

Modere Business Inviting Scripts



Step 1 - Connect Through Messenger

“Hey Mary! Thanks so much for liking my post! How have you been?”

“Hey Mary! Loving those vacation pics! Looks like you all had a great time! How’s it going?”

“Hey Mary! I noticed we’ve been friends for a while but have never connected! How’s it going?”

**Chat for a minute and catch up!



If Mary has commented on one of your **Direct Business Posts**, then you can message the invite immediately, of course.

“Hey Mary! I saw your comment on my post about _____ . The first step is.... _____ .”

<< move directly into invitation

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Step 2 - The Conversation

F.O.R.M. -- Family, Occupation, Recreation, Motivation

Become an expert conversationalist! Ask questions and LISTEN. Begin LOOKING FOR and EXPECTING TO FIND opportunities to invite someone to take a look at Modere.



Examples:

What do you do for a living?

How long have you been doing that?

You must love it...

What company are you currently with?

How long have you been with them?

It must be going well...

Do you have any travel plans this year?

I used to be with _____ and really struggled with _____.

^^Get vulnerable and open up. Don't use this as an opportunity to talk about yourself, but as an opportunity for the other person to talk about themselves.

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Step 3 - The Invitation

Option 1: Hey, this may seem out of the blue, but I was thinking about our conversation the other day and I remember you saying...

- You wish you could afford to take a vacation with the kids this year.
- You love your job but wish you didn't have to work as many hours.
- You love your company but are struggling to get the support/training you need.
- You wish you could build your business online so you don't have to do home parties.

Option 2: Hey, this may seem out of the blue, but I was thinking about our conversation the other day and I just really enjoyed chatting with you...

After One of the Above, then you say:

“I can tell we would have so much fun working together (or “I can tell you'd be so good at what we do.) I recently partnered with a health and wellness company that's allowing me to

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Step 3 - The Invitation (con't)

...that's allowing me to _____.

- Save extra money for our trip to Disney next summer
- Cut back on my hours at work
- Build my business completely online without bugging my family and friends

“It may not be a good fit for you, but if I sent you a short video with an overview of the company and products would you watch it?”

Prospect says Yes

“Awesome! The video is just about 3 minutes long. If that piques your interest, then I can direct you to the next step to learn more. How soon do you think you’ll have a chance to take a look?”

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Step 3 - The Invitation (con't)

Prospect tells you when...

“Great! I’ll send it over and touch base with you again here around _____.” What’s the best email for me to send that video to?

Email them the link to the Why Shifting Retail Video and make note of when to follow up.

If you have the FTR System, the Why Shifting Retail Video is a One-Touch Email.

If you don't have the FTR System and want to check it out, ask you sponsor for their link.