Taking the First Step 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.
- Make the Invitation. "If I _____ , would you _____ ?"
- 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/watch a video. 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 Zoom call, corporate Zoom call 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!

Contact/Inviting Text Scripts for Zoom:

- "Hey, _____ , I've got just a minute — I'm involved in an exciting project with the former VP of Microsoft, Jeff Bell, who launched HALO and XBOX. Mr. Bell is now the CEO of a company that's working to launch a couple new smartphone apps, and I wanted you to hear about it. If I invited you to a special invitation-only webinar _____ (day) at _____ (time), would you hop on?"
- "Hey, _____ , as you know, I'm always looking to elevate my game in the entrepreneurial world. Well, I've just added an additional project to my portfolio, and I would love to help as many people as possible win big with me. If I invited you to a special invitation-only webinar _____ (day) at _____ (time), would you jump on? I really want you to see this 30-minute overview. Shoot me a thumbs up if you want the info."
- "Hey, _____ , my friend just showed me a great way to earn some side income from my phone. They are doing a private Zoom call _____ (day) at _____ (time), and they'll explain everything. If I can get you a spot on this Zoom, will you move your schedule around to be on?"

Once they agree to hop on:

- Text/email them the Zoom link confirming the date and the time.
- 10 minutes before the event — text them a friendly reminder.
- If they ask questions, say, "I don't have time to get into details right now. The Zoom will explain it much better than I can. Let's plan to talk afterwards, OK?"
- After the Zoom presentation 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.

Example Script — Invite to a 3rd Party Tool (PBLS Resource):

"Joe , there is something I want to show you; it will only take a few minutes. If I send you a video, would you watch it?

Example Script — Invite to a Sit Down Presentation:

"Joe, how's it going? Are you available for coffee on Wednesday?"

Private Zoom Call (PZC) 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 Zoom going on _____ (day) at _____ (time). If I sent you the link, would you listen in and give me your honest feedback?" (After they agree to take a look, send them the Zoom link, which your upline will provide.)
    - If they ask questions, say, "I don't have time to get into details right now. The Zoom will explain it much better than I can. Let's plan to talk afterwards, OK?"
    - After the Zoom presentation 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.

Other Approaches/Opening Lines:

1. Direct Approach:
    - "Do you keep your income options open to side projects if the money is exciting enough?"
    - "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?"
    - "I am working on a new business project, and my job is to share our services with 10 people this week; can you be 1 of my 10?"

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?"
    - "Do you know anyone who 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?"
    - "Do you have the legal app?"
    - "If you could pick up the phone and ask an attorney any personal legal question and know that you are NOT going to receive a bill afterward, would you make the call?"

Once they reply, invite them to take a look: "If I _____ , would you _____ ?"

- "If I sent you a quick video, would you watch it?"
- "If I sent you some information, would you review it?"
- "If I invited you to a private Zoom presentation, would you jump on?"