer the information only to the official application, and securely shred it after successful submission.

Enter the membership step by step.

From a trusted connection on your phone or computer, open **[OPEN office.legalshield.com >]** > Applications.



1. Set the market

Select the member's state or province and language. Use the actual location of the member, not your own location.

2. Choose the billing and plan

Select the customer's agreed billing option - **Monthly** or **Annual** - then Basic, Preferred, or Premium and any agreed supplements. Check the price shown before continuing.

3. Complete the required information

Transfer the member, additional, and payment information from the completed worksheet into the official application. Follow the prompts on screen.

4. Review and submit

Review the order summary and full amount due today with the customer. Obtain clear authorization, submit, and record the confirmation and displayed status. Then securely shred the completed worksheet.

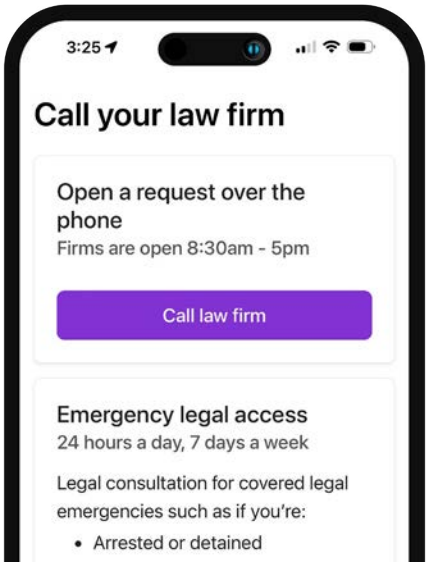
MEMBER SUCCESS

Enrollment is the beginning.

Help each new member experience the value they chose.

1. Confirm activation.
Make sure the member received official communications and understands the status of the application.

2. Download and sign in.
Help them find the app and sign in themselves. They keep control of their password and verification codes.



3. Show how to contact the provider law firm

Point out the consultation request and law firm contact options. Encourage the member to tell the firm about relevant deadlines, supporting documents, and any existing attorney. Let the member discuss the legal details directly with the firm.

4. Help them take the first step.

Ask, "What is one thing you would like to use your membership for?" A question, document review, or estate planning can give them a place to begin. Show the mobile app flyer and help them find the right feature. Firsthand experience brings the value to life.

> A SERVICE FOLLOW-UP
>
> “Were you able to reach the provider law firm, and do you know what to do next? You do not need to share your legal advice with me. I can help you find the right support.”

Member Services: 800-654-7757. Encourage members to call with account, billing, access, or service questions. For legal advice, use the provider law firm contact shown in the member's app or account.

Underpromise. Let the Attorneys Overdeliver.

Promise access. Help members recognize the value of sound legal advice.

A MISSION REACHING PEOPLE AT SCALE

At convention, our COO shared **150 million member requests for service last year** and **99% positive member satisfaction in member surveys**. That gives us reason to be proud—and reason to keep caring about every experience.

For many members, this is their first attorney.

We are making access affordable for people who may never have used an attorney before. Help them understand how to ask for help and what to expect. Television and movies wrap up legal problems on a schedule; real legal matters follow the facts, the law, and the process.

“Legal, not logical.”

What feels unfair and what the law provides a remedy for are not always the same. An attorney may explain that there is no viable case, no legal standing to move forward, or nothing legally available to resolve the situation as the member hoped.

AN UNWELCOME ANSWER CAN STILL BE VALUABLE ADVICE.

Learning where you stand can save time, money, and frustration. A disappointing legal answer does not, by itself, mean the membership does not work.

Listen when a member needs help.

An unfavorable legal answer and a problem getting responsive service are different things. Encourage the member to ask the attorney to explain what the answer means and any next steps. For access or service concerns, help them reach Member Services at **800-654-7757**.

We can celebrate high satisfaction and still want better for every member. Keep your promises clear, help people use the service, and let the attorneys demonstrate its value.

KEEP THIS PAGE HANDY

Questions? Make the call.

You have a support system. Use it, and encourage your members to use theirs.

ASSOCIATE SERVICES

580-436-7424

For questions about your associate account, application processing, compensation, qualifications, and where to find current business resources.

MEMBER SERVICES

800-654-7757

For membership, billing, account access, and service questions. Encourage members to call when they need help.

Both service teams are available **Monday-Friday, 7 a.m.-7 p.m. Central.** Have your associate or membership number ready. For legal questions, use the provider law firm; for covered legal emergencies, use the emergency option in the app.

Your upline and team support

Call for presentation practice, prospect questions, and help signing up on the website. Arrange availability before appointments. A new or returning associate should not have to feel stuck alone.

My sponsor / upline

Phone / preferred contact method

Backup upline / phone

Let good service travel.

One thoughtful presentation can lead to more people who want to learn.

One conversation can open another door.

After showing the plan, ask who else might appreciate seeing it. Someone can introduce you even if they do not join. When a member experiences the service, ask again. Good news becomes easier to share when it has become personal.

A NATURAL REFERRAL QUESTION

“Who do you know who could also benefit from affordable access to an attorney? Would you be comfortable introducing us?”

Help your friend make a comfortable introduction.

Ask them to check with their contact or introduce you together. Set a time to show the presentation. A warm introduction lets you begin with a connection, and it gives the next person the same chance to discover the value.

FINISH THE MEMBERSHIP. THEN OPEN THE NEXT DOOR.

If someone asks about earning during signup, say: “Absolutely—I’d love to show you how that works. Let’s finish getting your membership set up, and then we can take a look at the business side together.”

A referral can become a shared presentation.

After a new member offers a referral, say: “We could show them together, if you’d like. You could introduce us, and I’ll handle the presentation—just like we did today.” Let them experience helping someone else discover the service.

Some Members May Want to Build with You

Lead with the membership. Let interest open the business conversation.

We can sell to recruit.

The membership has value on its own. A person who joins, uses the service, and never becomes an associate is a successful outcome. Some members will also see themselves showing the plan to others. Welcome that interest without making it a condition of the relationship.

KEEP ENROLLMENT MOVING.

When someone asks about the opportunity during signup, acknowledge their interest and **complete their membership enrollment first**. Then arrange a separate look at the business with your upline, an opportunity video, or a live Zoom.

A shared presentation helps them picture themselves doing it.

After they introduce you to a friend and participate, ask: “Could you see yourself doing more of this? We can get together with my upline and show you how the business works.” An introduction lets them help; it does not commit them to joining the business.

WHEN INCOME IS ALREADY ON THEIR MIND

“You mentioned wanting some additional income. Would you be open to seeing how the business side works? My upline can walk us through it together.”

Give them the same help you received.

Use a complete opportunity presentation to discuss their goals, business costs, compensation, and available training. If they choose to join, return to the beginning of this guide together: find their reason, connect their upline, write their list, and schedule their first ten.

Keep your eyes and ears open for professional partners.

Business owners, insurance and employee-benefits professionals, and well-connected people you meet at Chamber or BNI events may see a fit with what they already do. Listen for interest. Invite them to explore the opportunity separately, without turning every client conversation into recruiting.

See the Resources section for official compensation, bonus, and incentive details.

Some presentations plant a seed.

A good presentation can create understanding today and a decision later.



Some will be ready today. Others will remember you later.

Some people see the plan and say, "I need this." Others carry the idea with them until the timing makes sense. A complete presentation has value even when it does not end in an enrollment. You have planted a seed.

The fortune is in the follow-up.

A later question, a change in circumstances, or another conversation may bring the idea back to life. Agree on a time to reconnect. Bring an answer, a useful resource, or a listening ear. Keep showing up with care, and give the seeds you plant a chance to grow.

> FOLLOW UP WITH CARE
>
> “When we spoke, you liked [benefit]. What questions have come up since then?” Listen, offer help, and agree on a next step. A seed needs attention; it does not need pressure.

Keep planting. Keep caring. Keep your follow-up promises. Respect a request to stop, and invest your next conversation in someone who welcomes it.

WORKSHEET / FOLLOW-UP

Keep track of the seeds you plant.

Make the next conversation easy to remember and useful to the person.

Name	What interested them?	Next contact / purpose

REVIEW YOUR LIST WITH YOUR UPLINE

Who needs an answer? Who asked for a later conversation? Who might welcome another presentation? Follow up on your agreements before adding more names.

EARN WHILE YOU LEARN

Give your activity a target.

Aim to earn your first $600 in bonuses through the sales activity your practice presentations begin.

FAST START / FIRST 30 DAYS OR LESS

$200 bonus
3 new members and 1 recruit with a qualifying membership
OR 5 new members
Attend Fast Start training within your first 30 days.

ADVANCE TO MANAGER / 45 DAYS OR LESS

Another $400 bonus
$500 total personal sales premium, including memberships written toward Fast Start
OR $300 organizational premium + 3 active frontline legs,
each with a qualifying active membership.

Give your first week some energy.

Begin with ten individual presentations in week one. Show the plan, use the workplace close, and help interested people enroll. Keep presenting toward the bonus qualifications. After your first ten, small-business plan sales can contribute to your launch activity too. Each conversation builds skill while you work toward your bonus goals. Sales premium is the company's qualifying premium measure; your upline can help you track it.

A fresh start deserves a real goal too.

Every associate, regardless of how long they have been with the company, can begin qualifying for Performance Club immediately. Commit to qualifying this month and every month going forward. Your next ten presentations can put you back in motion and build toward those monthly cash bonuses.

Your bonus checklist: new, unique memberships over $10; qualifying recruit placement when using that path; Fast Start training; active Advantage subscription; good standing; and retention eligibility. Complete training within 30 days for Fast Start or 45 days for Manager. Review the checklist with your upline and put your dates below.

Put your dates on the calendar: Start date _____
30-day deadline _____ 45-day deadline _____

See the Resources section for official compensation, bonus, and incentive details.

Help Someone Start Their Own Chapter

The bonus paths recognize both member sales and helping new associates begin.

Two ways to pursue your first wins.

Fast Start offers a sales-only path of five new members, or three new members plus one qualifying recruit. Manager offers a personal-premium path or an organizational-premium path with three qualifying frontline legs. Use the qualification page with your upline to track the path you are building.

PEOPLE FIRST. THE BONUS FOLLOWS THE QUALIFYING ACTIVITY.

Someone’s interest in extra income is the reason to show the opportunity. The bonus is a reward for meeting the program requirements. Help each person choose the membership and business decisions that fit them.

Let a member’s enthusiasm become an invitation.

Once their membership is complete, ask: “Could you see yourself showing this to people you know? If that interests you, I’d be glad to show you how we get paid to do it.” Bring in your upline, an opportunity video, or a live Zoom to explain the business.

A new associate needs a beginning, not just an enrollment.

Help them meet their upline and make their first invitations. Help them practice, then encourage their own presentations. Celebrate their progress. Your experience becomes more valuable when you pass it on and help someone else earn while they learn.

YOUR FIRST TEN START THE RHYTHM. PERFORMANCE CLUB KEEPS IT GOING.

Begin pursuing monthly qualification during your launch. Keep presenting, following up, and helping members use the service. Give your business a recurring goal that fits the life you are building.

See the Resources section for official compensation, bonus, and incentive details.

COMMISSION SHEET

People helped. Income earned.

One year advanced commissions per issued membership. Individual-product reference: June 1, 2026.

Level	Basic $29.95	Preferred $39.95	Premium $49.95	ID Family $34.95	ID Individual $19.95
Executive Director*	$170.91	$227.97	$285.04	$199.44	$113.84
Senior Director*	$135.99	$181.39	$226.80	$158.69	$90.58
Director	$101.07	$134.81	$168.56	$117.94	$67.32
Senior Manager	$73.13	$97.55	$121.96	$85.34	$48.71
Manager	$54.23	$72.34	$90.44	$63.28	$36.12
Senior Associate	$41.08	$54.80	$68.52	$47.94	$27.37
Associate	$32.87	$43.84	$54.81	$38.37	$21.89

***Amounts shown are Elite Level commissions.**

Put people behind the numbers.

Preferred Legal at $39.95 plus IDShield 3 Bureau Family at $34.95 = **$74.90 per family per month**.
Senior Director Elite: $181.39 + $158.69 = **$340.08**.
Executive Director Elite: $227.97 + $199.44 = **$427.41**.
These are one year advanced commissions per issued family combination.

See the Resources section for official compensation, bonus, and incentive details.

What if You Helped 12 Families a Month?

Preferred Legal + IDShield 3 Bureau Family: $74.90/month. Senior Director Elite Level example.



TWELVE NEW FAMILY COMBINATIONS EACH MONTH

12 x $340.08 = $4,080.96 in one year advanced commissions

12 months of new sales = $48,971.52

Give your goal a place on the calendar.

Twelve families a month generate **$898.80 in monthly premium**. Picture the people helped, then think about a goal that matters at home. Make your appointments, follow up, and let your experience grow.

Build toward the life you want.

Paying down a balance. Building a cushion. Creating more choices for your family. Give your business a personal reason and keep that reason close when you make your next invitation.

The annual illustration represents 144 new family combinations over twelve months. Each month's amount comes from new sales, not recurring payments on the first twelve.

See the Resources section for official compensation, bonus, and incentive details.

What if You Helped 24 Families a Month?

Preferred Legal + IDShield 3 Bureau Family: $74.90/month. Executive Director Elite Level example.



TWENTY-FOUR NEW FAMILY COMBINATIONS EACH MONTH

24 x $427.41 = $10,257.84 in one year advanced commissions
12 months of new sales = $123,094.08

Let your skills grow toward your vision.

Twenty-four families generate **$1,797.60 in monthly premium**. Your first ten presentations build a foundation. Keep improving your invitation, presentation, close, and follow-up as you reach more people.

Think big. Take the next step.

Start where you are and move forward through experience. Your upline can help you build a rhythm and strengthen the skills that make larger goals possible.

The annual illustration represents 288 new family combinations over twelve months. Each month's amount comes from new sales, not recurring payments on the first twenty-four.

See the Resources section for official compensation, bonus, and incentive details.

CONSISTENT MONTHLY ACTIVITY

Performance Club rewards consistency.

A few well-served memberships around a busy schedule can be worth your attention.

Consecutive qualifying months	Monthly cash bonus
3-11 months	$200
12-23 months	$400
24+ months	$500

Build a rhythm that fits your life.

Aim for **150 Performance Club points each month**. Keep at least **75% personal six-month rolling retention**, your Advantage or Advantage Plus subscription active, and your account in good standing. After three consecutive qualifying months, the first check is applied for payment in month four. Let your upline help you track your progress.

Small monthly efforts can serve a larger goal.

Performance Club qualification and strong retention help you pursue Elite Level commissions at Senior Director and Executive Director as you meet the rank requirements. You can also work toward recognition and trip incentives. A few memberships around a busy schedule deserve your attention.

> EVERY POINT BEGINS WITH A PERSON.
>
> Help them use the app. Encourage that first call. Follow up when they need a hand. When the membership becomes useful in someone's life, the mission becomes real.

Make room for your business.

You do not need to wait for an empty calendar. Choose presentation times you can keep, review your points with your upline, and help your members use their plans. A steady rhythm gives your ambition somewhere to go.

See the Resources section for official compensation, bonus, and incentive details.

Build experience. Then broaden your reach.

Your first ten are a beginning, not a limit on the people you can serve.

Confidence opens doors.

Your warm market gives you a place to learn the invitation, presentation, close, and follow-up. Look back after ten presentations and notice what feels easier. You are building skills you can carry into larger conversations.

Look at your community with new eyes.

The businesses you pass every day have owners making decisions about contracts, collections, employees, and growth. Small-business options include **$49.95, $99.95, and $149.95 per month**. Open your Small Business Website with your upline to choose the current plan offer for the owner you will meet.

AFTER YOUR FIRST TEN, BEGIN WITH BUSINESS OWNERS

We recommend completing your first ten practice presentations before approaching local business owners. Build confidence through experience before pursuing some of the most lucrative opportunities around you.

Use the right plan and the right support

A personal legal plan is not a substitute for the appropriate business coverage. Open **Small Business Website** in My Website Links and prepare with your field trainer or experienced upline.

Listen for the next opportunity to help.

Someone may own a business, have identity-protection needs, or work where voluntary benefits could help their coworkers. Ask about their world. When a workplace opportunity appears, connect with your upline's group specialist and learn the approach together.

GROW, THEN HELP SOMEONE ELSE GROW.

The confidence you build can become encouragement for the next person. Share what you learn. Celebrate their first presentation. Be part of a team where people help one another move forward.

You Already Know More Owners Than You Think

Start with the businesses that already receive your business.



Look at where you spend money.

Your mechanic, barber, salon, favorite restaurant, printer, landscaper, and neighborhood shop are part of your business community. You may already know the owner by name. After your first ten individual presentations, begin asking for time to show the appropriate small-business plan.

> AN INVITATION BUILT ON AN EXISTING RELATIONSHIP
>
> “I appreciate what you do for your customers. I’m building a business helping local owners get access to legal services. Could we set aside a few minutes so I can show you the small-business plan?”

Make an appointment that respects their business.

A busy counter or lunch rush is a chance to schedule, not to deliver the whole presentation. Meet when they can pay attention. Ask about their priorities and show the complete business-plan information.

Think beyond one sale. An owner may need a small-business plan and also want to learn about services for employees. These are different conversations and different coverage needs. Your field trainer can help you develop the group opportunity.

Get Certified While You Get Into Activity

Complete Level 1 in your first 30 days. Keep presenting from day one.

YOUR NEXT TRAINING MILESTONE

Level 1 Small Business / Small Group Certification
Learn the employee-benefits basics and get certified to open groups with up to 50 employees.

[CLICK: Find a class and register at SBSGTraining.com >]

Choose your class and protect the time.

Level 1 is offered in person in major cities, with a virtual option available. Put the class on your calendar during your first month. Give it your full attention, bring questions from your presentations, and be ready to use what you learn.

Meet your field trainer.

You connect with your field trainer through Level 1 certification. Bring that person the business relationships and introductions you are developing. Training becomes more useful when you have real opportunities to discuss.

LEARNING AND EARNING CAN HAPPEN TOGETHER.

Certification prepares you for groups. Your individual presentations can help people get protected today. Do both: complete the training and keep your presentation calendar moving.

Keep developing as your opportunities grow.

Level 2 Employee Benefits Certification teaches more complex business-to-business situations. Plan the next step with your field trainer. Details are available at **[CLICK: EBCTclass.com >]**.

Training questions: fullservicetraining@pplsi.com

Bring an Introduction. Build the Skill.

An experienced partner can help you turn a business relationship into a group opportunity.

Bring something concrete.

“A friend I enrolled works at a company with about 30 employees. She knows the owner and will introduce us.” That is a useful beginning. Share the business name, contact, approximate employee count, relationship, and agreed next step.

Prepare for the meeting together.

Decide who will lead, what you will cover, and what you need to learn. Your field trainer helps with the decision-maker conversation, group setup, employee presentation, and enrollment process. Observe carefully and take an active part.

HOW THE PARTNERSHIP WORKS

When working with a field trainer, the commission arrangement is **50/50**. You gain practical guidance and experience while sharing the commissions on that business. Agree on the arrangement and responsibilities before proceeding.

Learn a little more with every opportunity.

Handle your introductions, keep your promises, and follow up promptly. Ask why your trainer approaches the meeting the way they do. Each appointment can strengthen the skills you will use on your next group.

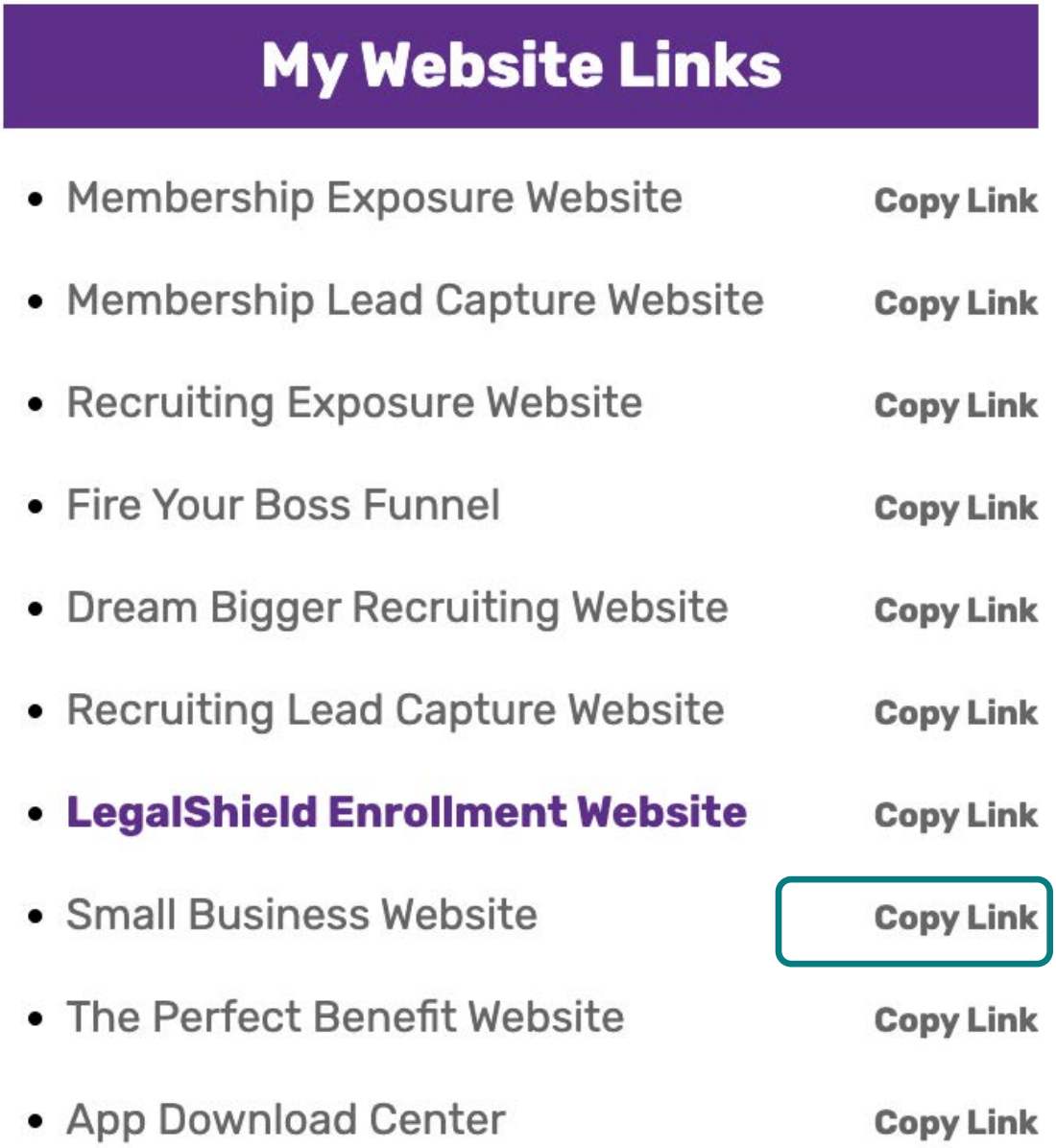
DO NOT MAKE WAITING YOUR BUSINESS PLAN.

Keep presenting to individuals and business owners while group conversations develop. You are building a flow of opportunities, rather than depending on one employer to say yes.

The commission illustrations in this guide show the full stated sales advance. On business shared 50/50, your share is half of that amount. Track credited premium and incentive progress separately with your field trainer.

Find your Small Business Website.

[OPEN stw.team >] > My Website Links > Small Business Website > Copy Link



Click **Copy Link** beside **Small Business Website**. Open and test your personal link with your upline before meeting with a business owner.

Small-Business Commissions

Personal sales advances per issued plan. Senior Director and Executive Director are Elite Level rates.

Level	Basic $49.95	Preferred $99.95	Premium $149.95
Executive Director*	$285.04	$570.36	$427.84
Senior Director*	$226.80	$453.82	$340.42
Director	$168.56	$337.28	$253.00
Senior Manager	$121.96	$244.05	$183.07
Manager	$90.44	$180.98	$135.76
Senior Associate	$68.52	$137.11	$102.85
Associate	$54.81	$109.68	$82.28

***Elite Level commissions.** Basic and Preferred pay a twelve-month advance. Premium at $149.95 pays a six-month advance.

A BUSINESS OWNER IS A PERSON WITH A LOT ON THEIR SHOULDERS.

Contracts, collections, employees, and everyday decisions can create questions. Develop the skills to show an owner where they can turn for help.

Prepare with your upline.

Use your Small Business Website and current plan materials. Learn the business presentation after your first ten practice presentations so you approach local owners with confidence.

See the Resources section for official compensation, bonus, and incentive details.

What if You Helped 8 Businesses a Month?

$99.95 Small Business Preferred plan. Senior Director Elite Level commission example.



8 NEW BUSINESS PLANS EACH MONTH

8 x $453.82 = $3,630.56 in one year advanced commissions
12 months of new sales = $43,566.72

Build relationships in your local community.

8 new plans produce **$799.60 in monthly premium**. Each owner you help has a business they care about. Learn their needs, show the complete plan, and follow through with care.

Let your first ten prepare you for the next opportunity.

Use your warm-market experience, involve your upline, and develop the right presentation for business owners. You can build toward this market one conversation at a time.

This annual illustration comes from 96 new plans over twelve months. The example uses an already-qualified Senior Director at Elite Level; premium production is one part of qualification.

See the Resources section for official compensation, bonus, and incentive details.

What if You Helped 16 Businesses a Month?

$99.95 Small Business Preferred plan. Executive Director Elite Level commission example.



16 NEW BUSINESS PLANS EACH MONTH

16 x $570.36 = $9,125.76 in one year advanced commissions
12 months of new sales = $109,509.12

Build relationships in your local community.

16 new plans produce **$1,599.20 in monthly premium**. Each owner you help has a business they care about. Learn their needs, show the complete plan, and follow through with care.

Let your first ten prepare you for the next opportunity.

Use your warm-market experience, involve your upline, and develop the right presentation for business owners. You can build toward this market one conversation at a time.

This annual illustration comes from 192 new plans over twelve months. The example uses an already-qualified Executive Director at Elite Level; premium production is one part of qualification.

See the Resources section for official compensation, bonus, and incentive details.

The same skills can serve a workplace.

A clear presentation can help people one at a time - or across an organization.



The people you help can introduce you to a workplace.

Imagine showing the service to a roomful of employees. Group opportunities can bring you to people by the dozens, by the hundreds, and even by the thousands across larger organizations. The skills you practice today can prepare you to help people enroll at their job site tomorrow.

Let experience help you open a bigger door.

Ask your upline to introduce you to group support. Learn how to meet the benefits decision-maker, arrange presentations around shifts, and help employees enroll. Carry the same care into the workplace that you brought to your first friend.

START WHERE YOU ARE. KEEP MOVING.

Warm market. Ten presentations. Follow-up. Member service. Then business owners and groups with your upline. Move pragmatically and as fast as you can build the skills. Each step prepares you for the next opportunity.

You Can Open the Conversation

Bring an interested owner or benefits decision-maker to a complete presentation.

Begin with the introduction you earned.

Explain who connected you and why they thought the services could help. Ask for a time to review the employee-benefits offering. Your field trainer can help you prepare and lead the meeting while you gain experience.

A WEEKLY PRESENTATION YOU CAN USE NOW

Decision Maker Presentation
Thursdays at **12 noon Central / 1 p.m. Eastern**
[CLICK: ChatWithThePros.com >]

Invite business owners and HR or benefits decision-makers to hear the complete information, even while you are learning to lead the meeting yourself.

Prepare your guest and follow up.

Confirm the time and link. Tell the presenter or your field trainer what the business wants to understand. Attend with your guest when possible, then reconnect to answer questions and discuss the next step.

Keep the employee meeting about the membership.

Employees are there to understand services for themselves and their families. Use membership and employee-benefits materials, explain the enrollment choices, and make room for questions. Save opportunity discussions for a separate setting.

EVERY GROUP BEGINS WITH PEOPLE.

An owner chooses to hear you out. Employees discover a service. Families gain someone to call. Growth is the result of taking care of those conversations.

Employee-Benefits Commissions

LegalShield + IDShield family combination: $44.90/month. One year advanced commissions.

Level	Personal sales advance
Executive Director*	$256.22
Senior Director*	$203.87
Director	$151.51
Senior Manager	$109.63
Manager	$81.30
Senior Associate	$61.59
Associate	$49.27

***Senior Director and Executive Director amounts shown are Elite Level commissions.**

BRING THE MISSION TO THE WORKPLACE.

A clear presentation can help employees discover services for themselves and their families. Work with your upline and experienced group support to arrange presentations and enrollment.

One introduction can open a larger conversation.

Ask who handles benefits. Learn the group process and prepare with experienced help. The same care you bring to one member belongs in every workplace conversation.

See the Resources section for official compensation, bonus, and incentive details.

What if You Helped 17 Families at Work?

$44.90 LegalShield + IDShield family combination. Senior Director Elite Level example.

17 NEW FAMILY COMBINATIONS EACH MONTH

17 x $203.87 = $3,465.79 in one year advanced commissions
12 months of new sales = $41,589.48

Reach people where they already come together.

17 family combinations produce **$763.30 in monthly premium**. A workplace gives you a chance to help several people discover the service through a shared presentation and individual enrollment assistance.

Every enrollment is still a family.

Make room for questions, help employees choose, and show new members how to use their plans. The size of the audience can grow; your attention to each person still matters.

BUILD TOWARD THIS WITH EXPERIENCED HELP.

Begin with your first ten presentations. Develop your skills, then work with your upline and group support to open workplace opportunities. Let each step prepare you for the next.

The annual illustration represents 204 new family combinations over twelve months. It uses an already-qualified Senior Director at Elite Level; the monthly premium target is one part of qualification. With a 50/50 field-trainer split, your share is half the illustrated commission.

See the Resources section for official compensation, bonus, and incentive details.

What if You Helped 34 Families at Work?

$44.90 LegalShield + IDShield family combination. Executive Director Elite Level example.

34 NEW FAMILY COMBINATIONS EACH MONTH

34 x $256.22 = $8,711.48 in one year advanced commissions
12 months of new sales = $104,537.76

Reach people where they already come together.

34 family combinations produce **$1,526.60 in monthly premium**. A workplace gives you a chance to help several people discover the service through a shared presentation and individual enrollment assistance.

Every enrollment is still a family.

Make room for questions, help employees choose, and show new members how to use their plans. The size of the audience can grow; your attention to each person still matters.

BUILD TOWARD THIS WITH EXPERIENCED HELP.

Begin with your first ten presentations. Develop your skills, then work with your upline and group support to open workplace opportunities. Let each step prepare you for the next.

The annual illustration represents 408 new family combinations over twelve months. It uses an already-qualified Executive Director at Elite Level; the monthly premium target is one part of qualification. With a 50/50 field-trainer split, your share is half the illustrated commission.

See the Resources section for official compensation, bonus, and incentive details.

Earn Today. Build Toward More.

Let each milestone give your next presentation a purpose.

Your focus	Your next income opportunity
First ten individual presentations	Membership commissions; pursue $200 Fast Start + $400 Manager bonuses through qualifying launch activity.
After the first ten: business owners	Small-business commissions and qualifying Ruby premium. Keep building toward your launch bonuses.
Certification and first groups	Shared commissions with your field trainer; qualifying new-group bonuses and Ruby Hit & Earn.
Consistent monthly production	Performance Club cash-bonus progression: $200, then $400, then $500 per qualifying month at the applicable tier.
Growing your group business	2026 annual cash-bonus milestones, broader opportunities, and renewal compensation on retained business.

THE FIRST $600 IS A GOAL WITH A PLAN.

Begin with ten presentations in week one. Keep presenting until you meet the sales and training qualifications within the 30-day and 45-day deadlines. Your first ten create momentum; your follow-through carries it forward.

Commission advances, cash bonuses, and renewal compensation are different parts of income. Use the official links in Resources to track the applicable requirements and credited production.

See the Resources section for official compensation, bonus, and incentive details.

Your First Groups Can Bring More Than Commissions

Let early rewards encourage the activity that helps more people.

Begin by becoming Ruby qualified.

Complete Level 1 group certification in 2026 and personally write $500 in qualifying small-business and/or group premium. Ruby opens the door to its incentive opportunities and recognition. Track your progress with your field trainer.

YOUR FIRST THREE QUALIFYING GROUPS WITH A FIELD TRAINER

First group: $300
Second group: $350
Third group: $400

That is $1,050 in group-opening bonuses, alongside your share of commissions, when the program qualifications are met.

Keep going after the first group.

Ruby also includes premium-based Hit & Earn rewards beginning with a $100 bonus at $500 in qualifying premium, plus further milestones. The group-opening program has additional rewards at five and ten qualifying groups.

Put the opportunity on your calendar.

For the 2026 new-group bonus, groups must open within six months of completing Level 1 certification and meet the qualifying-group requirements. Your field trainer can help you organize the right next step and track progress.

KEEP THE CURRENT RUBY BOOKLET WITHIN REACH

[CLICK: Open the 2026 Ruby Incentives booklet >]
Use it for qualification, retention, eligible premium, and payout details. Review the next milestone with your field trainer.

See the Resources section for official compensation, bonus, and incentive details.

Give Yourself Something Bigger to Aim For

Begin with the next presentation. Keep a larger future in view.



RUBY > SAPPHIRE > EMERALD

Ruby is your first Business Solutions milestone. As your experience and production grow, keep Sapphire and Emerald in your sights.

A growing business can reach larger workplaces.

Additional income opportunities on groups of 200 or more employees are available for Sapphire and Emerald. Let that expand your vision of where the skills you are learning can lead.

The mission grows with your reach.

Imagine a company where employees know whom to call about a legal question, or a family that finally takes the first step toward getting a Will. Your business grows by making this access available to more people.

Learn the next qualification with your field trainer and the current Business Solutions resources at **[OPEN office.legalshield.com >]**. For today, keep the appointment that moves you forward.

See the Resources section for official compensation, bonus, and incentive details.

A Larger Horizon: Up to $100,000 in Bonuses

Business Solutions Annual Cash Bonus | January 1-December 31, 2026

Qualifying personal Solutions premium	Cumulative cash bonus
$3,500	$500
$7,000	$2,000
$10,000	$5,000
$15,000	$9,000
$20,000	$15,000
$30,000	$23,000
$40,000	$33,000
$50,000	$48,000
$75,000	$72,000
$100,000	$100,000

These are cumulative bonus totals: each new level adds to the bonuses already earned. Qualifying premium accumulates from eligible sales during 2026; it is not twelve times the monthly price of each membership.

Build toward the next milestone.

This program uses qualifying Solutions production, Employee Benefits Certification, and its own retention requirements. Track your eligible production with your field trainer as your group business develops.

[CLICK: Open the official 2026 Annual Cash Bonus program >]

The top level has an additional growth requirement for prior-year $100,000-premium achievers. Use the official details for eligibility and annual deadlines.

See the Resources section for official compensation, bonus, and incentive details.

What Could a Growing Book of Business Mean?

Picture the people helped, then give your own goals room to grow.

A SIX-FIGURE PRODUCTION ILLUSTRATION

At the stated Executive Director Elite rate, **34 new employee-benefits family combinations a month** at $44.90 produce **$104,537.76 in one year advanced commissions across twelve months of new sales**.

WHAT IF YOUR REACH DOUBLED?

At that same full rate, **68 new family combinations a month** produce **$17,422.96 in one year advanced commissions on that month's new sales**, or **$209,075.52 across twelve months**. That represents 816 new family combinations in a year.

Put families behind the figures.

Those enrollments may come from several workplaces and many conversations. Behind every one is a person who can discover access they did not have before. Keep the same care for the individual as the size of your audience grows.

Build the relationships that last.

New sales can produce advances today. Retained memberships can generate renewal compensation under the compensation plan. Service, member use, and ongoing group relationships help build the foundation for income in future years.

These illustrations use an already-qualified Executive Director at Elite Level and the full commission rate. A 50/50 field-trainer arrangement makes your share half: $52,268.88 or $104,537.76, respectively, across twelve months. Bonuses and renewals are not added to these examples.

See the Resources section for official compensation, bonus, and incentive details.

YOUR SUPPORT RHYTHM / EVERY WEEK

You Have a Community Behind Your Calendar

Use the training. Bring your questions. Keep your activity moving.

Monday | Group Scoop

10 a.m. Central / 11 a.m. Eastern
[CLICK: letschatsmallbiz.com >]
Connect, hear updates, and keep learning from people building Business Solutions businesses.

Tuesday | B2B Prospecting Blitz

9:45 a.m. Central / 10:45 a.m. Eastern: intro at **[CLICK: BlitzIntro.com >]**.
10 a.m. Central / 11 a.m. Eastern: begin prospecting and track activity at **[CLICK: SolutionsBlitz.com >]**.
12:05 p.m. Central / 1:05 p.m. Eastern: wrap-up at **[CLICK: BlitzWrapUp.com >]**.

Thursday | Bring a decision-maker

12 noon Central / 1 p.m. Eastern
[CLICK: ChatWithThePros.com >]
A complete employee-benefits presentation for the owners and benefits decision-makers you invite.

Monthly | Business Solutions Expo

[CLICK: Register at legalshieldexpo.com >]
Learn from Business Solutions leaders and trainers. Register ahead and use your confirmation email for the session details.

> USE SUPPORT TO STRENGTHEN YOUR ACTIVITY.
>
> During your first 60 days, prioritize warm market, referrals, and businesses you already patronize. Learn the prospecting process now; add the daily company-calling habit as you move into days 61-90.

Keep Your Relationships. Expand Your Reach.

Add consistent business outreach to the foundation you have already built.

Give prospecting a place on your calendar.

Aim for **50 company calls per working day**, setting aside a focused **60-90 minute block**. Longer conversations and appointments may need more time. The purpose is to keep new opportunities entering your business consistently.

LEARN THE METHOD IN YOUR TEAM BACK OFFICE

Go to **[CLICK: stw.team >]** and open **Business Solutions resources and training** for Data Axle, business-prospecting, and calling instruction. Work through the training before beginning this outreach.

Measure the conversations that move forward.

Track calls, decision-makers reached, appointments, follow-ups, and groups progressing toward enrollment. Keep accurate contact notes, follow the approved calling practices, and honor requests not to be contacted.

Keep your two-presentation habit.

Prospecting creates appointments. Presentations create understanding. Continue warm-market and referral presentations alongside owner meetings, decision-maker presentations, and employee enrollments. Stay connected to the people who already trust you.

A GROWING FUNNEL GIVES YOU CHOICES.

One business may be ready now. Another may need a later benefits discussion. Follow up on your agreements while continuing to meet new people. Consistent activity keeps your future from depending on a single yes.

My first ten practice presentations.

First-week goal: ten completed presentations. Count the experience, then learn from it.

Associate: _____ Week beginning: _____

No. / name	Date / presentation tool	Result / next step
1 _____		
2 _____		
3 _____		
4 _____		
5 _____		
6 _____		
7 _____		
8 _____		
9 _____		
10 _____		

Review with your upline

Completed ____ Members enrolled ____ Introductions ____
What became easier? _____
One thing to improve: _____
Next appointments: _____

A complete presentation counts whether or not someone buys. Role-play prepares you; it does not replace a real presentation. Use your placemat or PDF to deliver the membership presentation yourself.

My 50-name activity worksheet.

Names 1-13 | Write names first. Check or date each activity as it happens.

Associate: _____ Week beginning: _____

No.	Name	Called	Scheduled	Presented	Signed Up
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					

Page totals: Called ____ Scheduled ____ Presented ____ Signed Up ____

Follow-up dates / notes / introductions (no private legal or payment details)

My 50-name activity worksheet.

Names 14-26 | Write names first. Check or date each activity as it happens.

Associate: _____ Week beginning: _____

No.	Name	Called	Scheduled	Presented	Signed Up
14					
15					
16					
17					
18					
19					
20					
21					
22					
23					
24					
25					
26					

Page totals: Called ____ Scheduled ____ Presented ____ Signed Up ____

Follow-up dates / notes / introductions (no private legal or payment details)

My 50-name activity worksheet.

Names 27-38 | Write names first. Check or date each activity as it happens.

Associate: _____ Week beginning: _____

No.	Name	Called	Scheduled	Presented	Signed Up
27					
28					
29					
30					
31					
32					
33					
34					
35					
36					
37					
38					

Page totals: Called ____ Scheduled ____ Presented ____ Signed Up ____

Follow-up dates / notes / introductions (no private legal or payment details)

My 50-name activity worksheet.

Names 39-50 | Write names first. Check or date each activity as it happens.

Associate: _____ Week beginning: _____

No.	Name	Called	Scheduled	Presented	Signed Up
39					
40					
41					
42					
43					
44					
45					
46					
47					
48					
49					
50					

Page totals: Called ____ Scheduled ____ Presented ____ Signed Up ____

Follow-up dates / notes / introductions (no private legal or payment details)

My Business and Community Connections

Capture the introductions that emerge from your presentations and follow your dollar.

Business / contact	Who can introduce me?	Owner plan / group / next step

REVIEW THE NEXT STEP WITH YOUR FIELD TRAINER

Which contact welcomed a meeting? Who needs a follow-up? What did you promise to send? Record business facts and dates, without private employee or payment information.

Give Your Vision a Place on the Calendar

Start date: _____ | My reason: _____

My first week

First presentation date: _____ Ten completed by: _____
Members enrolled: ____ Business introductions: ____
Next ten appointments planned: _____

My first 30 days

Fast Start deadline: _____ Progress: _____
Level 1 class date: _____ Registration complete: _____
Field trainer / contact: _____
First small-business appointment after my first ten: _____

My first 45-60 days

Manager deadline: _____ Progress: _____
Owner presentations: ____ Decision-maker meetings: ____
Groups in progress: ____ Groups opened: ____
Next Ruby milestone: _____

Days 61-90 and beyond

[OPEN stw.team >] Business Solutions training completed: _____
Daily calling block: _____ Presentation times: _____
Performance Club goal / progress: _____
Follow-up review day: _____

KEEP THE PROMISES YOU MAKE TO YOURSELF.

Two presentations each working day. Thoughtful follow-up. Members who know how to use their plans. These are habits you can begin now and carry into a much larger business.

LONG-TERM POSSIBILITY

Build something that can keep growing.

Service today can create relationships that continue tomorrow.



Ordinary beginnings can lead to extraordinary chapters.

Field milestones include **700+ Ring Earners** and **350+ Millionaire Club families**. Behind those milestones are people who began, learned, and kept building. Let their achievements expand your sense of possibility. Then give your own goals the attention they deserve.

Build relationships that can keep creating value.

Field reports describe **more than 30,000 associates receiving monthly residual income**. Retained memberships can generate renewal compensation from earlier service; eligible business succession can extend that legacy to heirs. Think about the meaning of building something with a future.

YOUR STORY IS STILL BEING WRITTEN.

You cannot do yesterday's presentations. You can make today's invitation. Bring your willingness, use your tools, and let people help you. Build toward the life you want by helping others protect the lives they love.

See the Resources section for official compensation, bonus, and incentive details.

Resources: Keep Your Tools Within Reach

Click a link or use the PDF bookmarks to find your next step.

Team support and practical training

[CLICK: stw.team >]
Support: find your sponsor and upline.
My Website Links: membership overview, enrollment, small-business site, and app download.
Business Solutions resources and training: learn Data Axle prospecting and business-calling methods.

Company tools and enrollment

[CLICK: office.legalshield.com >]
Open **Resources** for current plan brochures, membership presentations, and personal, small-business, and employee-benefits commission schedules. Use **Applications** for membership entry.

Certification and Business Solutions incentives

[CLICK: Level 1 certification registration >] | **[CLICK: Level 2 certification information >]**
[CLICK: 2026 Ruby Incentives >]
[CLICK: 2026 Business Solutions Annual Cash Bonus >]

Your launch and ongoing rewards

[CLICK: Fast Start >] | **[CLICK: Advance to Manager >]** | **[CLICK: Performance Club >]**
[CLICK: Company Income Disclosure >]
Use the linked program rules for eligibility, retention, qualifying premium, and payout details. Annual incentives shown in this edition apply to 2026.

KEEP THESE NUMBERS. KEEP MOVING.

Associate Services: 580-436-7424
Member Services: 800-654-7757
Business Solutions training: fullservicetraining@pplsi.com

Your next chapter needs a first appointment. Choose a name, make the invitation, and give someone the chance to see what you can help them protect.

You Are Part of Something Bigger

54 years of service. A mission worth sharing. A future you can help build.

In 1972, LegalShield began with an idea that still matters: people should have somewhere to turn when legal questions touch their lives. In September 2026, that mission is 54 years strong. Every membership you show carries it to someone new.

700+	**Ring earners** People earning $50,000 or more per year.
350+	**Millionaire Club families** Families that have earned at least $1 million.
30,000	**Associates earning residual income** Receiving monthly residual income in this business.
35,000	**Companies offering LegalShield** Offering LegalShield as part of their employee benefits package.

An established company. An enormous opportunity.

LegalShield has been featured in Forbes, CNBC, Yahoo Finance, Employee Benefit News, and HR publications. Already, **35,000 companies offer LegalShield as an employee benefit—and millions of businesses have never been approached.**

That is an enormous untapped opportunity, including right in your own community. Business owners and employees who could benefit from these services are still waiting for someone to show them what is available. Your next conversation could open a door that no one has knocked on yet.

Your first 90 days are the beginning. Commit to the long haul.

This is your 90-day launch plan—not a suggestion to give this business 90 days. Your first three months, and your first year, can be tremendous seasons of learning and earning. You will build skills, relationships, and confidence that make your next year stronger.

Think beyond your first sales and bonuses. You are building a business with the potential to provide residual income for your family today and for a generation to come. That kind of future takes consistent action and a long-term vision.

Start today. Keep learning. Keep helping people. Build something your family can grow with.

YOUR SUCCESS TEAM

Recruiters Guide

Launch your business. Help others launch theirs.
Build a team that lasts.



YOUR FIRST LAUNCH. YOUR NEXT CHAPTER.

Private Zoom launches / Two a day / Ten core commitments

Internal team training | September 2026

An opportunity to change more than your income

Freedom becomes meaningful when you know what you want it to make possible.

More breathing room in the family budget. More choice over how you spend your time. A business you can build beside your current responsibilities. The satisfaction of helping someone discover a possibility they had not seen for themselves. Start with the life you want to move toward - then connect that vision to the people you can help.

First, help someone protect what matters

LegalShield helps members access legal guidance for covered needs through a membership. IDShield brings identity monitoring and access to restoration support. A family may need help understanding a contract, planning ahead or dealing with an identity concern. Your job is to connect them with the service and the professionals who can help, not to become their attorney. [1]

Then, open a door to entrepreneurship

For someone who wants to build, the same services can become the foundation of a business. You can introduce the opportunity, help them get started and work beside them as they learn. When they help their own members and new associates, the value of your first introduction can reach farther than your personal circle.

> **THE BUILDING PRINCIPLE**
>
> Whoever exposes the most recruits the most.
> Whoever recruits the most finds the most leaders.
> Whoever finds the most leaders builds the biggest business.

That is a call to consistent activity and leadership development. Not everyone will join or choose to lead. Keep presenting, keep serving and keep developing the people who put the training into practice.

What would greater freedom make possible for you?

A HISTORY TO BUILD ON

You are part of something bigger

A long-established mission. Experienced people. Your next chapter.

1972	54 years in 2026	Thousands of attorneys
The company story begins in Ada, Oklahoma.	A history of making legal services more accessible.	A network supporting the delivery of legal services.

LegalShield traces its beginning to Harland Stonecipher's experience with legal costs after a car accident. His response was an idea: access to legal help should not depend on a person being able to absorb a large unexpected bill. The company began in 1972 and was incorporated as Pre-Paid Legal Services in 1976. Today, that mission is still the reason to introduce the services. [1, 2]

Our team has a history of developing people

Our team's firsthand success stories include leaders who have earned more than $1 million in career overrides from the organizations they developed. Some have also helped people in their teams become Millionaire Club members. That is a history of success worth becoming part of: experienced people helping others grow.

A leader's history is valuable when it becomes your access to coaching. Senior Directors, Executive Directors, ring earners and Millionaire Club members in your upline can help present, answer questions and guide a launch. You do not have to do this alone.

> **BORROW EXPERIENCE. BUILD YOUR OWN SKILL.**
>
> Bring your upline into real conversations. Listen to how they help. Participate, follow through, and gradually take more responsibility yourself.

These are firsthand team accounts, not independently verified company earnings statistics or typical results. Outcomes depend on work, production, retention, qualifications and expenses. [9]

Who in your upline will help you build?

YOUR ROAD MAP

A launch you can repeat. A business you can grow.

Use the opening sections to act. Use the commitments to keep building.

Part	Your next chapter	Page
01	See what you can build	2
02	Your private Zoom launch in 24-48 hours	9
03	Book a meeting from a meeting	14
04	Keep the momentum: two people every day	22
05	The ten core commitments	28
06	Your launch tools and resources	49

FOR PEOPLE READY TO BUILD A TEAM

This is your team-building launch guide. If your focus is marketing memberships, use *Your First 90 Days in LegalShield*. Both paths serve people; you can choose either or both. Bring your sponsor into your plan.

Our recommended rapid-launch strategy for team builders is a private business launch with an experienced upline presenter. Schedule it in your first 24-48 hours, then help the people who join do the same. Keep introducing two people a day to the complete story.

Income illustrations show specified production and qualification assumptions, before expenses, cancellations and taxes. They are not typical earnings or guarantees. Official rules and source links appear at the back.

Build people. Build income.

Your income grows from services delivered, productive launches and leadership.

Income stream	What creates it
Personal commissions	Help a new member choose and begin using a plan.
Team overrides	Help associates produce membership business. Your eligible pay-level differential can earn an override.
Launch bonuses	Qualify for Fast Start and Manager, then help new associates reach their milestones.
Performance Club + matches	Build consistent monthly activity; eligible leaders can also receive matching bonuses.
Residual income	Retained personal and team memberships can contribute to future renewal income.

A productive launch can begin several of these streams

Qualified bonus position	Fast Start	Manager	Total
Your own qualifying achievement	$200	$400	$600
Sponsor position	$100	$200	$300
Power Team Senior Director	$100	$200	$300
Power Team Executive Director	$100	$200	$300

THE $900 LEADERSHIP ILLUSTRATION

An eligible sponsor occupying Sponsor + Power Team Senior Director + Power Team Executive Director can receive $300 at Fast Start and $600 at Manager: $900 combined, separate from the new associate's $600. All three positions and their timing must apply. [3, 4]

Power Team requires three consecutive qualifying rank months, effective the following month. Launch Power Team positions are determined when the associate joins. Enrollment alone earns none of these milestone bonuses. See the income reference.

Fast Start. Manager. Performance Club.

Qualify yourself, then help the people you sponsor build the same habits.

Milestone	Business requirement	Bonus opportunity
Fast Start / first 30 days	3 new unique personal members + 1 qualifying new recruit, OR 5 new unique personal members. Complete credited Fast Start training in the window.	$200 to the qualifying associate.
Manager / first 45 days	Current team route: 5 new unique personal members + 3 active frontline legs with memberships + $300 organizational premium; OR $500 personal premium. Complete credited Fast Start training in the window.	$400 to the qualifying associate.
Performance Club / each calendar month	150 points. Build consistency in personal production and qualifying recruiting activity.	$200 tier begins after 3 consecutive qualifying months; first check is applied for payment in month 4.

THREE-AND-ONE IS THE BEGINNING

Help each builder serve three members and introduce one person to the business for the recruiting Fast Start route. Then help that builder continue toward three personally sponsored associates - each with a supported start.

Each eligible premium dollar earns 1 PC point. A qualifying new recruit with a linked membership earns 50 points; a new recruit's Fast Start qualification earns another 50 in the month it occurs. Three qualifying recruits alone can supply 150 points. [5]

Sales-only example: two $74.90 combinations total $149.80, short of 150 points without other points or carryover; three total $224.70. One combination customer counts as one unique member.

September 2026 rules [3-5]. Bonus eligibility also includes subscription, retention, good-standing and review requirements. Manager rules above apply to new September recruits; a temporary prior-rule transition applies to some earlier recruits. The company records determine qualification. See the income reference at the back.

What if 30 people earned a $200 PC check?

Here is the power of a productive team - under the stated qualifications.

Picture yourself as the qualifying Power Team Executive Director, also occupying the first eligible Power Team Senior Director position for each of these 30 associates. Each person actually earns an eligible $200 Performance Club check that month.

Each eligible associate	Match to you
Power Team Senior Director: 100% of $200	$200
Power Team Executive Director: 50% of $200	$100
Combined per eligible check	$300

30 X $300 = $9,000

Illustrated gross matching bonuses for that month, separate from sales overrides. This example is about 30 eligible paid checks - not merely 30 people enrolled or 30 names marked PC-qualified.

The $200 check tier corresponds to consecutive qualifying months 3-11. The $400 tier covers months 12-23; the combined SD/ED match is $600 when both positions apply. This matching program does not continue indefinitely: it covers the first 23 qualifying months, with matches beginning at the payable-check stage.

Keep the positions and conditions clear

You must personally PC check qualify, maintain the required subscription and organizational retention, and be Power Team qualified and in good standing in the payout month. A closer qualifying leader can receive a matching position instead. A designated recipient's failed eligibility does not make that bonus roll up.

Current PC rules require three consecutive qualifying months; the first personal check is applied for payment in month four. Processing is approximately the 7th, not a guaranteed bank-deposit date. Position stacking is explicit in the matching flyer. No monthly numerical cap is stated, but each payment requires eligibility. [5, 6]

Think in years of member value

Personal memberships and team memberships can both contribute to renewal income.

An advance commission is only the beginning of the compensation story. When eligible memberships remain in force, renewal commissions can continue under the plan. Your team's retained memberships can create renewal income too, subject to your compensation position and the applicable rules. This is why member care belongs in a recruiting guide.

Two distinct residual payments	How the current schedule works
One-time cash residual	The 13th member payment generates 10% of your original advance or override, accumulated and paid the following month.
Recurring renewal commissions	Separately, 10% of that original advance or override is paid annually in monthly portions as the member continues paying.

Picture several years of retained memberships

Earlier retained business can renew while later months add more memberships. As your team grows, more producers can contribute to that base. Member care helps preserve it. Cancellations shrink it, and team renewals are based on the original override you received - not the full personal-sale advance.

> **CARE COMPOUNDS ALONGSIDE PRODUCTION**
>
> A clear presentation, a useful start and continued member value are business-building activities. Teach them with the same seriousness as the invitation. You are building relationships intended to last, not just collecting a first commission.

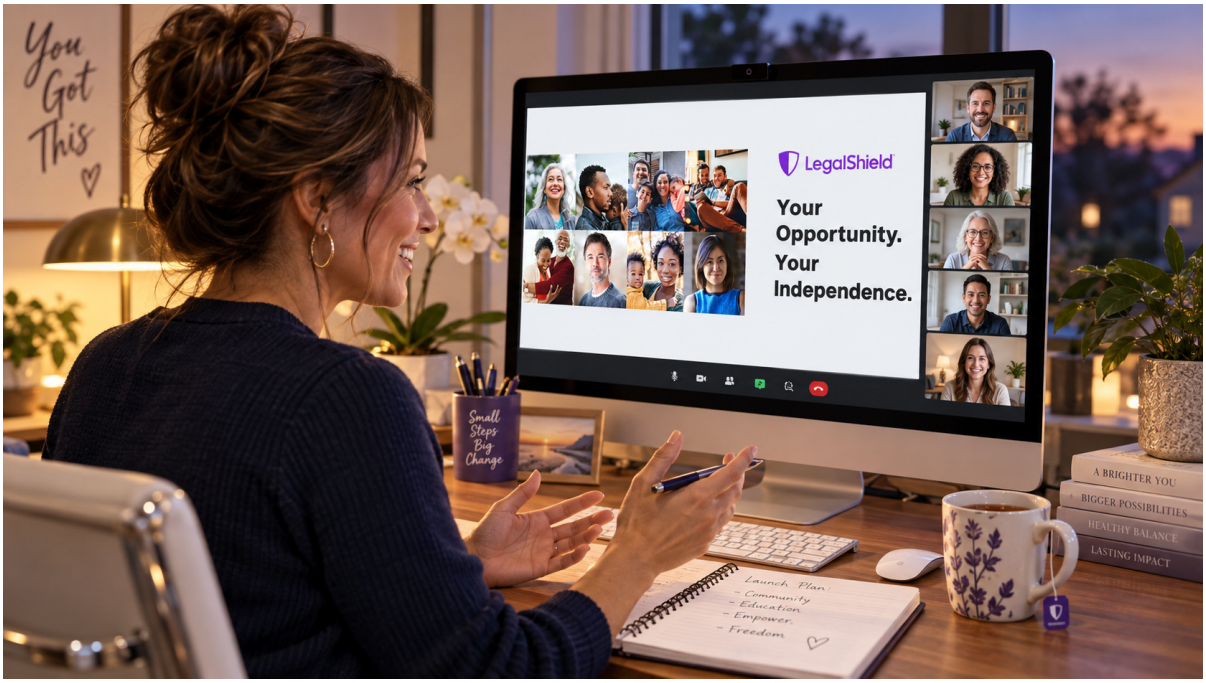
Our team's firsthand accounts include experienced leaders earning substantial annual residual income, with exceptional six- and seven-figure examples. Imagine the significance of building a base of valued memberships over years. These stories are not typical results, independently verified earnings statistics or a forecast for your team.

Ten percent annually is not ten percent monthly. Recurring renewals first reduce any outstanding debit balance; the one-time 13th-payment cash residual is not subject to chargebacks. An active Associate Agreement and continuing eligible member payments are required. Residuals are separate from Lifetime Millionaire Club totals, new-sale advances and PC matches. [7, 9]

PART 02

Your private business launch

Your contacts. An expert presenter. A business ready to begin.



Imagine welcoming people you know to your own business launch. You share why you are excited. Then an experienced leader presents the services and opportunity, answers questions and helps interested guests take the next step. You do not have to become an expert before you open for business.

PUT YOUR FIRST LAUNCH ON THE CALENDAR IN 24-48 HOURS

Private launches are a growth practice used by fast-growing LegalShield teams and taught by experienced leaders. Put that support to work: invite your people, let an expert present, and help new builders repeat the launch with their people. [10-12]

Most launches can be held on Zoom; an in-person gathering is another option. Coordinate the earliest practical time with your presenter. Speed means prompt, prepared action - never pressure on a guest to decide.

Turn your excitement into an appointment

You already have access to people who can help you do this professionally.

When	What you and your sponsor arrange
As soon as you begin	Confirm your goal, choose the presenter and book the first launch. Ask about scheduling a second or third session so there are more opportunities to attend.
Before inviting	Agree on date, time zone, truthful duration, meeting link and how guests can join. Decide who handles the presentation and follow-up.
Today	Personally invite warm contacts. Start with people you can reach now; keep expanding the list. Invite interested guests to bring someone who would appreciate the overview.
Before the launch	Confirm guests, rehearse your welcome and introduction, and test sound and screen sharing. Prepare the correct enrollment links with your sponsor.
At the launch	Welcome, present, answer questions, and help ready-to-start associates book their own launches.

Invite broadly. Start promptly.

A larger invitation effort creates more opportunities for attendance and interest. But do not wait for a perfect fifty-name list or a full virtual room. A small launch with an excellent presenter can open the next network of relationships. Keep inviting and hold the next launch. [11, 12]

> **MAKE THE APPOINTMENT NOW**
>
> Contact your sponsor: "I want to launch my team-building business. Can we put my private Zoom launch on the calendar and choose who will present?"

My launch: date / time zone / presenter / link

Begin with people, not a pitch

Warm relationships and thoughtful referrals are the natural starting point.

Think of friends, relatives, coworkers, neighbors and community connections. Look for willingness to learn, dependability and a reason to build. Do not prejudge someone by their job title, personality or present income. Let a complete presentation and a real conversation reveal their interest.

> **A SIMPLE PERSONAL INVITATION**
>
> "I've got something I'd like to show you. It'd only take a few minutes. You may or may not be interested."

Then ask whether they are open to looking and agree on a time. Make the business purpose clear: "It is about LegalShield's services and the business I am building." Use "a few minutes" only when that is accurate; tell them the actual duration of a longer video or meeting.

People to begin with	Why I thought of them
Family or friend	
Current or former coworker	
Neighbor or community contact	
Business owner or professional contact	
A personal referral	

> **LET REFERRALS STAY PERSONAL**
>
> "Who do you know who might appreciate seeing this? Would you feel comfortable introducing us?"

Ask permission for the introduction. Respect a decline. Professional recruiting is clear, courteous and dependable - not persistent pressure.

Your job is to welcome your people

Your sponsor helps you prepare. Your experienced presenter handles the overview.

You	Your sponsor / presenter
Invite personally, confirm, and welcome guests.	Coach the invitation and prepare the host.
Share your honest reason for beginning.	Deliver the complete services-and-opportunity presentation.
Introduce the presenter with genuine confidence.	Answer questions and support individual conversations.
Stay engaged and help arrange next steps.	Help enroll interested guests and support the next launches.

YOUR WELCOME

"Thank you for being here. I'm starting a business with LegalShield because [your genuine reason]. I wanted people I know to have a chance to see what I'm excited about. Tonight you'll learn about the services and the business opportunity."

INTRODUCE THE EXPERT

"I'm glad to introduce [name], who [brief, accurate experience]. [Name] is part of the team helping me get started and will walk us through the overview. Thank you for helping us tonight."

YOU ARE NOT BORROWING A PERSONALITY

Be yourself. A sincere welcome and a clear handoff are enough. Share real experience; let the presenter's expertise speak for itself.

Give your guests a first-class experience

Prepared, welcoming and focused. Keep the technology in the background.

Stage	What happens
Before the meeting	Send a friendly reminder about 20 minutes before. Invite guests to join 5 minutes early. Your host and presenter test sound, screen sharing and links in advance.
Welcome	Greet people by name, thank them, and share a short, genuine reason you are beginning. Introduce the presenter.
Complete overview	Your expert uses the current company presentation: services first, then the opportunity and how the team supports a new associate.
Questions	The presenter helps answer questions. Use individual conversations when appropriate so every guest can explore what matters to them.
Next steps	Help people choose membership, the business, a follow-up conversation or no next step. For new team builders, book their launches now.

Agree on the timing before you invite

A focused overview of roughly 30 minutes is one practical model, with time for questions and next steps. Use your presenter's actual agenda and tell guests what to expect. Never promise a five-minute event when you are scheduling a longer presentation. [10, 12]

> **LET THEM SEE THE SUPPORT**
>
> A guest should leave knowing more than what the business is. They should understand who will help them begin and that the support continues after enrollment.

Use current approved presentation materials. If recording, let participants know and obtain required consent; keep private questions out of the replay. Your presenter can handle the simple Zoom setup.

Book a meeting from a meeting

While the interest is fresh, put the next launch on the calendar.

When someone joins to build a team, do not end with "We'll get together sometime." Open the calendar together. Arrange their presenter and their first private business launch, aiming for their first 24-48 hours. Their relationships are the next place the story can reach.

THE DUPLICATION CONVERSATION

"You've just seen how simple the format can be. We can help you do this for your people, too. Let's find a time with our presenter and get your launch on the calendar."

Before you finish	Make it definite
Launch appointment	Date, time zone, presenter and meeting link.
First invitations	Who will they contact first? Practice the invitation together.
Host preparation	When will you rehearse their welcome and introduction?
Milestones	Review Fast Start training and qualification dates.
Support	Name the person who will help and set the next check-in.

THE NEXT LAUNCH IS PART OF THIS LAUNCH

A private launch is not a one-time announcement. It is a repeatable beginning. Help the next person welcome their guests, then help their new builders do the same. [10, 13]

AFTER THE LAUNCH

Keep every relationship moving thoughtfully

The presentation is an opening. Personal follow-up makes the next step clear.

What happened	Your next helpful action
Ready to join	Help complete enrollment with correct sponsor credit. Book their launch or producer practice presentations.
Interested, with questions	Arrange a three-way conversation with your presenter. Listen and answer the actual question.
Wanted to attend but missed it	Offer the replay promptly and another live launch date. Agree when you will reconnect.
Watched the recording	Ask what stood out. Confirm they saw the complete overview before counting an exposure.
Not interested now	Thank them and respect the decision. Keep the relationship bigger than the opportunity.

FOLLOW UP WITH A NO-SHOW

"Sorry we missed you. I have the recording, and we are also doing another live overview on [date]. Which would work better for you?"

AFTER THEY WATCH

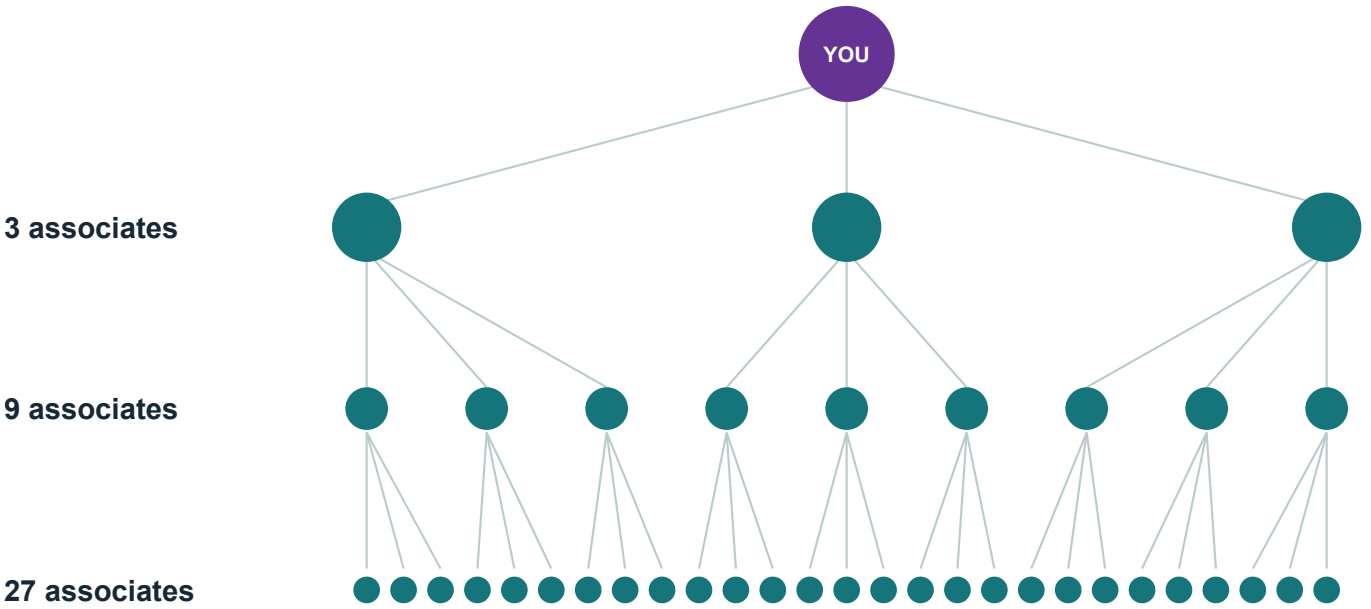
"What interested you most? What would you like to understand better? We can bring [presenter] into a conversation if that would help."

A REPLAY EXTENDS THE LAUNCH

Use an approved, shareable recording or a current approved overview. Arrange a viewing time and follow-up; sending a link alone is not a complete presentation.

Three can become much more than three

You personally begin with three. Then teach them to build and support their three.



First level	Second level	Third level	Total
3	9	27	39 associates

Your first three plus their nine make twelve. Add the next twenty-seven and the team contains thirty-nine. The Fast Start recruiting step is one recruit; the diagram shows each person continuing toward three. If your three each sponsor only one, the next level contains three, not nine.

> **DUPLICATE THE CARE, NOT JUST THE COUNT**
>
> Every person deserves a complete presentation, a game plan, Fast Start support and help becoming consistently productive. The next leader may be introduced by someone you sponsor, not by you personally.

Illustration of structure, not a timeline, recruitment forecast or qualification promise. The 39 excludes you. Not everyone will recruit, produce or remain active; your opportunity is to develop the people who choose to do the work.

Help each person choose their beginning

One opportunity. Two useful guides. Support for the direction they choose.

They want to build a team	They want to market memberships
Open this Recruiters Guide together. Book a private Zoom launch and an experienced presenter.	Open Your First 90 Days in LegalShield together. Arrange their first practice presentations with support.
Coach invitations and the host introduction. At their launch, help their new builders book the next launches.	Help them begin with individual memberships and follow the guide toward businesses and employee groups.
Keep two people seeing the story daily. Help them learn to launch and support others.	Help them develop presentation skill, member care, referrals and steady production.

A new sponsor still has an experienced team

You may be brand new. So may the person who sponsors someone next. Senior Directors, Executive Directors and other experienced leaders can help throughout the organization, not only their own personally sponsored associates. Ask for that help early. Keep every new builder connected to a capable presenter. [12]

> **MODEL IT. DO IT TOGETHER. LET THEM LEAD.**
>
> First they watch you host with support. Next you help them host. As their skill grows, help them support the next person. Leadership develops through doing useful work together.

Revisit associates who joined but never really launched. A fresh appointment, a clear next action and an experienced person beside them can give them a practical way to begin now.

Why helping a new person matters

The override rewards the support that turns a new associate into a producer.

Imagine you are a qualified Executive Director and an associate in your team makes a membership sale. The override is the applicable difference between pay levels in that compensation chain.

Writer's level	Writer's advance	Elite ED differential
Associate	$82.19	$345.22
Senior Associate	$102.74	$324.67
Manager	$135.62	$291.79

Illustrated gross advances per $74.90 combination, September 2026 Elite schedule. Assumes the reader is the applicable ED with no intervening higher pay level taking part of that interval. Basic ED rates differ. [7]

Pay levels move as people progress

As people advance, their own rate rises and the available differential changes. The system applies those changes sequentially: a sale that completes advancement is paid at the prior level, and the next eligible sale at the new level. Use the actual paid level rather than treating all future sales as Associate sales.

> **THE BUSINESS REASON**
>
> The earlier, larger differential compensates the leader for helping when guidance is most needed. As the associate develops skills and earns a higher rate, that interval becomes smaller and they can take greater responsibility for their business.

These are advances against future earned commissions, not salary or guaranteed deposits. Membership cancellations can cause chargebacks. Elite requires prior-month PC qualification and at least 75% rolling six-month personal and organizational retention. Account, placement and compensation rules govern actual payment. [7, 9]

Build toward Executive Director

Consistent producers matter more than a large list of inactive names.

Executive Director is the first major goal for someone serious about team building. Establish your Director advancement, then build and maintain the monthly premium and activity requirements. Help people become consistently productive, not dependent on one burst of enthusiasm.

Continue the three-leg picture	New premium that month
One producer sells 3 new $74.90 combinations	$224.70
One leg: frontline builder + their 3 producers	$898.80
Three such legs: 12 producers in total	$2,696.40
After the $750-per-leg cap: 3 x $750	$2,250 countable

The monthly ED premium threshold is $1,500, with no more than $750 counted from one leg. Your three frontline builders and their nine form this twelve-producer example. The $2,250 countable total exceeds the threshold. You must already be Director and meet the activity requirement; personally PC qualifying satisfies the activity route. [7, 8]

> **BUILD A BALANCED TEAM OF ACTIVE PRODUCERS**
>
> This illustration assumes all twelve people issue three new $74.90 combinations that month. PC qualification through recruiting points or carryover does not by itself establish new premium. Coach the activity and confirm the actual production.

Director is a separate cumulative advancement: $3,000 personal premium, or $3,000 organizational premium with three active Manager legs and at least $500 personal premium. Monthly ED qualification affects the next month's applicable pay level. Twelve producers do not automatically establish those prior advancement or leg requirements. [7]

Then help other people become Executive Directors

Platinum is the destination this guide asks you to work toward.

Your level	Team-building path
Executive Director	Your first major team-building goal: qualify and maintain ED.
Bronze Executive Director	Continue qualifying ED + 1 ED leg.
Silver Executive Director	Continue qualifying ED + 2 ED legs.
Gold Executive Director	Continue qualifying ED + 3 ED legs.
Platinum Executive Director	Continue qualifying ED + 4 ED legs.

Teach the same disciplines: two complete presentations a day, productive launches, member care, events and developing the next person. Help a willing builder learn to guide their team with the same support you received. The goal is not to keep every decision flowing through you; it is to develop people capable of leading.

> **DUPLICATION IS MORE THAN A DIAGRAM**
>
> When a leader can help someone present, launch, solve a problem and build the next leader, your organization gains capability. That is the kind of leverage that can create more choice in how you use your time.

The compensation structure changes as leaders develop

A closer Power Team ED may take the Senior Director and ED matching positions for the people they support. A qualified upline Power Team Platinum can have the separate Platinum position - $100 on an eligible $200 PC check. Do not assume the original $300 match remains yours after every leadership change. [6]

Elevated ED paths shown from the September 2026 compensation plan [7]; the company has ranks beyond Platinum. This guide chooses Platinum as its team-development destination, not the highest rank the company offers. Monthly qualification, leg definitions and activity requirements still apply.

Your first 90 days as a builder

Repeat the commitments. Improve your skill. Develop people who will repeat them.

Period	Primary emphasis
First 24-48 hours	Book your private launch and presenter within 24-48 hours. Use your membership, invite warm contacts, and book Fast Start training.
First 30 days	Work toward your own Fast Start. Keep two people seeing the full story daily. Aim to personally sponsor three and help each begin their own 30-day Fast Start path.
Days 31-60	Continue exposures while supporting the first launches toward Manager and monthly PC. Help builders move from their first recruit toward three. Keep weekly and monthly events on the calendar.
Days 61-90	Repeat the monthly launch goal. Let developing associates host and help the next person with support. Review actual production, retention and leg development. Set the next stage toward Director and monthly ED qualification.

A recruit who joins late in your month still has their own company qualification window. Do not substitute your calendar target for their actual start date, or confuse three rolling 30-day periods with PC's calendar months.

> **YOUR BUSINESS DOES NOT STOP WHILE YOU HELP SOMEONE**
>
> Protect your own daily exposures and share launch support with the upline. That balance gives the next person a model they can repeat.

My first three productive launches: people, dates and support

PART 04

Keep the momentum: two people every day

Your launch opens the door. Daily exposures keep opening new ones.



Keep the excitement of your launch alive by giving two people each day the chance to understand the complete story. Every conversation can introduce a member who values the service, a new entrepreneur or a future leader. You cannot know which one in advance. Keep opening the door.

> **YOU HAVE MORE THAN ONE WAY TO PRESENT**
>
> Use a complete prerecorded overview, a live Zoom, a sit-down presentation, a local group event or another private launch. The format can fit the person. The daily commitment remains: two people actually receive the full story.

For recruiting, present the services and business opportunity. A services-only presentation is appropriate for a person considering membership. Invitations and unviewed links are not completed presentations.

A focused hour can move the business

Build around your life, then protect the time you set aside.

Plan about an hour a day for exposure-related activity and a few additional hours each week, alongside your upline, to help new associates get rolling. This is a planning rhythm, not a promise that every presentation, event or launch fits into one hour. Personal development and scheduled events need their own place on your calendar.

A sample focused hour	What you do
15 minutes	Invite and confirm. Arrange the next complete presentations.
30 minutes	Host, attend or confirm completed viewing. Use a full company presentation; do not cut it short to fit the clock.
15 minutes	Follow up, connect questions with upline and record the agreed next step.

Count people who actually learned the story

Two people wake up without understanding our services or opportunity and end the day having seen a complete presentation. A sent video is not a completed exposure. An invitation is not a presentation. A brief description is not the full story. Confirm what the person watched or attended.

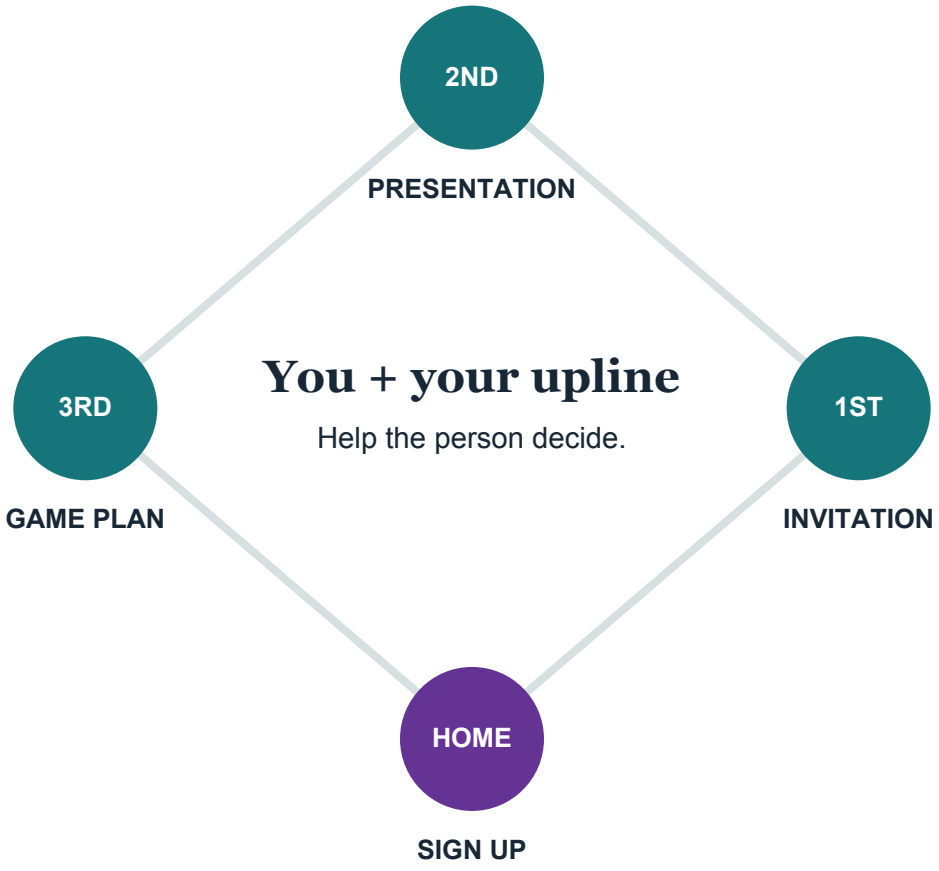
> **THE MONTHLY BUILDING GOAL**
>
> Personally sponsor three associates and help each qualify for Fast Start within their own first 30 days. Keep your daily presentation activity consistent while supporting the people who join.

Two daily presentations create about 60 completed exposures in a 30-day month. That is activity arithmetic, not a conversion forecast or a promise of three enrollments. Track your own results and improve with coaching.

My protected daily time and weekly launch-support time

Help people move around the bases

One conversation does not have to do every job.



Base	The purpose
First: invitation	Ask them to take a look. Agree on a presentation format and time.
Second: presentation	Give the complete membership story and, for recruiting, the opportunity too.
Third: questions + game plan	Bring in upline support. Answer questions and discuss a supported beginning.
Home: enrollment	Help them sign up when ready, then schedule the launch.

An interested person may need more than one conversation. Help them make an informed choice; do not rush them around the bases.

A video can carry the story. You carry the relationship.

Choose the right overview, agree on a time, then reconnect.

Before you send it

Ask permission. Choose the current company-approved services-and-opportunity overview for recruiting, or the complete services presentation for membership interest. Confirm its length and agree when they can watch. Your sponsor can help choose the right link; you do not need a library of technology to begin.

SET UP THE VIEWING

"I have an overview that explains the services and the business. It takes about [actual length]. Would you have time to watch it tonight? When would be a good time for us to reconnect?"

After they watch

Confirm that they finished. Ask what stood out and what questions they have. Bring in your upline for a game-planning conversation when the person is interested in building. If they have not watched, agree on another time or offer a live presentation; do not count the exposure yet.

BEGIN A REAL CONVERSATION

"Which part caught your attention: the services, the business, or both? What would you like to understand before deciding on a next step?"

ONE GOOD EXPOSURE CAN BECOME THE NEXT LAUNCH

An interested viewer can become a new team builder. Help them enroll when ready, then open the calendar and book their private launch with your presenter.

Keep presentation links current. Use recordings approved for sharing, with participant privacy and recording permissions respected.

Let the presentation do its work

You can introduce the opportunity before you become an expert presenter.



Format	How to use it
Prerecorded overview	Choose the current complete services-and-opportunity video. Agree when they will watch and when you will reconnect.
Live Zoom	Invite them to the actual overview, not merely a training. Confirm time zone and join alongside them when possible.
Sit-down presentation	Use the official opportunity deck or placemat with an experienced presenter. Keep the full services story intact.
Live group presentation	Bring a guest, make introductions and stay for questions. A private launch brings your own guests together with an expert.

PRESENT THE MEMBERSHIP AND THE OPPORTUNITY

Services give the business its purpose. Show what members receive, how associates work and earn, and how the team helps someone begin. Use the current company presentation instead of improvising promises.

Bring the right people into the conversation

The goal is clarity, not winning an argument.

START BY LISTENING

"What stood out to you? What would you like to understand better?"

Introduce your sponsor or an experienced upline leader with a useful handoff: who the person is, what interested them and the question they want answered. Stay in the conversation. You are learning how to help the next person, not passing this person off.

Explore together	What you want to understand
Their reason	What would they like another income stream or greater choice to make possible?
Their direction	Membership sales, team building or both? Which guide will help them begin?
Their calendar	What daily time and event participation can they consistently commit to?
Their willingness	Will they learn, keep appointments, follow through and work with support?
Their next step	What happens next, when will it happen and who is helping?

SET A PROFESSIONAL STANDARD

"If you decide to get started, we can help you learn. Are you willing to put the activity on your calendar and follow through with us?"

Home plate is a beginning

When they choose to enroll, help them use the correct process and confirm sponsor credit. Then make the launch appointment. A membership-only choice is valuable too: help that person begin using the services.

PART 05

The ten core commitments

The launch begins the business. These commitments sustain it.

Keep your ambition big and your daily actions clear. The people who build lasting organizations return to a set of disciplines: grow yourself, stay connected, present, gather, launch, serve and develop others. Our team teaches these ten commitments as the foundation of the work.

Commitment	Page
01 Start Each Day the Right Way	29
02 Stay Connected	31
03 Commit to 2 Presentations Daily	33
04 Attend Weekly Events with Guests	35
05 Attend Super Saturday Every Month	37
06 Help New Associates Get Started Right	39
07 Attend the International Convention	41
08 Retain Your Members	43
09 Find a Workout Partner	45
10 Be Here a Year from Now	47

RECRUIT. TRAIN. MOTIVATE.

Keep exposing people to the story. Help new associates begin. Encourage them to follow through and develop someone else. The ten commitments give that mission a daily, weekly and long-term rhythm.

CORE COMMITMENT

01 Start Each Day the Right Way



Make room today for the life you want to build

Before the demands of the day take over, spend a little time on the person who will lead your business. Read, listen and think about what you are working toward. Maybe you want more room in the family budget, more control of your calendar or the satisfaction of helping others get started. Keep that reason close. Then give it a place in today's schedule. A business can begin part time and still deserve your full attention when you work on it.

> **MAKE IT YOUR COMMITMENT**
>
> You do not need a perfect morning. You need a repeatable beginning that helps you show up prepared for the people who are counting on you.

Give your goals a place in today

A short routine you can repeat is more useful than an occasional burst.

Read ten pages

Read ten pages of personal development each day. Choose a book that helps you become a better communicator, a more dependable leader or a more thoughtful person. Read to use what you learn. Pick one idea and look for an opportunity to practice it in a conversation that day.

Listen for fifteen minutes

Listen to fifteen minutes of encouraging audio. Let experienced voices help you think through setbacks, strengthen your confidence and keep your goals in view. You can use a walk or part of your drive. Choose material that leaves you ready to take useful action, then act on it.

Review yesterday and plan today

Look honestly at yesterday. What did you follow through on, and what needs another attempt? Review your goals, then open your calendar. Make room for today's presentations and the people you are helping launch. Protect family and work responsibilities too. Finish this short review knowing what you will do next.

The idea I will use from today's reading or audio

Yesterday: what I finished, learned or need to repair

Today: presentation time, follow-up and launch support

> **A GOAL NEEDS A NEXT ACTION**
>
> Write the action and the time. "Build my business" becomes "Confirm two presentations and join my new associate's first follow-up."

CORE COMMITMENT

02 Stay Connected



Know the service you share and the people beside you

Start by becoming connected to the services themselves. When you understand how to use your membership, you can speak with the confidence that comes from experience. Then learn the company story and why this mission matters to our team. Stay close to the people who can help you put that understanding to work. You do not have to know everything before you begin. You do need to keep learning and let your upline help you.

> **MAKE IT YOUR COMMITMENT**
>
> Your most believable presentation begins with genuine understanding. Use the services, learn the story and stay connected to people who will help you grow.

Become a member who knows the value

Your own understanding gives your invitation substance.

Use your membership

Learn how to reach your provider law firm and use the services available through your plan when you need them. Pay attention to what the experience means to you. Your own honest story is worth sharing. Describe what actually happened without promising that another person's situation will have the same outcome.

Learn the mission and history

Understand why LegalShield exists and learn the history behind the opportunity you are sharing. We help people discover services they can use, and we introduce others to a business through which they can serve and earn. Connect your personal goals with the difference you want to make for those people.

Stay close to your support

Use team Zooms to hear presentations, ask questions and learn from experienced associates. Keep your sponsor and upline involved in the situations you are working through. Bring a real question or an upcoming conversation. Their experience becomes useful when you apply it with the next member or prospective associate you meet.

> **YOUR STORY, NOT A BORROWED CLAIM**
>
> "Here is why I value my membership. Here is what I actually used it for. Let me show you the full presentation so you can see what the plan includes."

My genuine membership story or next step to learn the service

Share only what is yours to share. Do not expose a member's private legal or identity information. Coverage, exclusions and availability depend on the plan and jurisdiction; use current company materials.

CORE COMMITMENT

03 Commit to 2 Presentations Daily



Give two people a real opportunity to understand

Each day, have two people experience a complete presentation of the services or of the services and business opportunity. That is the commitment. An invitation opens the conversation, but the person still needs to see what you are inviting them to consider. Keep your approach friendly and use a presentation tool or an experienced teammate. You are giving someone the information to make a choice. Listen to that choice and agree on the next step together.

MAKE IT YOUR COMMITMENT

Our monthly team-building goal is to personally sponsor three new associates and help each Fast Start qualify. Keep both the presentation and the productive launch in view.

Make two a day your normal

The next leader may be one complete presentation away.

Invite someone you know

Begin with friends, family and people who already know you. Give them a simple, sincere reason to take a look, without delivering the whole presentation in the invitation. Be clear whether you are sharing the membership, the business opportunity or both. Agree on a time and describe the actual time involved.

Use a complete presentation

Choose a video, a live overview, a presentation tool or an event that fits the conversation. A services presentation helps someone consider membership; a services and opportunity presentation also introduces the business. Count the person when they have experienced the complete presentation. Sending a link or receiving a promise to watch does not count.

Bring in your upline

Ask what interested them and what questions they have. Your sponsor or another experienced leader can join a call or Zoom to answer questions. For someone considering the business, arrange a game-planning conversation about their goals and how they could get started. Respect their decision, whether they are ready now or not.

> **CHOOSE TODAY'S NEXT TWO**
>
> Who will see the complete story, which presentation will they use, and when will you reconnect? Use the exposure tools in Part 04. Keep your own activity moving while your upline helps with launches.

Today's two people / presentation format / follow-up time

CORE COMMITMENT

04 Attend Weekly Events with Guests



Let people meet the team they could become part of

A weekly gathering gives your business a place where people can see the services, hear the opportunity and meet the people who will support them. Bring guests and introduce them personally. Let them hear another voice and ask their own questions. Your guest might be exploring a membership, considering the business or simply learning more. A welcoming meeting gives that person room to understand, while giving you and your associates a regular place to learn together.

> **MAKE IT YOUR COMMITMENT**
>
> You do not need a large room to begin. A consistent gathering where guests feel welcome can give your team a place to learn and work together.

Build a weekly place to belong

A breakfast, lunch, coffee, evening gathering or formal overview can bring people together.

Put the meeting on your calendar

Use LegalShieldCalendar.com to look for events, then confirm the details with your upline or the organizer. Choose a weekly gathering you can attend consistently. Know what will be presented and whom it will help. Invite guests with that purpose in mind and make it easy for them to find you.

Help your guests feel welcome

Confirm the time and location, greet your guests and introduce them to people who can help. Sit with them when possible. Afterward, ask what stood out and what they would like to understand better. Bring your upline into that conversation instead of feeling you must answer every question yourself.

Start locally when needed

Two or more LegalShield associates can begin a weekly gathering with upline support. Choose a suitable setting and a dependable time. It can be breakfast, lunch, coffee, a happy-hour gathering, a social evening or a formal overview. Find nearby events at LegalShieldCalendar.com; if there is no convenient meeting, ask your upline to help you start one.

> **START WHERE YOU ARE**
>
> Two or more associates can begin meeting weekly. Your upline can help you prepare, choose a suitable venue and decide what to present. Follow the venue's arrangements and keep it welcoming.

Our weekly event: place, day, time and organizer

Guests I want to invite and associates I will attend with

Event discovery: LegalShieldCalendar.com. Confirm current details with your upline or the organizer before inviting or traveling.

CORE COMMITMENT

05 Attend Super Saturday Every Month



Learn in person with the people you want to grow alongside

Make Super Saturday part of your monthly business plan. There is something valuable about being in the room with experienced leaders, watching them teach and meeting people who are working toward goals of their own. Bring your team and guests so they can have that experience too. If the event takes a three- or four-hour drive, consider making a day of it together. Plan the trip, enjoy the company and come ready to learn something you will use.

MAKE IT YOUR COMMITMENT

Make it an adventure. Bring your guests and team, learn from experienced leaders, and bring the momentum home.

Make learning an adventure

Go together. Learn together. Put something new into practice together.

Learn from experienced leaders

Watch how the presenters explain the services, share the opportunity and help people move forward. Listen for something you can practice rather than trying to remember every word. Introduce yourself when there is an opportunity. Bring a question from your own business and seek help from your upline or the trainers.

Bring people along

Invite associates and guests to join you. Explain what the event is and why you think they would value it. Coordinate travel where practical, and make time to talk before or after the training. A shared trip can be an enjoyable part of building relationships with the people on your team.

Bring the learning home

Find the next event at LegalShieldCalendar.com and confirm it with your upline. Arrange travel together when practical. Afterward, talk about what each person wants to apply, put those actions on the calendar, and carry the excitement into the next presentations and launches.

> **EXPERIENCE YOU CAN LEARN FROM**
>
> Super Saturday gives your new associates access to leaders with years, sometimes decades, of experience. Let them hear more than your voice and see a wider picture of the business.

Next Super Saturday: date, location and travel plan

Who is coming, and what question will we bring?

Look on LegalShieldCalendar.com and confirm the event. A three- or four-hour drive may be practical for some teams; availability, travel costs and schedules vary by market.

CORE COMMITMENT

06 Help New Associates Get Started Right



The person you sponsor deserves a real beginning.

When someone joins through you, your responsibility is just beginning. A brand-new associate is often most open to learning before deciding they already know their own way. That makes those first conversations important. Help them understand what to do, introduce the people who can help, and take the first steps alongside them. You do not have to know everything yourself. You do need to care enough to connect them with guidance and stay involved.

> **MAKE IT YOUR COMMITMENT**
>
> Sponsoring is a responsibility to help someone begin. You do not have to be the expert; you do have to help them reach the expertise.

Be the sponsor who helps them begin

Your new associate should know the next step and who will help.

Start with their direction

Ask whether they want to sell memberships, recruit, or do both. For producers, use Your First 90 Days in LegalShield to guide their beginning with individual, business, and worksite opportunities. Walk through the guide together so it becomes a plan they can use, not another document they receive.

Launch the next team builder

For someone who wants to build a team, open this guide together and schedule their private business launch within their first 24-48 hours. Bring in an experienced upline presenter. Coach the invitations, prepare the host introduction, and help them book the next launches from their launch. Aim to hold that first event promptly while enthusiasm is fresh.

Bring your upline into the beginning

You may be brand new, too. That does not prevent you from being a responsible sponsor. Bring an experienced upline leader into the conversation, learn beside your associate, and help carry the plan forward. Your role is to connect, guide, and follow through while your own experience grows.

At the first launch conversation	Before you finish
Learn their reason and chosen direction.	Open the right guide and name the first goal.
Bring your upline into the plan.	Agree on the first supported presentation and a follow-up time.
Explain the ten commitments.	Place daily activity, Fast Start training and the next event on the calendar.
Choose a way to track real activity.	Set the next check-in; help them invite and act now.

> **MODEL IT, DO IT TOGETHER, LET THEM LEAD**
>
> Let them watch. Work alongside them. Then let them lead with support. Teach a process they can repeat with the next person.

CORE COMMITMENT

07 Attend the International Convention



Give yourself a bigger view of the business you are building.

There is something different about being in the room. Our annual International Convention brings people together from across North America to learn, connect, and celebrate achievement. Think of it as our Super Bowl, Oscars, and Grammys rolled into one: a gathering where effort is recognized and the wider community becomes real. You meet people behind the business, hear from experienced leaders, and see beyond the limits of your own day-to-day surroundings.

MAKE IT YOUR COMMITMENT

Go to learn, to celebrate, and to connect. Come home with a wider vision, stronger relationships, and a few clear ideas you are ready to practice.

See beyond your current circle

Our Super Bowl. Our Oscars. Our Grammys. One shared experience.

Learn from across the company

Convention brings access to leading trainers, provider law firm representatives, home office staff, the CEO, and other executives. Listen with your own business in mind. What can you understand more clearly? What can you put into practice? Bring questions, take useful notes, and return with actions rather than just inspiration.

Let recognition expand your vision

Achievement awards give you a chance to celebrate the people doing the work. Watch the recognition, listen to what leaders share, and let it stretch your view of what you want to pursue. Their achievements are not a promise of your results; they are a reason to learn more.

Become part of the community

Meet leaders. Spend time with teammates. Build relationships with people who can help you think bigger and grow together. The encouragement can continue long after everyone goes home. You are part of a community that understands the work and celebrates people taking the next step.

My convention plan: dates, registration, travel and budget

People to meet, questions to ask and lessons to bring home

Illustrative convention scene. Confirm official dates, venue, registration and program with current company announcements before booking travel.

CORE COMMITMENT

08 Retain Your Members



Help people experience the value they chose.

A membership should be the beginning of a useful relationship, not the end of a sales conversation. Retention begins before someone enrolls, with a complete presentation that helps them understand what they are buying. Then give them the few minutes of guidance that make the service easier to use. When people know how to reach their provider law firm, they are better prepared to turn a membership into something meaningful in their everyday lives.

MAKE IT YOUR COMMITMENT

The sale opens the relationship. A complete explanation, a working app, and a familiar path to the law firm help your member take the next step.

A few helpful minutes can matter for years

Finish the enrollment by helping the member know what to do next.

Present the whole membership

Give the complete presentation before asking someone to become a member. Help them understand the services and the membership they are choosing, rather than leaving them with one appealing feature and unanswered questions. That foundation matters after the sale, when they need to remember what they have and why they bought it.

Make the first contact familiar

Help your member download the app and locate the way to contact their provider law firm. Explain the intake process so they know how to begin when they need assistance. You are making the connection familiar, not giving legal advice yourself. A few helpful minutes can remove uncertainty.

Think beyond a single sale

Ask for referrals to others who could benefit from a complete presentation. Then think beyond the first commission: retained personal and team memberships can contribute to continuing residual income. Member care protects the value people receive and the business you are building. Review the separate 13th-payment and renewal provisions in the income section. [7]

Before you finish	Done
The member saw a complete presentation and understands the selected plan.	
They can sign in to the app or know the support route for setup.	
They can locate their provider law firm and understand how intake begins.	
They know where to find plan details, exclusions and service contacts.	
You asked whether someone else would value a presentation.	

For IDShield members, also point to the service's monitoring and restoration support. Help with access; let the provider handle confidential legal or identity matters. Do not collect private case details in your recruiting notes.

CORE COMMITMENT

09 Find a Workout Partner



Have someone in your corner - and be in theirs.

This business is more fun when you partner up. A good workout partner encourages you, celebrates progress and helps you show up for what you said you wanted. Be that person for someone else, too. You can have one partner or several. Meet at weekly events, travel to Super Saturday together, and build bonds at convention. Over time, those shared efforts can become friendships you can count on.

> **MAKE IT YOUR COMMITMENT**
>
> Be the partner you would want: dependable enough to tell the truth, encouraging enough to keep things in perspective, and willing to do your own work.

Be someone another builder can count on

A spotter helps you do the work. They do not do it for you.

Be willing to give what you need

Share what you intend to accomplish and invite an honest check-in. Offer the same encouragement in return. A good spotter helps you attempt the next step with confidence; both people bring effort, honesty and follow-through.

Stay close to the activity

Meet up at weekly events, attend Super Saturday together, and connect at convention. These shared experiences give you more to talk about than whether you had a good week. You can compare what you learned, encourage each other to apply it, and enjoy being part of the team.

Build a bond that makes it enjoyable

Celebrate each other's progress and be encouraging when a day does not go as planned. A strong partnership leaves room for honesty without turning every conversation into criticism. Over time, showing up for each other can build a genuine friendship. The work matters, and so do the people beside you.

A short partner check-in	Keep it useful
What did you commit to?	Review the actions, not just how the week felt.
What actually happened?	Celebrate follow-through and be honest about missed commitments.
Who needs support?	Identify an introduction, upline question or launch to help.
What is next?	Name the action and when you will check back.

My workout partner and our check-in rhythm

CORE COMMITMENT

10 Be Here a Year from Now



Give your commitment time to become a way of life.

Starting is a moment. Staying engaged is a decision you make again and again. Be here a year from now does not mean letting the calendar turn while you wait for something to happen. It means acting today like someone who intends to build for the long haul. You cannot know exactly what the year will bring. You can decide to keep learning, keep serving, and keep putting the other nine commitments into practice.

> **MAKE IT YOUR COMMITMENT**
>
> Finish what you started. Decide to be here a year from now - and behave today like someone who intends to be here. Put the preceding nine commitments into practice.

The time goes by either way

Decide what kind of builder you will be while it does.

Think beyond the excitement of starting

The beginning can be exciting, but you are building something that deserves more than your opening burst of enthusiasm. Decide that you will stay engaged when the work feels familiar, too. Your commitment is not to having a perfect year. It is to participating in the year you have.

Live the other nine

This final commitment holds the others together. Begin your day well, stay connected, make presentations, attend events, guide new associates, serve members, and encourage your partners. Practice the daily habits daily and show up for the scheduled gatherings. Being here means taking part, not simply keeping your name on a roster.

Put a long-established system to work

You are joining a company with a history that began in 1972, not inventing a business from scratch. There are guides to follow and experienced people to learn from. Give yourself the opportunity to apply what they teach consistently. Time matters when you use it to practice and grow.

> **A PROMISE TO YOURSELF**
>
> "I intend to be here a year from now. So today, I will act like someone building for the long haul."

Our standard is not perfect days. It is returning to the commitments, accepting coaching and continuing to work. When progress stalls, look back through the preceding nine: which activity needs your attention now?

The reason I will keep going

My commitment: name, date and one-year review date

PART 06

Your launch checklist

Use this with your sponsor. Turn the next step into an appointment.

Before you invite	Ready
Choose your goal, presenter, date and time zone.	
Agree on the actual duration and meeting link.	
Rehearse the invitation and begin your warm-contact list.	
Arrange Fast Start training and review your own deadlines.	

Before guests arrive	Ready
Confirm attendance and send the reminder.	
Practice your welcome, personal story and introduction.	
Test sound, screen sharing and approved presentation.	
Prepare enrollment links and individual follow-up support.	

Before you finish	Ready
Help ready guests choose their next step.	
Book new team builders' launches and presenters.	
Schedule producer practice presentations for sales-focused associates.	
Follow up with attendees and no-shows; plan the next launch.	

My next launch / presenter / preparation appointment

Follow the person, not just the invitation

Copy this page for each launch or use the same fields in your calendar or TMS.

Launch date _____ Presenter _____

Person	Invited / confirmed	Completed overview?	Next step + time

MAKE FOLLOW-UP PERSONAL

Record the agreed next step, not private legal or identity details. A completed presentation, a question answered and a launch booked are different milestones. Keep each clear.

Who needs a replay or another live date?

Who is ready for a launch or producer practice appointment?

YOUR NEXT LAUNCHES

Book the next meeting here

Bring this page to your own launch and every launch you help support.

New associate	Direction	Launch / practice date	Presenter / support

Give every person a clear beginning

• Name the guide they will use and their reason for building.

• Arrange the first invitations or practice presentations.

• Confirm the experienced person helping them.

• Write their actual Fast Start and Manager deadlines.

• Keep monthly Performance Club activity on the calendar.

> **WATCH YOUR CALENDAR BECOME A TEAM**
>
> The meaningful measure is not how many appointments look impressive on paper. It is how many people you help begin, produce, grow in confidence and help someone else.

Next sponsor check-in / people who need support

YOUR WEEKLY SCORECARD

Measure what you actually did

Use this page with your sponsor or workout partner. Copy it each week.

Week of _____ Sponsor / partner _____

Daily discipline	M	T	W	T	F	S	S
10 pages read							
15 minutes of audio							
Calendar + goals reviewed							
People completing presentations							
Agreed follow-up completed							

This week / month	Plan or result
Weekly event attended with guests	
Super Saturday / convention next action	
New associates personally sponsored this month	
New associates helped to Fast Start qualify	
Manager / monthly PC progress reviewed	
New members shown how to use their service	
Partner review and next actions agreed	

GRADE THE WORK YOU CAN IMPROVE

Count completed presentations separately from invitations. Count productive launches separately from enrollments. If the numbers are below your plan, work with your upline on the next useful adjustment.

AN OPTIONAL SOURCE OF NEW CONVERSATIONS

Beyond your warm market

Resume leads add people to meet. They do not replace the ten commitments.

Start with people you know and referrals from those relationships. As your presentation and follow-up habits become steady, you may choose to add resume sources with team support. You do not need to master a technology platform before you can begin recruiting.

Source	A professional approach
Free aged resumes	Ask your team how access works and when the information was collected. Expect contact details and job interests to be older. Verify relevance and respect opt-outs.
A Monster seat	Ask your upline about current access, cost and permitted use. Search within the authorized account and current provider rules; a paid seat is not unlimited permission to contact anyone.

Use the same recruiting diamond

A resume conversation still leads to an invitation, the full services-and-opportunity presentation, questions with upline support, and a supported launch. Do not describe an independent associate opportunity as a salaried job or imply the person applied to LegalShield when they did not.

> **KEEP THE TOOLS SIMPLE**
>
> Paper, a calendar or the team's existing TMS can track the same few things: who saw the story, what they asked, what you agreed to do next, and when. Technology supports follow-through; it is not the business itself.

Availability, access and provider rules can change. Get current team guidance before purchasing access, exporting resumes or sending a campaign. Do not reuse opted-out contacts or upload private resume information into unapproved tools.

Read the income illustrations correctly

Keep the enthusiasm. Keep the math and qualification precise.

What the examples assume

The $74.90 example is the September 2026 LegalShield/IDShield combination schedule, not a claim that this price or plan is available everywhere. Advances and bonuses shown are gross, before expenses, taxes, cancellations and account adjustments. Recruiting alone is not what produces the illustrated membership commissions.

Fast Start and Manager

Qualify with eligible, credited business and completed Fast Start training within the stated window. A combination for one person counts as one unique member. Group-business Manager qualification does not qualify for the Manager bonus. Current new-recruit Manager rules include the five-personal-member requirement on the team route. See official flyers for reinstatement, placement and licensing details. [3, 4]

Retention, Power Team and payout timing

Current bonus rules include active Advantage or Advantage Plus, good standing and applicable retention standards. Personal bonus eligibility generally requires 75% personal retention; sponsor and Power Team conditions include 75% six-month organizational retention. Associates with limited history are evaluated under company rules. Launch Power Team positions are set at recruitment; PC matching positions are set in the payout month. [3-6]

Fast Start qualifier/sponsor reviews normally begin with 10 business days and can extend under stated conditions. Manager qualifier/sponsor bonuses have a 30-business-day review. Launch Power Team bonuses have a 40-business-day review. PC bonuses are processed around the 7th; that is not a promise of funds in the bank that day.

Matching and residuals are different income streams

PC matches depend on eligible bonus checks and the nearest qualifying positions. A first-year PC point streak is not immediately a paid check. Renewal commissions depend on eligible memberships continuing in force. Neither stream is guaranteed, and neither should be counted twice in a total.

This internal guide explains the team's approach; the company's Associate Agreement, compensation plan, incentive rules and current policies govern. Review the official Income Disclosure for earnings and expense context. [9]

Keep your resources current

Open the current rules with your sponsor when planning a milestone.

1. Company mission and history
https://www.legalshield.com/about

2. Attorney network: company statement, April 2023
https://www.legalshield.com/newsroom/legalshield-continues-to-break-records-wins-two-prestigious-awards

3. Fast Start
https://ao.legalshield.com/r/fast-start.pdf

4. Advance to Manager
https://ao.legalshield.com/r/advance-to-manager.pdf

5. Performance Club
https://ao.legalshield.com/r/performance-club-march2026.pdf

6. PC matching bonuses
https://ao.legalshield.com/r/pc-upline-matching-bonuses-march2026-2.pdf

7. $74.90 LegalShield + IDShield compensation schedule
https://ao.legalshield.com/r/74-90-legalshield-and-idshield.pdf

8. ED through Platinum activity requirement
https://ao.legalshield.com/r/executive-director-platinum-activity-requirement-f-531.pdf

Financial resources reviewed September 17, 2026. The current contents of some linked files have September revisions despite older filenames. Company rules govern and may change. Historical training is not a source for current compensation amounts.

One clear story.
Many ways to share it.

Keep the current tools close and the process simple.

What you need	Where to get it
Producer companion	Your First 90 Days in LegalShield - ask your sponsor for the current edition.
Full opportunity presentation	Use the current company business-opportunity deck or approved overview video. Your sponsor supplies the current link.
Live Zooms and team support	Ask your sponsor which overviews, training and support calls fit your calendar.
Local events and Super Saturday	LegalShieldCalendar.com; confirm details with the organizer.
Private launch presenter	Book through your sponsor or experienced upline. Agree on preparation, presentation and follow-up.

YOUR NEXT CHAPTER

Your people.
Your launch.
Your beginning.

Someone in your circle may be ready for a possibility they have not seen yet.



Think about the life you want to build and the people you could help along the way. You have a service with purpose, a team with experience, and a launch process you can repeat. The next step is yours to schedule.

> **OPEN YOUR CALENDAR. CONTACT YOUR SPONSOR.**
>
> Book your private launch. Invite your people. Let the expert help you tell the story. Then help the next person begin.

Launch. Duplicate. Lead.

Keep two people seeing the complete story each day. Live the ten commitments. Build toward Executive Director, then help develop the leaders who make Platinum a meaningful goal.