

SCRIPT INSTRUCTIONS

1. Along with your upline, **schedule your Launch at a time that is convenient for you.**

2. Use our proven scripts on the next page to invite guests. Select the script with which you feel most comfortable.

Practice that script until it feels like your words.

3. Decide how many guests you want to have **attend your LAUNCH.**

4. Invite and confirm **2x as many guests** as you wish to have attend. (life gets in the way, so typically only 1/2 show up.)

5. Make the calls. Texts do not work. If the call goes to voicemail, leave the following message: **"Hi, _____. This is _____. Please give me a call back. Thanks!"** Keep it short and to the point. DO NOT explain why you are calling. *Just ask them to give you a call back.*

6. When you have them on the phone, be direct and to the point. Let them know you have **just a few minutes and need to be quick.**

7. Invite them to your Launch, **using the script you selected.**

8. Be excited—Not pushy. **Never convince. Just invite.**

9. If they say yes, **text (or email) info to attend (your address, time and any directions, or the Zoom link and time) to them** and let them know you will send a second reminder the day of the event.

INVITING SCRIPTS

LAUNCH Script

Hi, _____. I just have a minute, but I wanted to call and let you know I started a side business to help with _____. I'm having a **launch** on ___(Day/Date/Time)_____ and would love for you to attend just to support me. I just need to fill the event with____ people so I can have a successful launch. It's a quick 30 minutes! **Can I count on you to help me out** and attend?

DIRECT APPROACH Script

Hi, _____. I just have a minute, but wanted to ask if you keep your options open to making more money, if it doesn't interfere with what you are already doing?
I started a side business to help with _____. I'm working with an individual who is having massive success expanding an online business with essential services.
I'm having a **launch event** on _____. Can I count on you to be there?

INDIRECT APPROACH Script

Hi, _____. I just have a minute, but I wanted to know if you know of anyone who keeps their options open for earning additional income if it doesn't interfere with what they are already doing?