



HOW TO INVITE IF YOU WANT TO GROW A BUSINESS WITH PURE

Before you make your first call you should have created a list, be somewhere quiet, where you can focus on the calls you are making. Calling multiple people in an hour or two yields much better results than calling one person each day, that being said, do what works best for you.

It is best to start calling for a live zoom no more than 72 hours before of the event... calling someone days or a week before the scheduled zoom will not work, they will forget. If you are not inviting to a live event, you can start calling at any time.



HERE IS OUR BIGGEST TIP FOR SUCCESS IN THIS BUSINESS:

CALL ON THE PHONE, DO NOT TEXT, EMAIL OR DM ON SOCIAL

Now that you're ready to invite, let's dive in. What happens if you call and they don't answer?

VOICEMAIL - If they don't answer leave a message:

"Hi Barbara, this is Rachel, give me a call when you get a minute, I have a question for you. Talk to you soon!"

THEY ANSWER - If they do answer... BE BRIEF, URGENT & CONFIDENT. This should be a 3 minute conversation at most:

YOU: "Hi Barbara, how are you?"

PROSPECT: *THEY SAY HELLO*

YOU: Listen, I would really love to catch up but I am calling you for a reason and only have a minute."

Now incorporate your why a little bit with this part.

- Why did you join?
- What will the additional income do for you?
- What excited you about the opportunity?

If you are not comfortable with this, work with your upline Emerald or above on what to say.



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Some examples:

- You know that *spouse's name* and I are always looking for extra streams of income, our kids are growing up so fast and we never get to see them anymore, they will be gone before we know it...
- You know that *child's name* will be going to college soon and we have been praying for an additional income source...
- My parents are in an assisted living facility and their money is running out soon, we will be taking the payments on and have been looking / praying for an additional income source...
- You know I am always looking for a great business opportunity...
- You know we are entrepreneurial and always looking for additional business opportunities...
- It's never too early to start thinking about retirement...
- We have jumped into something with both feet and we are super excited about it...

After your why you'll give the call to action:

YOU: I really think you are going to want to take a look at this - if I send you a quick video, when could you watch it?

Your prospect may respond in a few different ways:

RESPONSE 1

PROSPECT: I don't know.... What is it exactly?

YOU OPTION 1: I asked the same thing when I heard about this. Listen, I could try to explain it to you but I really want you to see it the same way I did. Just watch the first few minutes and you'll know if you want to watch the last few. Then we can chat and we'll both be on the same page and I can fill you in on why I am so excited.



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YOU OPTION 2: You know I could tell you about it for the next hour but if I get into all of it I'll probably confuse us both. I really want you to see it the same way I did - I was seriously blown away when I watched this video. Would you do me a friend-favor? Just watch the first few minutes and you'll know if you want to watch the last few. Then we can chat and we'll both be on the same page and I can fill you in on why I am so excited.

YOU OPTION 3: Listen I've only got a few minutes to chat, I wish I had the time to go into all of it right now. It might not be for you at all but you won't know unless you take a look. If I send it will you take a look at it, you will know within the first 10 minutes if it is for you.

RESPONSE 2

PROSPECT: Is this sales? Is this network marketing? Is this MLM?

YOU: It is like NOTHING you have ever seen before, it isn't makeup or jewelry, I'm telling you you're gonna want to take a look. You know I've been asked to look at it all and I have never seen anything like this. Do you think you'd be able to watch the video tonight or tomorrow?

What happens when they agree to watch?

PROSPECT: Sure, I can watch it tomorrow at 2:00...

YOU: Great! I am going to text you a Treel link to the video at *INSERT TIME THAT IS 30 MINUTES BEFORE THEY SAID THEY COULD WATCH IT*. I'll give you a call after you've had time to watch it so I can hear what you liked best. What time would work best for you - *GIVE 2 TIME OPTIONS SHORTLY AFTER THEY HAVE AGREED TO WATCH TIME - LIKE "TOMORROW AT 2:45 OR 3:00"*?

PROSPECT: Tomorrow at 2:45 would work.

YOU: Awesome! I am going to add that to my calendar right to call you at 2:45. I am so excited for you to see what this is all about! Talk to you tomorrow!!



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Additional tips and tricks:

DO NOT say the word products/wellness/neutraceuticals/vitamins. There are multiple trainings on this but if you want to earn significant income in PURE, do not lead with an invitation to learn about products.

If they are really pushy about information, tell them to go to the link and watch the video, they will know within ten minutes if it is for you or not. If they are difficult, **TAKE IT AWAY**.

Example of a difficult person interaction:

YOU: You know what Dave, this may not be for you, no worries. I'd love to check back in with you in a few months to see if anything has changed. Would that be ok with you?

If they are difficult from the start they will likely be difficult as you work together to build a business. You get to choose who you work with here. Choose wisely.

If you see someone in person that you know you want to invite don't tell them everything you know while you're with them. You want to let them know that you're excited but still keep them curious. Tell them you want to share something with them but that you will call them later and then change the subject.

Example of an in-person interaction:

YOU: Hey Barbara, I am going to be calling you about something soon that I am really excited about. I can't talk about it now but will call you soon, okay?

You can do this!!

If a few days have gone by and you just cannot seem to pick up the phone and make those calls, reach out for help! We want to help you get your money back ASAP. Your leader will help you with the calls, sometimes we have inviting parties where multiple people get together to make calls with others (everything is easier with a group;) You are not in this alone. **Live Pure!**

