

# HOW TO CUSTOMIZE YOUR “I CAN” INVITATIONS

**Start with your Monthly Contact Manager Form. For each name you were asked to fill in the following information: Admired Characteristics, and Benefits to Them. Make sure these are filled out.**

Make Contact and follow this Four Step Process.

## **1. Introduction**

**“I have a couple of things I want to talk to you about; I want to get caught up with you and what’s happening in your life, and I also have something I think you will find very interesting. First let’s get caught up.”**

- How have you been?
- How is the family?
- Are you still working on ...

(ask them questions and find out how they are doing and how you can help ([www.naturalselling.com](http://www.naturalselling.com), **FREE ECOURSE on how to ask questions and listen**)

“A friend introduced me to a part time business venture some time ago (or recently) I am so excited about how it is working for me because...

- I am creating extra income for my family.
- I am working a flexible time schedule.
- I am getting serious about my health.
- I have been able to impact so many lives.
- I am building financial security for our future.

## **2. Reasons for contacting this particular person**

**“The reason I wanted to talk to you was because I get to choose who I want to work with in this 12 month project that has 2 purposes: to build wellness and to develop a residual source of income, and ... (Select or add what is true about the person)**

- I value your friendship
- You have a great personality
- You are a go giver
- People are attracted to you
- You have terrific organizational and creative skills.
- Everything you have touched in life seems to have been successful.
- Taking care of your health is important to you
- Your business acumen is so far greater than mine.

## **3. Benefits for this person**

**“I thought this might appeal to you because ...**

- I know how busy you are and this is a program that only requires 6-10 hours per week, so there is no need to disrupt your lifestyle.
- You have mentioned that some extra income would come in handy.
- You mentioned that your business is not doing well in the current economy.

- Your daughter is heading to college and meeting those costs is high on your list of priorities.
- This may be the perfect solution to allow you to stay home and raise your kids.
- You have done MLM before and truly believed in the business model.
- You have worked MLM before but could just never see the light...now you can!
- You worked MLM before and had some fun and some success.

#### **4. Set up their evaluation process**

**“This is relatively easy to check out.**

- I can email you my website ([www.icantoo.net/...](http://www.icantoo.net/)); just click on the orange tab that says “What is I Can?”
- (Or I can drop a DVD in the mail to you today, and send you a link to a website to learn about the products)

When will you have an opportunity to review the site? It should take about 25 minutes to go through the videos??

Great, then what if I give you a call let’s say at \_\_\_\_\_ on \_\_\_\_\_?

Remember as you review this keep in mind what benefits and values would need to be there for you to consider this opportunity.

**OR**

Would you like me to set up a more formal meeting so the two of us can work through the entire system together?

When would be a good time?

It will take around 45 minutes to see if this is a good fit for you.

**CLOSING: “Regardless of what you decide, I appreciate you taking the time to explore this with me.”**