

# How To Invite - BE PREPARED!



***Call Max:  
1 to 2 min***



***Your Goal?  
Set The Apt  
As Fast As Possible***



***Over 2 min?  
Hang Up!***

If you must hang up, call back and say,  
"I'm sorry we got disconnected."  
(then set the appointment!)

**3 RULES:**  
**Be QUICK. Be EXCITED.**  
**DON'T SAY TOO MUCH.**

## **BE PREPARED:**

Be sure to have all of the following with you when you are making calls:

1. SCRIPT



Have your script out and ready. **\*USE YOUR SCRIPT.**  
(Every word you say that's NOT on your script, COSTS YOU MONEY.)

2. LIST



Be it a stack of business cards, handwritten list, or excel spreadsheet.  
(Your goal: contact as many people as possible, as quickly as possible.)

3. WHY



Write down your "WHY."  
Everyone has different REASONS for doing this business.

What are your TOP 3?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

*Stay Focused.  
No Distractions.*

*Who Do You Know  
We Can Help?*



*Fun, Playful  
Total Confidence & Certainty*

4. CALENDAR Use something: phone, laptop, paper planner, ipad, etc.



*"When you schedule it, you make it real." - Tony Robbins*

5. TRACKER



Keep It Simple. Track: # of people you call / # of appts / # Left Message / Notes / Etc.

*"You can't manage what you can't measure." - Peter Drucker*

## **If They Ask Questions:**

**Be brief. Set The Apt. "I don't have time to get into it." Get Off The Phone. (aka - Hang Up!)**

# How To Invite - SCRIPT

(You're the *INVITATION* not the *PRESENTATION*.)



Use A Timer

## WHAT TO SAY TO: (FRIENDS AND FAMILY / PROFESSIONAL TO PROFESSIONAL)

"Hey Joe. It's Me. Are you busy? (*wait...*) "Great, I only have a quick minute. Can you do me a HUGE favor?" (*wait...*)

What are you doing on Tues at 6PM? (*wait...*) Great, let's meet at: my house. (*location*)

The reason I'm calling you is because I could really use your HELP... I'm working on a new project I'm real excited about & there's someone I want you to meet. He/She is a very successful. They... 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

**"I'd really appreciate it if you would do me a favor, check it out, and..." (pick from below)**

**FRIENDS AND FAMILY:**

**let me know: Who You Know, That We Can Help?"**

**PROFESSIONAL TO PROFESSIONAL:**

**think about a few key people I may be able to Partner with."**

(Set & Confirm Apt - see below)

## WHAT TO SAY TO: (PEOPLE YOU LOOK UP TO) \*Compliment & Opinion

"Hey Joe. It's Me. Are you busy? (*wait...*) "Great, I only have a quick minute. Can you do me a HUGE favor?" (*wait...*)

What are you doing on Tues at 6PM? (*wait...*) Great, let's meet at: my house. (*location*)

The reason I'm calling you is because I could really use your HELP... I'm working on a new project I'm real excited about & there's someone I want you to meet.

**"You are one of the most (Intelligent, successful, hard working, dedicated, caring) people that I know."**

**"Since you are someone I really respect,**

**"I'd really appreciate it if you would do me a favor, check it out, and give me our OPINION."**

**"Ann, the person I want you to meet, is very successful. They... 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_"**

**"Again, I'd really appreciate it if you would do me a favor, check it out, and give me our OPINION."**

(Set & Confirm Apt - see below)

**SET & CONFIRM APT:** (*simple*) "So, I can count on you being there, right?" or "Can I count on you being there?"

(*polite*) "It was a BIG deal for me to get Mr./Mrs. Dowd to agree to this meeting.

"My success hinges on this person. I can't lose this opportunity/relationship.

"I'm really counting you being there so I don't look stupid. Can I count on you being there?"

"I need to know for sure that you are coming or it will make me look bad.



**WHEN THEY SAY YES:** "Great!" (*then Set & Confirm the Appointment*)

**What Are You Inviting Them To?**

Have 1 "specific event" in mind.  
(example: "Tues, 6PM, my house")

**THANK YOU:** "Thanks! See you soon."

**IF THEY CAN'T MAKE THE 1ST APPT:** **First:** Ask them to reconsider and change their schedule to meet you.

**If not:** "What's best for you?" (give them an option: this or that)

**Example 1:** "Are you available for an hour, Tues at 6PM or Wed at Noon?"

**Example 2:** "When is the soonest we can meet for an hour, (or introduce you) \_\_\_\_\_ or \_\_\_\_\_?"

**IF THEY SAY NO or MAYBE:** "No problem. I actually didn't think you would be. I'd just really appreciate it if you would do me a favor, check it out, and let me know: Who You Know, That We Can Help? When's the soonest we can meet \_\_\_ or \_\_\_?"

**IF THEY ASK QUESTIONS:** (Be "brief" or "too new" or "too busy.")

"It would be impossible to explain a multimillion dollar global business project in 2 minutes by phone. I pulled some strings and have scheduled the top executive heading up the project to meet us tomorrow night at 6 to explain everything."

**IF YOU GET VOICEMAIL:** "Hey Joe. It's Me. Call me back as soon as you can. It's important. Thanks. Bye!"