

INVITING PEOPLE

It's best to invite your guests by phone or face to face.

****Never create a Facebook group invite, email them or post out invites, as it is not as effective. ****

Call them, or at the very least, send a voice message by whatsapp or facebook messenger so they can hear the excitement in your voice.

FACT – BELIEF – ASK

Using a structure of “Fact – Belief – Ask” is very effective when inviting people to hear about the business. See the example below:

*Hey honey, I know this is completely random and out of the blue but I am expanding my business in XXX (insert Sydney, Canada etc) **(FACT)** and I am looking for positive, driven, coachable and hard working people. I would love to share it with you, it might be a fit, it might not be a fit but I am positive you will know someone it is a fit for **(BELIEF)**. So would you be open to going for a coffee on Thursday at 3pm/ Skype Wed 2pm **(ASK)** so I can share it with you?*

Ask your sponsor to help you with examples of the best thing to say when inviting guests, but essentially, keep it short, intriguing and exciting!

*****If anyone asks – ‘what it is you are doing?’, take into consideration who you are talking to and always speak with confidence and excitement. Never try to tell the story of Arbonne at this point, simply explain that you are launching a new business, you are very excited and you would greatly value their support at your event*****

If people are unable to manage either date then arrange a ‘1-1’ with them and your sponsor instead.

Simply say:

“Sorry you can’t make it. When would be good to meet for a coffee instead? I can bring my friend along who has been doing it a bit longer than me to help me explain it to you.”

Now press green and hit the phones!!!

TEXT INVITATIONS

We understand now that with the increase of social media use, generation Y don't speak regularly on the phone, and actually prefer to communicate via text because it is fast and convenient. Therefore, if you feel this would work better with your network, contact people this way. It means you are in action straight away, getting results and this leads to an increase in confidence.

TEXT EXAMPLE

1. **SEND MESSAGE** - 'Hey ____ Hope you are well? I have just started a new business venture (FACT) and I'd love to tell you all about it! I am so excited and would really value your opinion and support. (BELIEF) I have an event coming up at my house on Monday evening at 7pm and one on Wednesday morning at 10am. Which is best for you? (ASK)'