



# The Invite

Based upon the  
Network Marketing  
Best Selling Book

**GoPro**

Step 1: **BE IN A HURRY**

Step 2: **COMPLIMENT THE PROSPECT**

Step 3: **MAKE THE INVITATION**

Step 4: **IF I \_\_\_\_\_, WOULD YOU \_\_\_\_\_?**

Step 5: **GET A TIME COMMITMENT**

Step 6: **CONFIRM**

Step 7: **GET A TIME AND NUMBER**

Step 8: **GET OFF THE PHONE**

## Step 1: BE IN A HURRY



This is a psychological issue, but people are always more attracted to a person who's busy and has things going on. If you start every call or face to face conversation with the feeling that you're in a hurry, you'll find your invitations will be shorter, there will be less questions and people will respect you and your time much more.

### For warm market prospects:

- *"I don't have a lot of time to talk, but it was really important I reach you"*
- *"I have a million things going on, but I'm glad I caught you"*
- *"I'm running out the door, but I needed to talk to you real quick"*

### For cold market prospects:

- *"I have to run but it was important that I reached out to you"*
- *"Now isn't the time to get into this and I have to go but"*

## Step 2: COMPLIMENT THE PROSPECT

This is critical. The sincere compliment (and it must be sincere) opens the door to real communication and will make the prospect much more agreeable to hearing what you have to say

### For warm market prospects:

- *“You’ve been wildly successful and I’ve always respected the way you’ve done business.”*
- *“You’ve always been so supportive of me and I appreciate that so much.”*
- *“You’re one of the most connected people I know and I’ve always admired that about you.”*
- *“You’re the most (or one of the most) important person/people in my life and I really trust your instincts.”*
- *“You have an amazing mind for business and can see things other people don’t see.”*
- *“I was thinking... who are the sharpest people I know? And I thought of you.”*
- *“You’re one of the most positive and energetic people I’ve ever met.”*
- *“Some people are very closed-minded which limits their opportunities, but I’ve always admired the fact that you’re open to looking at new things.”*
- *“I need someone to find the holes in something I’m looking at and absolutely nothing gets past you.”*
- *“You’re of the (well-traveled / financially intelligent, etc.) people I know, and I’ve always respected that about you.”*
- *“You’re one of the smartest people I know, and I really trust your judgement.”*
- *“For as long as I’ve known you, I’ve thought you were the best at what you do.”*

### For cold market prospects:

- *“You’ve given me/us some of the best service I’ve/we’ve ever received.”*
- *“You are super sharp. Can I ask what you do for a living?”*
- *“You’ve made \_\_\_\_\_ a fantastic experience.”*

## Step 3: MAKE THE INVITATION



In this situation one size does NOT fit all. There are 3 type of approaches provided:

1. Direct Approach – you talk about the opportunity specifically
2. Indirect Approach – you use to ask for help or advice
3. Super Indirect Approach – you use to ask people if they know others who might be interested

### Direct Approach

For warm market prospects:

- *“When you told me \_\_\_\_\_, were you serious or were you just kidding around? (Wait for answer). Great! I think I’ve found a way for you to (get it / solve the problem / make that happen / etc.” (In this scenario you know the area of their dissatisfaction)*
- *“I think I’ve found a way for us to really boost our cash flow”*
- *“I found something you really need to see”*
- *“I’m launching a new business and I really want you to take a look at it”*
- *“If I told you there was a way to increase your cash flow without jeopardizing what you’re doing right now, would you be interested?”*
- *I’ve found something exciting and you’re one of the very first people I’ve called”*

For cold market prospects:

- *“Do you keep your career options open?”*
- *“Do you plan on doing what you’re doing now for the rest of your career?”*
- *“Have you ever thought of diversifying your income?”*

## Indirect Approach

### For warm market prospects:

- *“I’ve just started a new business and I’m scared to death. Before I get going I need to practice on someone friendly. Would you mind I practiced on you?”*
- *“I’m thinking about getting started with a business I can run from my home. Would you help me check it out and see if it’s for real?”*
- *“I found a business I’m really excited about, but what do I know? You have so much experience. Would you look at it for me if I made it easy and let me know if you think I’m making the right move?”*

### Super-Indirect Approach

#### For warm market prospects:

- *“Who do you know that might be looking for a strong business they could run from their home?”*
- *“Do you know any sharp people who live in \_\_\_\_\_? Yes? Great. Could I get their name and email address if you have it? I have a business expanding in that area and I want to see if they think it will be successful there.”*

## Super-Indirect Approach

### For warm market prospects:

- *“Who do you know that might be looking for a strong business they could run from their home?”*
- *“Do you know any sharp people who live in \_\_\_\_\_? Yes? Great. Could I get their name and email address if you have it? I have a business expanding in that area and I want to see if they think it will be successful there.” content\_id:729518171*



#### Step 4: If I \_\_\_\_\_, WOULD YOU \_\_\_\_\_?

You're not going to offer your 3rd party tool, unless they agree to do something in return.

- *"If I invited you to a private business showcase on (date / time) that lasts no longer than 60 minutes, WOULD YOU attend?"*
- *"If I sent you a video that last no longer than \_\_\_ mins WOULD YOU watch it?"*
- *"If I gave you a link to an online presentation that explained everything, WOULD YOU click on it and watch?"*

**NOTE:** If they ask for more information first, just respond with "I understand that you want more information, but all of what you're looking for will be explained in the (Private business showcase / video / Online presentation)."



#### Step 5: GET A TIME COMMITMENT

- *"So you can attend the business showcase on (date/time)"*
- *"When do you think you could watch the video for sure?"*
- *"When do you think you could watch the online presentation for sure?"*

Note: The key is to get them to say YES a second time

## Step 6: CONFIRM

- *“So, If I called you \_\_\_\_\_ morning you’ll have seen it for sure right?”*

## Step 7: GET A TIME AND NUMBER

- *“What’s the best number and time for me to call?”*

## Step 8: GET OFF THE PHONE!

*Remember, you’re in a hurry right?*

- *“Great. We’ll talk then. Gotta run!”*



## PUT IT ALL TOGETHER

*Prospect Name* \_\_\_\_\_

*Prospect Contact Info* \_\_\_\_\_

*Step 1: Insert "In A Hurry" script* \_\_\_\_\_

\_\_\_\_\_

*Step 2: Insert "Compliment" script* \_\_\_\_\_

\_\_\_\_\_

*Step 3: Insert "Invite" script* \_\_\_\_\_

\_\_\_\_\_

*Step 4: Insert "If I \_\_\_\_\_ Would You \_\_\_\_\_" script* \_\_\_\_\_

\_\_\_\_\_

*Step 5: Insert "Get A Time Commitment" script* \_\_\_\_\_

\_\_\_\_\_

*Step 6: Insert "Confirm" script* \_\_\_\_\_

\_\_\_\_\_

*Step 7: Insert "Get a Time and Number" script* \_\_\_\_\_

\_\_\_\_\_

*Step 8: Insert "Get off the phone" script* \_\_\_\_\_

\_\_\_\_\_