

1. HOT MARKET SCRIPT

(Immediate Family & Best Friend)

GOAL: Meet 2 on 1 for a Sit Down

"I wanted to ask for your help. I'm in training with my new company, and I need to watch my trainer share our services with 3 people this week on a QUICK 15 MINUTE CALL OR ZOOM.

You may or may not be interested in our services and that's ok, but you would really be helping me by letting me do this. Do you have 15 minutes free today or tomorrow to help me?

Is morning or afternoon better?"

2. WARM MARKET SCRIPT

(Extended Family, Friends & Neighbors)

GOAL: Invite to Virtual Grand Opening

Hi, how are you? I wanted to let you know I started a business! I'm excited and launching it on the web this SUNDAY 3PM.

Would you support me by joining me on the web to hear what I'm doing and pass my name to others who could use my services?

Are you free to join me this SUNDAY 3PM?
Meet me on zoom here: (insert link)

3. SCRIPT FOR EVERYONE ELSE

(Daily Method of Operation)

GOAL: 2 Exposures a Day

"I'd love to show you what I'm doing! It'll only take a few minutes. You may or may not be interested, but you might know someone who is!"

OR

"Just curious, do you keep your income options open to side projects if the money is exciting enough?"

FOLLOW UP TO 3 WAY CALL

"I'm here with my business partner who just spoke on the zoom. We wanted to thank you for coming!
We appreciate you so much.

(Mr./Mrs. Expert's last name) this is (Friend's first Name)."

FOLLOW UP TO 3 WAY CALL

"Thanks for taking a look! I'd love to hear what you liked best or what stood out to you? I felt the same way too! I'd love to introduce you to my business partner who has been so helpful to me. They're extremely knowledgeable and successful and we've been having a lot of fun together. Hold on, let me see if I can get them on the phone."

INVITE TO **LIVE ZOOM EVENT**, SEND VIDEO & DRIP

The 5 Step Exposure Process

Your Daily Goal: Expose 2 new people a day

1. SHARE

“I’d love to show you what I’m doing! It’ll only take a few minutes. You may or may not be interested, but you might know someone who is!” OR

“Do you keep your income options open to side projects if the money is exciting enough?”

2. TOOL

Use a tool!

Share these videos:

Our Time is Now

What Would You Be Part Of

Private Business Overview

Or Flip Chart

3. 3-WAY CALL

“I’d love to introduce you to my business partner who has been so helpful to me.

They’re extremely knowledgeable and successful and we’ve been having a lot of fun together!

Hold on, let me get them on the line.”

4. LIVE EVENT

Invite them to a LIVE event

Or Zoom

Daily 8pm ET

www.PinnacleZoom.com

“They need to see it to believe it.”

5. DRIP

Drip on them with additional tools & events until they’re ready to sign up:

Testimonial Videos, Profiles of Success, News Articles, Brochures, Luncheons, and Super Saturdays!