Facility Visits & Prospecting

While the idea of "going to prison" may sound a bit daunting at first, realize that like anything new (and unknown) that we tend to stress over, it becomes a piece of cake after you do it a couple of times.

First off, understand that you won't be visiting the prisoner sections of the facility, but will just be setting up a table and providing information and collecting leads from prison employees in their common areas.

Let's walk through the steps you will follow for each visit to a facility.

1) Make an appointment with your facility. You will call the appropriate contact and ask for a time and day to visit the prison.
2) The best times are from 10:00am to 4:30pm (the longer you are there the more leads you will collect)
3) You will set up a "Booth" (a table) typically just inside the control gate where employees enter and exit the facility. Make sure your booth is lively and attractive to garner as much attention from the staff as possible. You want the booth to elicit questions from the staff for you to answer.
4) Approach people and talk with them at the "Control Gate" as they come to and leave work.
5) Hand out brochures and engage in friendly discussion with prison staff about 457, 401k, special retirement programs (such as POFF in California), tax free income, and life insurance
6) As people become interested and engaged, have them fill out an "Information Request Card" (which is your lead) and let them know you will get back to them within a week.
7) Let your potential clients know the initial meeting is a free consultation, and it just takes 15-20 minutes or so. The object of the appointment is to just evaluate their current needs and expectations, to see if you might be able to better their situation.
8) It is important to understand the dress code of your state run facilities. There are certain colors that you must avoid while inside the prison. Check the UWU resource guide for your state.