

LAWLAW.APP

REPRESENTATIVE PROGRAM

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Welcome to the LawLaw Rep Program! You are about to take the first step to independent income growth for you and your family by becoming a LawLaw Rep (Estate Planning Coach).

By becoming a LawLaw Rep, you will assist people creating Wills, Trusts and other Estate Planning documents, using LawLaw.app's AI document generator. This tool will allow you and those who you coach to easily generate state specific Estate Planning documents in 10 minutes.

This Guide includes:

- The 1 on 1 Sales Pitch (Best for those who will be selling regularly)
- The Digital Pitch (Best for influencers, charities, or affiliates looking to post and share about LawLaw)

Your goal is to convert the people you are coaching to customers/clients. Your audience includes: Friends, Family, Followers, Co-workers, Church, Membership Organizations, and more.

This Training Guide will teach you:

- 1) About LawLaw.app's products and why everyone needs a PowerTrust
- 2) Who and how to identify people who need LawLaw
- 3) The Pitch
- 4) Closing the sale
- 5) Steps to achieve a 6 figure plus income

The guide contains practice scripts, case studies, social media templates and more.

Let's Get Started...

You are now an Estate Planning Coach. You are not an insurance or financial services salesperson. You want to dispel any notion that you are "selling," instead you are offering a solution that can protect peoples Estates, Assets and family from fees, lawyers and probate court. You will help people create an Estate Plan in 10 minutes for \$199 to \$999.

Lawyers or other services charge thousands for these plans and if someone does not have an estate plan it can cost their loved ones tens of thousands in the long run.

Your job and value proposition should always be:

"If I could save you and your family thousands of dollars and protect your assets, how much would that be worth to you today?"

The answer is a LawLaw PowerTrust Package which will protect your client, from \$199 to \$999.

About LawLaw.app

LawLaw.app is a legal document generator specifically designed to create high quality state specific Wills, Trusts, and other Estate Planning documents including; Pre-nups, Power of Attorneys, and more.

LawLaw utilizes AI to simplify the process and make these high quality documents accessible to everyone. We are able to provide these documents at an affordable price because of the Ai technology that powers our Questionnaire.

What You Are Selling...

Estate Planning documents that build and protect generational wealth, save families money, and provide peace of mind.

[Review savemyfamilymoney.com and LawLaw.app to learn all about the benefits of estate planning]

Anyone who owns assets (home, cars, jewelry, investment accounts...) or has children needs an Estate Plan.

Tip: When qualifying a someone, Ask: "Do you own assets and/or have children ? What would happen to those assets or children if something happens to you ?"

We have made it easy for you and anyone to protect themselves. Your job is to educate and guide people through the LawLaw.app questions and help them choose a package.

We call these packages PowerTrusts.

You will offer 1 of 3 packages:

(1) PowerTrust	(2) PowerTrust Plus	(3) Protection PowerTrust
Will & RLT User Guide \$199	Will & RLT MPOA & POA User Guide Free professional support Unlimited edits \$499 (Best Value)	Will & RLT Irrevocable Trust (Asset Protection) MPOA & POA Free professional support Unlimited edits & User guide \$999

You can earn up to 50% commission from any package you sell with your Rep Code.

Let's dive into the 5 steps to making a sale.

1. Introduction, Reaffirm Credibility, Positioning
2. Benefits of a PowerTrust
3. 7 Principles of Influence
4. Epiphany Bridge
5. Pitch

1. Introduction, Reaffirm Credibility, Positioning

INTRODUCTION: Introduce yourself and your job.

- Example: I'm Jay and I am an Estate Planning coach with LawLaw.app. I want to talk to you about protecting your family and creating generational wealth.
- Provide personal examples and share your own testimonial about why you have a PowerTrust.

REAFFIRM CREDIBILITY: Show the LawLaw.app site. Explain that AI allows LawLaw to create documents that previously only wealthy people could create because it is so expensive to get a lawyer to create an estate plan.

- Example: "We've all heard about the wealthy creating Trust Funds, let me show you a free preview of what a Trust will looklike for you and how much you can save your family."

POISTIONING: Position yourself as the Estate Planning Coach who is there to help them. Remember these documents will protect your customer and save their family thousands of dollars. Use the calculator on LawLaw.app to predict how much they could save.

- Example: "Lets use this calculator to see how much your family could save." "Your home is worth about \$500k, in about a decade, it could be worth much more. To transfer your home to your heirs could cost 5-10% of your home's value. That could be \$25-\$50k in fees. Your family can avoid probate fees by getting a PowerTrust." "Once you have a PowerTrust, you can always edit it an add to it as life changes."

2. Benefits of the PowerTrust (RLT)

Visit LawLaw.app and review benefits.

3. Seven Principles of Influence

(1) Commitment: Get the people you coach to commit to a) saving their family money and avoiding heartache, and b) open to looking at options.

- Example: "Let me show you a preview of what your PowerTrust would look like by answering these questions in 10 minutes."

(2) Consistency: You want the people you coach to be consistent with their commitment to save their family money. They will want to honor that commitment which provides you an opportunity to upgrade to a higher package.

- Example: "If you could do something to ensure your family is protected today, would you be interested in seeing options? How important is having professional support to assist you with your assets? Is privacy of your assets important? If _____ so, then I would recommend our Protection PowerTrust which lawyers charge \$15k or more."

(3) Reciprocation: Provide the people you coach with some "buy-in" value by providing them a free preview of their documents and providing information about how costly it could be to probate their estate by using the Probate Calculator.

- Example: "I'd like to show you how much you could save." "I'd like to show you how much probating your estate could be if you do not have a PowerTrust." "By answering these questions, I can give you a free preview of your PowerTrust."

(4) Liking: Build trust with your customer. Show them that you have a Trust or provide examples of people who have a trust versus those who do not.

- Example: "I got into this business to help people avoid Probate. I know a friend whose parents passed without a trust and the estate had to go to court and a judge determined, two years later, what their inheritance would be. It ended up costing them \$22k out of pocket for court and lawyer fees. I know their parents didn't intend for that to happen and if they had a PowerTrust those assets would've transferred immediately. That's why I used LawLaw _____ for my own trust."

(5) Authority: Explain how LawLaw is able to do this.

- Example: "LawLaw worked with lawyers to craft an AI document generator that drives down the cost of creating these documents. Even lawyers use lawLaw to create these documents. Ai tech has made what only the wealthy were able to create available to everyone with assets."

(6) Social Proof: Tell them about success you've had with other customers. Get your customers to provide testimonials about you or show them reviews on the "What our customers are saying" section of the LawLaw.app homepage.

- Example: "Let me show you what some of the people I've helped are saying."

(7) Scarcity: After your pitch (explained in the next few sections) create the demand to buy today. Do this by offering a 10% discount to purchase today. (Use your Promotional/Rep Code at checkout)

- Example: "Since we have previewed this document and I'd like you to be protected today, I want to offer you 10% off. Let's get you your finalized documents."

4. Epiphany Bridge:

This is how you build your story and pitch. The story is a "hero's" journey to the "epiphany" that a PowerTrust is what they needed.

The Epiphany Bridge includes:

- A) The main character: you or someone else
- B) The Villain: IRS, Lawyers, Probate courts
- C) C) Future Based Cost (Destination of the Journey): Saving family money, avoiding probate and heartache, creating generational wealth.
- D) Epiphany: A LawLaw PowerTrust.

Example:

"After learning about how costly probate is and that my family could be stuck in court and end up with tons of fees, after I pass, I realized I had the responsibility to protect my family. (Journey)

There are so many examples of the IRS death tax, and probate lawyers taking 100s of thousands of dollars from people after they die and I didn't want that to happen to me or my family. (Villain)

When I looked into what I could do (Hero) I found there's a solution (RLT) but I didn't want to spend thousands on a lawyer. That's when I found LawLaw and after doing my homework, discovered that they are the #1 Estate Planning document generator according to savemyfamilymoney.com, and could provide me the protection I needed for under \$1k." (Epiphany)

Tailor the message to your customer and people you are coaching.

5. The Pitch: Once you have introduced yourself and LawLaw, built credibility and provided examples, you are ready to pitch the sale.

Example: "I have shown you how much probating your estate could cost your family. Totaling \$_____. If all I am able to do today is save your family \$_____ and ensure your family is protected, what would LawLaw's PowerTrust be worth to you?" [Let them answer.] "I agree... The good news is the LawLaw PowerTrust is offered in three packages, all of which are a fraction of your monetary savings and of course this doesn't take into account the heartache it saves your family. Join the many satisfied customers today. I have three packages available for you. The PowerTrust, The PowerTrust Plus, and the Protection PowerTrust.

PowerTrust
\$199
Good
Will protect you

PowerTrust Plus
\$499
Better
More protection and support

Protection PowerTrust
\$999
Best
Privacy, protection and support

I recommend you create a PowerTrust for your spouse as well in your LawLaw account. If you proceed today, I can offer you 10% off. And remember, life changes, you or your spouse can always edit these documents."

Proceed to checkout.

Customer Question: What do I do with these documents after I create them?

Answer: Print, Notarize and Store Safely.

Transfer assets into your trust: We offer free professional support with the Plus Package.

The User Guide provides you with all the steps you need to take.

How to Identify and Approach Potential Customers

Identify your Markets

- A) Natural Market: your family and friends
- B) Circle of Influence (COI): social following, work colleagues', associations or member organizations you belong to.
- C) Top 100+ Contacts: Call, text or Email your top 100 and set up a meeting.
- D) Become a Guru: build a social presence, reinvest some of your profits in marketing yourself and your services.

With each pitch you must ask your potential customer to identify 10 or more people that they know who could benefit from meeting with you to discuss Estate Planning. Ask for their referrals contact information or even an introduction.

Setting up an initial meeting with your Natural Market or COI.

The Invite

- Example: "Hi Uncle Joe. (personal message). I need your help. I started a new career. I'm in the Estate Planning business, not insurance. I help people save money and protect their family. I would like to meet up and get your advice on my pitch and maybe you can introduce me to some potential customers."
- Example: "Hi Grandma, It's Len. I'm not sure if you know I started a job in the estate planning business and I'd like to come by and show you what I do. Is Monday or Wednesday, better?"
- Example: "Hi (friend), I need a few minutes to show you this service I am working with part time. It'd really help me out to get your feedback." (this could be a text, DM, or phone call).

Next Steps:

Explore LawLaw.app, create your LawLaw account and buy your PowerTrust. Use your discount code for 10% off and as your 1st sale. You will earn 50% commission.

It is important that you have your own PowerTrust and that you are familiar with the website.

Educate yourself about the PowerTrust by exploring savemyfamilymoney.com and the LawLaw.app website.

The One-on-One Pitch and the Digital Pitch

1 on 1 Pitch

Sec. 1

Thank you for taking the time to meet with me. I want to talk to you about how important it is to have a PowerTrust. Before I got a PowerTrust, I did not know that the biggest obstacle (PROBLEM) to creating generational wealth is Probate Court and not establishing an Estate Plan. Anyone who has any assets (home, jewelry, cars, etc.) needs to protect themselves and their family. (Positioning)

Sec. 2

I'm sure you are like me; you work hard, you believe in protecting your loved ones and you want to leave something for your kids and the next generation. Some of us are seeking millions of dollars and others are seeking a stable and comfortable lifestyle. This all begins with proper planning. (Trust building and Liking)

Sec. 3

Trusts are the secret documents that the wealthiest Americans have been using for generations to protect and grow family wealth. Even Sam Walton established a trust before the massive success of Walmart and because of his proper planning, many members of his family are on the Forbes list.

Usually setting up these trusts cost thousands or dollars, but not anymore. With LawLaw.app it can cost between \$199 to \$999. That's what I want to show you today.

Sec. 4

LawLaw hasn't reinvented the system. We have created the technology, using AI, that enables every American the opportunity to establish a PowerTrust in 10 minutes affordably. (Credibility)

Sec. 5

Just to give you an example: to transfer your \$500k home and other assets through Probate, even with a will, will cost your family 5-10% of the estate's value. That means your loved ones could have a bill of \$50k or be forced to sell the home. Lets use this free calculator to see what probate would cost your family. (Go to LawLaw.app Probate Calculator)

If all I did today was save your family \$50k+ and prepared you to grow family wealth, how much would that be worth to you?

Sec. 6

When I found out that the IRS Death Tax, Probate lawyers and a Judge would determine who gets what and could cost my family fees upwards of \$50k+, I needed to find a solution

that didn't cost me thousands and could change as my life changes. That's when I found LawLaw.app. Here's my PowerTrust. (show them your Trust)

Let's go through these questions so I can show you a free preview of YOUR PowerTrust.

[Show the customer a preview of the documents after going through the 1) account creation process & 2) create my documents questions.]

* It is important that your customer creates their own account on LawLaw so they can access their documents in the future. You will enter your rep promo code at checkout.

Sec. 7

"Ok. Here is a preview of your documents. To select the best package, I have a few more questions."

- 1) How important is it for you to have professional assistance with these documents in the future. For example, a financial advisor helping to make sure your maximizing your trust? [If it is important, I recommend the PowerTrust Plus at \$499. It comes with additional documents and free professional support, as well as, unlimited edits.]
- 2) How important is privacy and protecting your assets from lawsuits? [If so, then I recommend the Protection PowerTrust at \$999.]
- 3) Would you like to get a trust for your spouse or loved one and take advantage of a 10% off discount today? We can fill it out and they can always edit or create the final document at anytime. [If yes, then add another document by going to create my documents and answering the questions for the additional person and add to cart.]

Sec. 8

"Ok. Great. lets just enter your payment details, this is a one time all inclusive price for your documents. You can edit them as life changes and access them from your LawLaw account! And I'm able to give you 10% off TODAY with this promo code.

[Collect payment in app] [Use your personal Rep Code]

Sec. 9

"Congratulations and thank you! If you have any additional questions feel free to reach out, review the User Guide and FAQs, or chat on the LawLaw.app site. If you need further professional help and purchased the PowerTrust Plus or the Protection PowerTrust, I will make sure a professional reaches out to you!"

"Would you provide me the name and contact information of 5-10 people who you think could benefit from a PowerTrust?"

"Now that you see the importance, do you know anyone else that could benefit...?"

Key Take Aways:

- Build credibility and get personal
- Show your customer YOUR PowerTrust
- Use the calculator to predict how much probating their estate will cost and how much you can save them
- Ask questions
- Create their LawLaw account and walk the customer through the questions
- Show the preview of their specific documents
- Be the Guru/coach and direct them to the right package
- Upsell to their spouse or a bigger package and create urgency with the 10% off promo today
- Ask for leads to more customers

The Digital Pitch: Best for Social Media posts, DMs, Emails and Texts

First, apply and create your LawLaw Rep code at lawlaw.app/rep. This portal is where you can go to edit your custom rep code and copy your unique link. Everytime a LawLaw customer uses your link or code at checkout they will get 10% off their purchase and you will earn 50% commission. You can track your sales and get paid out to your PayPal in the LawLaw Rep Portal.

Many of you can get your message out on social media, blogs, podcasts or emails. The Digital Pitch is different than the one-on-one Sales Pitch but conveys the same principals.

Review the Social Media Marketing guide for 33 examples of Social Media posts that you can make to attract sales with your rep code or link.

Use the same language from sections 1 through 6 of the 1 on 1 pitch in a video, Reel, TikTok, post, email, etc..

Short Script Example for social media:

Hey, let me tell you the secret tool every successful person is using... A PowerTrust (RLT) from LawLaw.app. If you don't have a PowerTrust then your not doing it right.

A PowerTrust is a legal document that lets you build generational wealth. We've all heard how the rich set up trust funds... Normally, it costs thousands of dollars to set up with a lawyer. But I found a site called LawLaw.app, that uses Ai and in 10 minutes you'll get a free preview of your PowerTrust and you can buy a legally valid trust for \$199 to \$499!

They even offer free professional support. So, what are you waiting for? Go get your PowerTrust today, at LawLaw.app. Use my code at checkout for 10% off and DM me if you have any questions. Thanks!

If you want to educate your audience about the benefits of the PowerTrust, encourage them to...

- Check out savemyfamilymoney.com to learn about trusts and probate.
- Check out [lawLaw.app](https://lawlaw.app) to learn about the PowerTrust.
- Always encourage your audience to use your promo code for 10% off, so you can get paid!
- Text, email, post, DM your contacts or followers

Key Take Aways:

- Reach more people with a Digital Pitch
- Use the same framework as the 1 on 1 pitch, but adapt it to fit your audience
- Provide and promote self-educating resources: savemyfamilymoney.com, [LawLaw.app](https://lawlaw.app) and the FAQs section of [LawLaw.app](https://lawlaw.app), so your audience can learn about the PowerTrust
- Provide your promo code or link

Steps to Achieve a Six-Figure+ Income...

Part Time, Full Time, Side Hustle, Influencer... no matter which, you can make over 100k a year by selling 8 PowerTrust Plus packages a week!

- Start with people you know: call and set up meetings
- Expand to your COI: meet and message with your top 100 contacts
- Post on Social Media: make at least 1 post about LawLaw a week
- Share content from LawLaw's social media accounts with your audience and your rep code
- Become a Guru of Estate Planning: educate your audience
- Build your own personal brand and business:
 - Make your own Estate Planning social pages
 - Create your own business cards and promo materials
 - Invest in your business by promoting LawLaw co-branded posts and invest in paid advertising

Once you have made your first 10 sales, you'll be invited into the Rep Development Program

- Receive tips and tricks and promo bonuses as you expand
- Build out your own team and share in the revenue

You will receive 50% commission on every sale with your promo code.

Build up your own business and achieve a million-dollar income by selling 77 PowerTrust Plus packages a week!

If you have any questions or need a unique promo code, go to LawLaw.app/rep and apply or log-in.

BEFORE your 1st sale, you need to purchase a PowerTrust. 3 Reasons Why:

- 1) You need to protect yourself and your family.
- 2) You need to believe in the product and have a trust that you can show your clients.
- 3) You must understand the process of creating the documents using LawLaw.

Steps to Creating Your PowerTrust

- 1) Create an account on LawLaw.app by clicking "Create My Documents". Enter your email, create a password and verify your account through an email in your inbox from LawLaw.
- 2) Click on "Create My Documents" and fill out the 9 pages of simple questions.
 - a. (It's ok if things change later in life, because you can edit your documents.)
 - b. On Page 9, you will be asked if you would like to see asset protection options. If you select "Yes" then you will be taken to the calculator, if "No" then you will proceed to document preview.

- 3) View icons representing ALL documents and packages available to you and click preview or add to cart.
- 4) Add a PowerTrust Package or Al-La-Carte documents to your cart and click the shopping bag icon to proceed to checkout.

Enter your Promo Code at checkout so you get paid even on this sale!

That's it! Now you can click the menu button and go to documents to view your purchased documents. Your info is stored so you can always preview and purchase other documents in the future.

To create documents for a spouse, simply click "create new documents" and answer the questions. Go through the process and checkout. These documents will be saved in your LawLaw account.

Navigating Your LawLaw Account:

- Once you have an account you can log in, download your documents, download the user guide, change your account details, create new documents and more.
- Use the menu and profile icon to access your dashboard. This is the main site LawLaw customers will see, this is different than your Rep Portal.

Definition of Terms:

- WILL: Helps transfer assets not in trust and designates a guardian for minors.
- RLT: A trust that you control and avoids probate. (see benefits of an RLT on LawLaw.app)
- USER GUIDE: A do-it-yourself guide for customers to maximize their documents.
- MPOA: Medical Power Of Attorney: Designates someone to make choices about your health when you cannot.
- POA: Durable General Power Of Attorney: Designates someone to make choices in you are incapacitated.
- FREE PROFESSIONAL SUPPORT: A financial advisor can help transfer your assets into trust.
- IRREVOCABLE TRUST: Also known as an Asset Protection Trust is a trust that is independently controlled by someone other than you, but for your benefit. It can protect your assets from lawsuits and provides maximum privacy.
- UNLIMITED EDITS: Download and edit your documents anytime after purchase.

Partnering with Professionals and Businesses

Approach professionals who have client lists or followings in your local area.

Real Estate Brokers/Agents/Mortgage Brokers

A PowerTrust can help save their clients' money and protect their clients' home.

Insurance Agents: Life Insurance/Auto/Home

Further protect their clients and place life insurance wishes in a will.

Unions or Member Organizations: Firefighter, Police, Teachers, Labor Unions, Veterans Organizations, Pickleball Leagues

Help protect all their members.

Small Businesses/Chamber of Commerce: Local Coffee Shops, Small Retail Stores, Bakeries, Salons, Barber Shops, Medical Spas

Join your local Chamber of Commerce, make business cards or create a digital card with your promo code, meet business owners and explain what you offer and what you could offer their employees and customers.

Lawyers/Estate Planners

Some will want to use LawLaw's software to create documents for their clients. Pitch them your promo code and make it easier for their office to create documents.

Financial Advisors

Partner with a few local financial advisors who can utilize LawLaw for their clients. Offer to refer the people you coach to the financial planner, so that the financial planner can help them fund their trust. (Contact LawLaw if you need assistance finding Financial Advisors who can provide professional support.)

Your goal should be to build trust and partner with these local professionals. The result should be that they promote you to their customers and audiences by emailing, texting, introducing, calling and posting about you and your services.

Commenting on & Replying to Forums and Social Posts Online

Online Forums

Search topics: "Wills" "Trusts" "Estate Planning" on sites like Reddit, Facebook, and others. Comment and reply to comments on these forums with some information and your link/promo code.

Social Media Sites

Just like the forums, search the topics and find posts about wills, trusts, etc. comment and reply on these posts with your link/promo code.

Example Comment

Social Media User: "This post explained the difference between a will and a trust, but I hear a trust will cost me like \$4k!"

Your Reply: "Hey there, that's crazy! I found this site (or I work for this site) LawLaw.app that uses AI to create wills for \$29 and Will and Trust packages for \$199. No hidden fees! Check them out and use the promo code ____ for 10% off!"

Approaching Professionals and Businesses

Your goal when targeting local professionals like realtors, insurance agents, etc. is to leverage their client lists and credibility. You may decide to offer a split commission from your 50%, perhaps offering them 10% to 25%. When you get paid simply show them your commission receipts in the portal and pay them independently via PayPal, check or other method.

Pitch for Professionals

After introducing yourself: "I work with an Estate Planning AI document company called LawLaw.app that can provide your clients savings, protection, privacy and the tools to build generational wealth. The old way of doing an Estate Plan would cost them thousands in legal fees and a lot of time. LawLaw is DIY or I can walk them through the questionnaire in 10 minutes and provide them a free preview. The 3 packages range from \$199 to \$999. I have a special discount code for 10% off and I am willing to split my commission with you for each sale you help me generate. You can help by: 1) introducing me to clients that you think would benefit from an Estate Plan; or 2) send out an email/text about my services with a special link or promo code; or 3) make a social media post with the promo code. I can even send you a proposed email or text for you to copy and paste."

Proposed Email/Text

"Hello, thank you for trusting my business to serve your needs. I just found out about a great service that I believe you and your family could benefit from. It's called a PowerTrust from LawLaw.app which includes a Will and Revocable Living Trust. A friend of mine, (your name), is an Estate Planning Coach and is offering 10% off any of the 3 PowerTrust packages ranging from \$199 to \$999. If you don't know why you need a Trust and how much it can save your family, checkout (your LawLaw.app link). Use promo code (your code) for 10% off. Thank you for taking the time to consider LawLaw.app"

(If you sell a PowerTrust to the sender of the email then include the following sentence after the 2nd sentence.)

"I made my PowerTrust with LawLaw for less than \$500 by just answering a few questions from my coach and now I'm protected."

Build a Team (Advanced LawLaw Reps)

Once you have learned the entire LawLaw sales and marketing process you can recruit and train additional reps to sell LawLaw products using your code. We recommend you split the 50% commission 50/50 or 75% (your reps) and 25% (you). You would independently pay out your reps.

Reach \$1 million in gross revenue....

Recruit and train just 13 Reps who sell just 6 PowerTrust Plus packages (\$499) per week to generate \$1,011,972 in commissions to your rep code/link. Cash out in the portal and pay your reps.

If you split it 50/50, you'll earn \$505,986 per year, and the average rep would earn \$38,922. If you split it 75/25, you'd earn \$252,993 per year and the average rep would earn \$58,383.

Remember, even these reps could get their own code, therefore you must recruit, train, and create value for your team members. Provide them training, leads, or have them generate leads for you and close the sale yourself.

Think of how insurance agencies and real estate offices work. Strive to create a team atmosphere that promote success.

Congratulations!

You have completed the training guide and are ready to start earning unlimited income from your rep code and affiliate link! We are here to help you succeed, if you need any assistance contact LawLaw on the website chat.

Next Steps:

1. Make your first post about LawLaw on your social media accounts with your link or promo code
2. Start contacting your family and friends and pitch them the PowerTrust
3. Begin generating sales and get paid!