***DOUBLE INVITE SCRIPT***

Hey John,

( socialize, catch up – then clear the evening ( s ) first )

Let me tell you why I’m calling. I have started my own Online Store called COMPANY NAME and I am having two kickoff events I wanted to let you know about.

The first is going to be a Grand Opening on DATE where you can get a lot of free samples of some of my products and services and find out about what I have to offer.

The second is going to be an INDUSTRY BRIEFING on DATE where you can get information about the business model that I am using and ask questions - or if you are looking to make some extra income on the side, or even replace your income, you can ask questions and get more information.

I wanted to call and find out which one you wanted to come to. . . ( wait for answer )

**THERE ARE ONLY FIVE POSSIBLE ANSWERS**

“The Grand Opening” ( Thank them, mark them down, and move on to next call )

“The Industry Briefing” ( Say OK, mark them down, and move on to next call )

“Both” ( Say OK, mark them down, and move on to next call )

“Neither” ( Say OK, thank them for their time, move on to next call )

“What is this ?” questions etc ( Explain that is what the events are for . . . info and question answers )

 OTHER TIPS\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* The Industry Briefing is information only – nothing will be sold and there is no recruiting or obligations.
* If they are asking a lot of questions and don’t want to wait for the events, let them go, or schedule a 1 on 1
* Don’t offer both – wait for them to ask.
* To maximize attendance at your events make a minimum of 50 calls. ( Why ? : The 80/20 Rule )