

# **How to Invite**

## **(with Elevator Speech Examples)**

One of the most important things you'll do as you get your business started is develop an effective opening sentence or two that will get people interested in learning more. We refer to this as an "elevator speech" because it's designed to be short (as if you had only a couple of floors in an elevator to use it). If done right, your "elevator speech" will not only intrigue people (so that they want to review the information), but also create some urgency (so that they'll want to review it RIGHT AWAY).

Your elevator speech will be the basis for the phone calls you make to invite people to look at Waiora. You'll also use pieces of it as you see people you know in person (at social or business activities) or as you meet new people on the fly while going about your day to day activities. If you master this technique, you will NEVER run out of people to talk to and you can easily get 5, 10, or even 20 people a day to look at your Waiora business.

Here are a couple of examples. You can use them word for word if you like, or use them to stimulate some ideas to help you create one of your own.

Just remember:

- 1) **Keep it short.** The more you say, the more likely they will be to incorrectly compare this to something else they've seen before. Thus, the less likely they are to actually review the information. Keep them intrigued!
- 2) **Keep is interesting.** Make it powerful enough that they will want to listen.
- 3) **Let your upline review yours.** Practice it a couple of times first. Then,
- 4) **Deliver it with confidence!** The more you believe in the virtues of our business and products, the more that belief will come across and the more successful you will be in creating interest in others.
- 5) **Resist Temptation** to say too much (see #1 above) and to answer questions. Refer them to the short tool (Podcast or CD) that you are using.

**Professional approach:**

(as used with the *Urgent* CD)

*“I work with a group of medical and business professionals to expand global distribution for what’s been called the most important health discovery in the last 50 years.”*

**Really? Tell me more.**

*“Well, Let me ask you this. If a natural substance was discovered that when you take it, it virtually eliminates the risk of you getting many diseases like Diabetes, Heart Disease, the common cold, and even Cancer, do you think the whole world would want to know about it?”*

**YES of course!**

*“OF COURSE. That’s why I’m THRILLED about what we have and what it can do for mankind. Here’s a CD that will give you a quick look. It’s only 14 minutes but it’s info-packed. I’ve got several people waiting on this, but I’ll let you take it if you’ll promise me you’ll take the 14 minutes and review it tonight. (or right away)”*

Get a time to follow up as soon as possible!

Notice how, in the last sentence we also created a little urgency and a little scarcity. DO NOT SOUND NEEDY. The more confident your posture and demeanor, the better off you’ll be. Remember, you have “pot of gold” on your back yard and you’re just finding out who wants to come help you “dig it up.”

**Short, Direct approach:**

(as used with the *Podcast*)

*“Bob, would you like to be in business with me and be making \$10,000 a month or more in a year?”*

*“Great. Do you 10 minutes to check something out?”*

Send them the podcast and set up a time to call them back in 15 minutes.  
(Credit to Tony Caraker for this one.)

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**Bad Economy Approach:**

(this example is as if your are “on the fly.”)

You could wait for them to ask “what do you do?”

*“Well, do you know how a lot of people are concerned about their jobs, income, and dwindling retirement savings?”*

*“Well what I do is essentially sell Recession Insurance.”*

**What’s that?**

*“I show people how to make an extra \$1000 to \$3000 a month on top of their current income. Some that need to replace their income are receiving \$3000 to \$5000 right away form their efforts.”*

**WOW, how do you do that?**

*“Why, do you know someone that may be interested?”*

**Yes! (or) How about me?**

*“OK. Well one of my partners has made a CD (Urgent), (or, has made a video (Podcast)), designed to give a brief overview. Check this out and let’s talk later today. What time is good for you?”*

Then give them the web address or the CD.

**Product Use in Public example:**  
(as used with EDN)

***“Here, try this.” (Pour a shot of EDN).***

**When they ask “What is it?”:**

***“This is liquid gold my friend. Have you noticed how the functional beverage market has literally exploded the last few years? Drinks like Red Bull for energy and Vitamin water for nutrition are everywhere. Even old drinks like Gatorade for hydration continue to grow. Now the hot trend is the super-juices made from exotic fruits with amazing disease-fighting super antioxidants. Well this drink is like having all of those in one shot, without the calories, sugar, caffeine or artificial anything. It’s all natural and power-packed with over 150 life essential nutrients in every drop. Best of all, it taste great! We’ve got the most nutrient rich product on the market and it’s only ONE of our top products. We’re going to be the NEXT BIG THING!”***

I open all my meetings, and prospect appointments with a shot (or toast) of EDN.



One of your keys to success in this activity will be your ability to resist the temptation to give too much information. People are likely to ask you questions because they may be intrigued, but they’re also going to try to qualify it right then, so they don’t have to spend more time on it. In our A.D.D. laden world, do not underestimate the number of times this will happen and it’s ability to derail your efforts.

Here are some of the questions you may get on your initial call or invitation, and how I would encourage you to answer them:

**1) Tell me a little more.** *“I’d love to but I’m on my way to another appointment (or I have another call I have to make right away.) “Take a look (or a listen) for less than 15 minutes and we’ll talk more about it then. Fair enough?”*

Use whatever truthful reason you can to not get dragged into a conversation. See number (5) for another. Remember, this is for their benefit because when they join, it will be much easier and time-efficient for them to let the tools do the work than to give a personal presentation themselves. This way, you are setting the right example from the start.

**2) What’s this about?** *“It’s about 10 minutes.” Smile. Or, “It’s about hitting a financial home run. Take 10 minutes and check it out. You’ll be glad you did. Let’s talk more in a half hour. fair enough?”*

**3) Is this like Mona-vie?** *“This is like nothing you’ve ever seen before?” or “What is Mona-Vie?” If they say something positive; “Yea it’s kind of like that but better.” If they reply with something negative and/or incorrect; “No it’s nothing like that.”*

**4) Is this a pyramid or one of those MLM companies?** *“What do you know about MLM?” If they say something positive; “Yea it’s kind of like that but better.” If they reply with something negative and incorrect; “No it’s nothing like that.”*

**5) If you can’t tell me what it is now, I’m not going to look.** *“The picture and potential here is so big, I want to be sure you get an accurate view of it. That’s why my partner put this piece together and why I want you to review that. It’s also part of a very time-efficient system that you’ll understand more once you check it out. Fair enough?” Or “For me to do this justice, it would take me about 2 hours. This (tool) is much more time efficient.” If they still press, then take it away and say “Well this probably won’t be for you since everything has to be on your terms.”*

**6) Is there an investment?** *“A very minor one, but we’re not looking for investors. We’re looking for people that see the potential of what we have and who want to be on the ground-floor of something big.”*

**7) Do I have to sell?** *“Do you like to sell?” If they say No; “This isn’t sales at all. You’re going to love this” If they say YES; “You’re going to love this.”*

**Catch-All Response:** Remember the “Feel-Felt-Found” response as it will come in very handy. *“Sue, I know how you feel. In fact, I felt the same way myself initially. But when I got into it a little further I found.....”*

