

Practice Your Invitation - The “ABC Script”

- List 10 people you’d like to invite to an event or meet up with to show a presentation.
- Have both a Plan A & a Plan B based upon where you’d like to invite them.
- Make sure one of your 3rd party experts is available for 3-way calls.

A. Let your friend know you don’t have much time to talk right now...

1. **If texting:** Proceed directly to “B2” below. (Include your name at the end of the text if necessary)
2. **If calling:** “**Hey Pam, it’s Tim! I only have a few minutes, are you free?**” (If not, reschedule.)

B. Arouse their curiosity & simply book an appointment (choose one option)...

- “B1”. *Only if you know FOR SURE they are motivated by money:* “**Could you use an extra few hundred to a few thousand per week part-time?**” (Go to “C” below)

- “B2”. *If inviting to a PBR, PCC, Luncheon, Briefing, or 1-on-1:* “**What are you doing on ___ (day) at ___(time) that’s super important? OR “When can we meet up for about 30 min’s [today]?”** (in person or video chat)

After they respond: *Let them know you’re working on a project and you’d like to get their feedback. (If they want to know why, let them know you’d like them to be a referral source for you if what you show them makes sense).* “**Can you get free & give me your feedback?**” (Go to “C” below). Use this “B2” approach most often.

- “B3”. *If you already know what motivates them:* “**Remember when you said you wanted _____? I found a smart way to do it and I want to get your feedback on it...**” (Go to “C” below)

- “B4”. *If it’s someone you look up to:* “**My business coach asked me about the most successful people I know and I thought of you. You may be a good referral source for me. Would you mind giving me your feedback on a project I’m working on?**” (Go to “C” below)

- “B5”. *If you’re following up with someone you’ve already exposed:* “**What did you like best about ___ (tool)?** Listen and then respond “**I can relate**” (let them know why you can relate or appreciate their response even if they have not looked at/heard the tool yet. Proceed to “C” below)

C. Respond & properly introduce your coach/expert...

(Transition by saying either “**Great!**”, or “**No problem!**”, or “**Great question!**”)... If texting, ask if they have 2 minutes by phone and call them to say: “**I’m working with someone who is very successful (or “makes great money”), loves helping people, is very down to earth, & has all of the information I want to share with you. He/She is very busy, but I want to connect the two of you briefly. (His/Her) name is _____, Hold on...**” (Click over without hesitation & call your coach/expert. Do not merge the call until your expert gets the information they need and let’s you know they’re ready for you to merge the call). After you merge, simply say: “**Mr./Ms. (Expert), this is my friend Pam. Pam, this is Mr./Ms. (Expert)**”.

Don’t interrupt. After your expert is done speaking, thank your expert for taking the time to speak with your friend. If for some reason you cannot reach your expert, let them know your coach/expert must be busy and either invite your friend to something they CAN attend, schedule a time to meet 1 on 1 to show them the info yourself (followed by a 3-way call of course), or give them a tool to see or hear. Let them know someone will be calling to confirm their attendance or that you’ll introduce the two of them when your expert is available.

Now that you’ve practiced inviting on your trainer or workout partner it’s time to invite your real contacts!