



CONNECT AND CLOSE

# 5 Steps to the Irresistible Invite

You need to focus on this part of your business regularly. Approach and attract your ideal clients all the time.

Commit to having a practice of giving out valuable sessions to people who would make great clients.

In this process, we are only trying to set up calls for later. We are not trying to sell someone anything more than an exciting time on the phone with us, solving something for them.

Here are the 5 steps:

## **Step 1: Be Around Your Target Market**

Use the information in the “Where to Find Them” video to make a plan and find great prospects who need what you do. Make a plan to regularly be in the presence of people who need you.

## **Step 2: Initiate the Conversation**

Start conversations by approaching people and asking about their situation. Use the Ideal Business Hook you created to explain what you do. If they are interested, get into asking them more questions about their problem(s). Explore as deeply as you can. If they are not interested, share more about what you do to see if they know anyone you can help. Many people love to connect others with people that can help.

## **Step 3: Connect with Your Prospect**

Learn to mirror, or say back exactly what you’re hearing about their situation. Feel free to write down their exact words and read them back to the person. Focus on exactly what their problems are, and exactly what it sounds like they want. Use this as a starter: “So what I heard you say was...” This will create an instant and powerful connection.

## **Step 4: Invite to the Irresistible Closing Conversation**

Feel free to really help or offer a form of advice in the moment, but then say something like: “I don’t have time to do this here, but I’m working on a [process, system, technique, set of questions] that addresses your exact situation and would



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help you [get specific benefit]. I'm really busy, but I'd love to share it with you if we can find a time in the next week or so. If you want, you could give me your business card, and I'll try to find a time to take you through it." (OPTIONAL ADVANCED MOVE: "I could even record the call just in case any great ideas come up. I'd be a happy to send you the MP3 to keep.")

### **Step 5: Follow Up**

Send an email using the template we've provided to offer some times either manually or using a service like [timedriver.com](http://timedriver.com).

