

## Invitation Formula

(version 5/18/99)

(You can adapt this formula to fit most any situation!)

### 1) Establish rapport by asking a question, paying a compliment or making a comment:

- “Gosh, it sounds like you have one heck of a cold...” (For people who you are personally talking to: someone you meet at the copy machine, or who you might meet within the 3’ rule.)
- “I notice that you buy (use, take, order) a lot of healthy things...have you been into it for awhile?...” (This might be for the person at the grocery store, or your friend at lunchtime, or at coffee break when they’re making an herbal cold remedy).
- “I overheard you talking to Susie about how hard you’re working and feel that you’re not getting anywhere...” (This might be at a Chamber of Commerce social, a co-worker at the office, at a neighborhood party).
- “I’m glad I ran into you. I wanted to touch base because...”
- “Have you ever considered changing that situation for good?” (For someone who’s been complaining about their lot in life).
- Other \_\_\_\_\_

### 2) Clarify that this is a business conversation:

- “I’m in a business that I’m really excited about and...” (This is an ‘I message’ about you...you ‘own’ it; it let’s them know that you have a reason to talk to them; and that you aren’t going to take advantage of them.)
- “I’m just getting into a business that I’m really excited about and...” (This is the same kind of message, just a little softer for the new person, or the timid person, or the part-timer).
- “I’ve just learned about this incredible product and I’m considering this business...”  
(For a brand new distributor who isn’t confident yet, or for prospecting someone you ‘look up to’.)
- Other \_\_\_\_\_

### 3) A. Give an ‘I message’ about what I am ‘up to’:

- “I’m always looking for people who I would love to work with...”
- “I’m looking for people who I can help with...  
...some special health products we have or these incredible products we have...  
...earning some extra income and eventually having a home-business.  
...learning how they can make a difference in the world.
- “I’ve just started looking for people who I would love to be in business with...”
- “These days I am looking for people who I can...”
- “I made a list the other day of people I wanted to talk with...”
- “I’m looking for people who can help me...expand my business, etc.
- Other \_\_\_\_\_

### B. ...and, Follow it with a clarifier—they have to be “looking for it”:

- “...who are looking for:  
Products to improve their immune system.  
Better health, more energy, more focus, less stress  
More income or something they can do part-time, on the side  
Ways that they can make a difference  
A different lifestyle  
Some way to become their own boss  
A way to make money, get healthy, *and* make a difference”
- “...who are wanting:  
To really make a difference in the world  
To really change their health state  
To become independent and totally free  
To be of help to me (if asking for referrals).
- Other \_\_\_\_\_

#### 4) Pinpoint that this might be appropriate *for them*:

- “I thought of you because...
- “I thought you might be interested because...
- “You seem to fit this description because...
- “This just might work for you because...
  - ...You’re so bright, caring, and connected to lots of people!
  - ...You’re always working on ways to improve.
  - ...You’re always looking for ways to build your health.
  - ...I know you are qualified because...
  - ...You’re a lot of fun, and it would be a riot to be in business with you, or to work with you on...
  - ...I know that whatever you decide to do, you do well...
  - ...I know that whenever you decide to do something you really go for it...and I can see you being very successful...
  - ...You just started an exercise class, and I thought this might help you with...
- Other \_\_\_\_\_

#### 5) A. Establish what’s next and that you’re not asking them to buy, just to check it out:

- “What I need is...
- “If this is interesting, then what might work is...
- “What’s happening is...
- “The way I work is...
- “If you are curious enough to want to check it out, then what I need is...

#### B. ...and fill in the choice that is appropriate for you and them:

- ...20-30 minutes of your time to show you what I’ve got to **see if you want to check it out further...**
- ...there’s a meeting you could come to at my house tomorrow at 7 pm. I’ll be showing a video and teaching about the products. I won’t be selling products at that time – this meeting is just for education so **you can decide if you want to learn more...**
- ...I can get you some information just about the products **if you’d like to check it out...**
- Other \_\_\_\_\_

#### 6) Ask for a response:

- “What do you think?”
- “Does this sound interesting enough for you to want to check it out?”
- “Would that work for you?”
- “Does this sound interesting to you at all...are you curious to find out more?”
- “If I gave you material, would you actually read it – or are you just being nice...”
- Other \_\_\_\_\_

### Now the conversation begins...☺

#### Summary:

Try to learn the 6 key steps, and especially the connecting phrases. When you use this formula, you will find that prospecting itself can be fun, extremely simple, and relatively fast.

It *is not* designed to get people to decide yes or no on the products or the business opportunity. It *is* designed to help establish a time to show them what you have to offer and to open a respectful dialogue.

Essentially, the offer itself should take less than 2-3 minutes. In this short period of time, because you have been very clear, you have eliminated all kinds of confusion. Here’s the key points of how you did it: They know who you are; you immediately told them you are in business; you are prospecting; they are the kind of person you want to talk with; and they know why. Bottomline, they are free to choose if, when, how they want to learn from a non-emotional, non-restrictive, non-pressure place. This establishes a good basis for a future relationship because you have established respect, you’ve been upfront and avoided manipulative sales techniques.