

# Getting Started Right Scripts

## Contacting and Inviting Tips:

- **Phone calls are the best way to approach your prospects.** They can't hear your enthusiasm, sincerity and passion in a text, social media message, or email. This is a relationship-based business, so we want to connect with people individually voice-to-voice whenever possible.
- **Be in a hurry.** This sense of urgency will help to minimize your prospects bombarding you with questions when you speak to them. They should be able to tell from the tone of your voice that you don't have a lot of time to talk.
- **Don't get into details over the phone.** When your prospects ask you questions like, "What is it?" or "Can you tell me more about it?", direct them back to a 3rd party tool, 3-way call, or the event you're inviting them to. Their curiosity becomes another reason for them to watch the video and attend the event.
- **Less is more.** If you answer questions or explain details over the phone, your prospects will feel like there's no need for them to attend an event. Our goal is to always have people see a full presentation before they make a decision.
- **Practice your script with your support team before you start making calls.** This will help you feel more comfortable and confident in what you're going to say. Role-playing makes a BIG difference!
- **Work with your support team to do 3-way calls.** You can use 3-way calls to invite or confirm your guests for a live event, such as a Private Business Reception, business briefing or a sit-down. A 3-way call can be used as a follow up to answer questions, handle objections, and close a prospect. Many associates believe more 3-ways can lead to more paydays!

## Private Business Reception (PBR) Script:

1. "I'm working on a new business project, which I'm really excited about. (Share your why.) I think you will like it too, but even if you don't, I just want you to know what I'm doing. You may know some people who I can help. I'm having an event at my home on (day) at (time). It would mean a lot to me if you can come by to support me. Can I count on you to be there?"
2. If yes: "I'll send you a short video to watch before you get here." (Send them a link to a short video that is recommended by your upline). If no: schedule a sit down and then send the video.
  - If they ask questions, say, "I don't have time to get into details right now. The video I'm sending you will explain it much better than I can and you'll see the details when you get to my home."
  - Use a 3rd party expert to confirm your guests using 3-way calls/confirmation calls. This can increase your attendance ratio.

## Private Conference Call (PCC) Script:

1. "I'm working on a new business project, which I'm really excited about. (Share your why.) I think you will like it too, but even if you don't, I just want you to know what I'm doing. You may know some people who I can help."
2. "We have a live call/webinar going on (day) at (time). Can you listen in and give me your honest feedback?" (Send them the conference call or webinar info, which your upline will provide.)
  - If they ask questions, say, "I don't have time to get into details right now. This call will explain it much better than I can. Let's plan to talk afterwards, ok?"
  - After the PCC is over, call each person back to ask, "What did you like best about what you heard?" Then get your prospect on a 3-way call with your expert to move them to the next step.



## Sit-down Script:

1. "I'm working on a new business project that I'm really excited about. (Share your why.) I think you will like it too, but even if you don't, I just want you to know what I'm doing. You may know some people that I can help."
2. Are you free to meet up for coffee in the next couple days?" (Schedule the time and place to meet.) 3. "I'll send you a short video to watch before we meet up." (Send them a link to a short video that is recommended by your upline.)
  - If they ask questions, say, "I don't have time to get into details right now. The video I'm sending you will explain it much better than I can and you'll see the details when we meet up."

## Briefing Invitation Script:

1. "I'm working on a new business project that I'm really excited about. (Share your why.) I think you will like it too, but even if you don't, I just want you to know what I'm doing. You may know some people that I can help."
2. "We have a business overview on \_\_\_\_\_ (day) at \_\_\_\_\_ (time) at \_\_\_\_\_ (location). Would you join me and give me your honest feedback?" 3. "I'll send you a short video to watch before we meet up." (Send them a link to a short video that is recommended by your upline.)
  - If they ask questions, say, "I don't have time to get into details right now. The video I'm sending you will explain it much better than I can and you'll see the details at the event."

## Other Approaches/Opening Lines:

### 1. DIRECT APPROACH:

- "Do you keep your income options open?"
- "Are you open to diversifying your income?"
- "If I could show you a way to increase your cash flow, would you be interested in getting more information?"
- "If I could show you a way to supplement your income without interfering with your current commitments, would you be interested?"
- "Are you open to looking at new business ideas?"

### 2. INDIRECT APPROACH:

- "I need your help. I've always respected the success you've had. Would you be willing to give me your opinion on a new business that I'm starting?"
- "I'm starting a new business and I wanted to practice my presentation with someone friendly. Would you be ok if I practiced with you?"
- "Who do you know that is ambitious, motivated and might be interested in working from home?"

### 3. MEMBERSHIP APPROACH:

- "I have something important to show you; it will take about 15 minutes, and you may or may not be interested."
- "If you could speak to a lawyer about any personal legal issue without getting a bill, would you?"
- "What are you doing to protect yourself from identity theft?"
- "Have you updated your Will recently?"