



Effective Invitation Scripts

As we know from years of experience... more than half of all people who have seen a full LegalShield presentation have signed up for it. So this being FACT, what is the key factor that determines your success in this business? It is your ability to EFFECTIVELY INVITE people to the presentation and get them to show up. You have to CONNECT with them so that they know there is SOMETHING IN IT FOR THEM... not about YOU selling them on something. So you must connect YOUR WHY with THEIR WHY. What was wrong in your life and how you see this unknown (to them) business as your solution... and what is wrong in their life and how it can be THEIR SOLUTION. In other words, establish a Human Need of theirs in their mind, and offer to show them a viable solution to them.

Warm Market Inviting Script:

Hey Jim, I'm in a hurry but I needed to call real quick to let you in on something. I am so tired of working long hours, not having time with family, trying to make ends meet and not having enough money to do what I want to do. Can you relate? Can you feel me? _____ await answer _____

Well this may sound hokey, but a friend just let me in on a business he's been working on and his life is changing. I got jealous because I WANT to have the time, the money and the freedom he is getting. He said anyone can copy him and do what he's doing. So I am! And I wanted to let you in on this too. Since you said you can relate and likely would love to change some things for the better also, I knew you would be all over this. If you aren't excited about it, I will be shocked.

To find out what I'm babbling all this excitement about, you've got to:

- 1. Listen to a short conference call for 15 minutes at (801-705-5838... OR... live PCC Call)*
- 2. Come to my house for a short private business reception for an hour on DATE/TIME*
- 3. Come meet me at a Business Seminar for an hour at LOCATION on DATE/TIME*
- 4. Come have lunch on me as we sit in on a Business Luncheon at LOCATION on DATE/TIME*

(Once they commit to doing this) Okay, I'm glad you receive me with trust and an open mind, and I called you because I know you to be the kind of person who follows through on their commitments. Your word, like mine, is stronger than oak. That's why people respect you. So I will see you at (PBR or Briefing) OR talk to you right after the conference call ends. Tell me I'm either crazy or a genius when you see why I am excited. Ok, like I said I'm running out the door and have to go!

Cold Market Inviting Script:

Hello Jim, It's Brian Carruthers! You won't recognize my name because we have met yet, but I wanted to get back with you. Oh yeah, I am not a salesman calling to sell you anything, so get don't run and hide your wallet. Haha! Actually, it's more like I want to help you get more money into it.

You recently gave our company your information in reply to an ad about starting a business or working part-time with us. So I am here to get you that info you wanted. But first, let me explain who I am. I have a background in ___(Your Story and lack of time or money)____. I was also looking a while ago for a business to start up on the side because I was tired of my life going the way it was. I knew if I kept doing what I was doing, I would keep getting what I was getting...and that was get tired!! Everything I looked at was selling this or that... stuff I could never stoop to doing. Can you relate? Aren't you tired of hearing about all of those deals too?!

Yeah well, I was not going to waste my time on that stuff. I researched a ton of legitimate companies, and found one recently featured on Fox Business News and in the USA TODAY Money Section. This company was expanding and people were really having success with it, even the people who only had a few hours a week to put into the business. After doing my full research and verifying how strong this company was, I got involved with them. Let me tell you, you are going to agree that THIS is THE company to be a part of right now – as they are pioneering two huge trends in America right now. That whole “right place, right time” thing you always hear about? That's what this is.

So look, I can't promise that you will see the potential in this business the same way I see it. But I CAN tell you that of all the businesses I have seen people I know try to build, this is the best opportunity I could hope to find. Since you said you could relate to wanting to find a good business but sick of wasting time with all the selling-overpriced-stuff-to-people deals, I know you will be super impressed when you look into this company. There is a reason it is getting such incredible press right now.

To find out what I'm babbling all this excitement about, you've got to:

- 1. Listen to a short conference call for 15 minutes at (801-705-5838... OR... live PCC Call)*
- 2. Come meet me at a Business Seminar for an hour at LOCATION on DATE/TIME*
- 3. Come have lunch on me as we sit in on a Business Luncheon at LOCATION on DATE/TIME*

Now as you know, it takes commitment to succeed in any business. You totally seem like a “follow through on your word” kind of person, and you do what you say. Am I pegging you right on that? ___ Great, well go ahead and ___(presentation choice from above)___ and we will talk right after. I am so excited to hear how excited you are going to be after seeing this business. Gotta run, talk then!