

THE “I CAN” INVITATION

Before you start:

- **Be constantly aware that you are offering something of value: an opportunity to enjoy better health – physically and financially.** It is totally up to your prospective partner to decide whether or not this program is of value *to them*, and if they have the desire and motivation to make the commitment.
- **Be focused on THEM.** Notice that in the language below, the word “you” occurs much more frequently than the word “I.”
- **Be natural and authentic.** This is only a guideline – not a script you must follow word-for-word. It should be adjusted to fit different situations and said in a way that is most comfortable for you. The basic principals still apply.

Guidelines:

Be honest and direct. Let them know up front that you have a purpose.

“You’ve been on my mind lately – and there’s something I’d like to run by you.”

This is honest and straight forward. If you start a general conversation and then try to bring it around to what you want to ask, it can be very uncomfortable. Your prospective partner can feel as if you’ve used a “bait and switch” tactic.

Even if you haven’t spoken to someone in a long time, you can still be clear about your purpose. “You’ve been on my mind lately, and I’m calling for 2 reasons. I’d love to catch up on what’s been happening in your life, and I also have something I’d like to run by you while we’re (on the phone / having lunch / getting together).” This way you’ll feel more comfortable bringing it up because you’ve already set the stage.

Be considerate. Make sure this is a good time to talk.

“Do you have a few minutes right now, or would you like me to call you back another time?” (Schedule another time, if needed.)

It’s important to be considerate of their time *and* to have their full attention. If you happen to see them in person, it may not be the best time to bring it up. Tell them you’ve been thinking about them, you have something to run by them, and ask if you can call them later.

Be clear and brief.

“The reason I was thinking about you is that I’m working with people on a 12-month project that has 2 purposes: to build better health and to develop an additional source of income. There’s a lot of teamwork and support, so the system only allows you to bring in one new partner a month, and...”

Be affirming and appreciative of their qualities.

“... you are somebody that has all the characteristics I’m looking for in a partner. You are ...”

(Describe their positive qualities – be specific and sincere – don’t make it up. For example: “You’re somebody who gets along well with people, and it’s obvious that you care about them. I can always count on you to do what you say you’re going to do – and you’re somebody that I enjoy being with...”)

... so from my point of view, it would be great to work with you.”

NOTE: This is a critical step in the process because produces a win for everyone. Regardless of their response, they feel good about being appreciated and you feel good about expressing your appreciation.

Even if it is someone you don't know well, you should be able to tell them the positive traits you've noticed that caused you to extend this invitation.

Be supportive of their right to make a choice – yes or no.

"I don't know if this will appeal to you like it does to me - and whatever you decide is absolutely fine..."

This increases the comfort level for both of you – another win/win. If someone feels they're going to get pressured, they immediately build a wall of defense. If they know it is okay to say no without hurting your feelings, then they feel more open to looking at the program. At the same time, we don't enjoy pressuring people, and it's important that we feel comfortable with the invitation process.

Ask the question.

"but would you be open to watching a 15-minute DVD that gives an overview of the program?"

Be ready if they ask you more about it.

"It's something that really appeals to me. I've been very impressed with the health benefits and the quality of the nutritional program. And I like the way the system is designed. It only takes 6-10 hours a week, we work together in teams, and by the end of 12 months, we can develop an ongoing source of income of \$2000 – 6000 a month. That's going to make a huge difference in our financial picture – particularly with the way things are going in our economy. Can you believe the price of gas now?"

It's good to let them know your opinion of the program, but remember that they have to develop their own enthusiasm for it. Avoid going into details they haven't asked for. And remember that you want to demonstrate the simplicity of the program. You don't have to explain everything – let the tools do it for you.

"So again – I don't know if you're looking to add a source of income to your life -- and whatever you decide is absolutely fine, but the next step would be to watch the DVD. Would you like to take a look at it so you can decide for yourself?"

If yes:

The best option is to watch the DVD together if at all possible. If they have a spouse, it's ideal to include both of them.

If that's not possible, it's important to agree on the time that they're going to watch it so you can call for immediate feedback and be able to answer their questions while it is fresh on their minds.

Key: It's up to YOU to set the follow-up time every step of the way.

"If you leave the ball in their court, you might as well walk off the court."

If no: Thank them for being honest with you.