

PURE LIFECHANGER

TEXT INVITATION SCRIPTS

How to Invite If You Want to Grow a Business with PURE

New Brand Partner Training

THE STRATEGY RIGHT NOW

This training is for Brand Partners who are ready to start inviting.

For this season, we are texting.

You can call. You can send audios. You can do whatever you want to do. But right now, we are trying to reach a large amount of people quickly with the \$49 code, and texting is working.

Most people are not making the phone calls. Six weeks, eight weeks, or twelve weeks can go by, and they still have not invited anybody. So instead of waiting, let's send 50 texts, 60 texts, 100 texts.

The goal is not to explain everything. The goal is to start the conversation.

BEFORE YOU START

Before you begin texting, make a list.

Do you have at least 20 people on your list?

Five names is not enough. Ten names is not enough. If you only send a few texts and then stop, this probably will not be successful.

You need realistic expectations.

You may get a 10% response rate. That is not a 10% sign-up rate. That is a 10% response rate.

So if you have to send 100 texts to get 10 responses and 5 people to enroll with your codes, okay. If you have to send 200 texts to get 10 people to enroll, okay. If you have to send 400 texts to get 20 people to enroll, okay.

Before you say, "I don't know that many people," go to your phone contacts. Look at how many people are in there. Then go look at your Facebook friends.

You have people to reach out to.

We are not asking you to call them and have long conversations. You are reaching out by text.

WHERE TO FIND PEOPLE

Start with your phone contacts.

Then go to Facebook Messenger.

Then go to Instagram or wherever you naturally communicate with people.

You can start with a simple reconnecting message:

- “Are you still living in Iowa?”
- “Are you still teaching school?”
- “Are you still working as a teacher?”
- “Are you still in pharmaceutical sales?”
- “Are you still doing real estate?”
- “Are you still working at Publix?”
- “Are your kids still playing soccer?”

Start the conversation.

Sometimes when they engage, you can go back and forth a little bit. You do not always have to go straight into, “If I send you a video, will you look?” It depends on how long it has been since you talked to them and what your relationship is like.

THE MAIN GOAL

Your goal is to get them to engage.

Do not just send things.

Ask. Pause. Let them respond.

Ask:

- “Are you open to taking a look?”
- “If I send you a video, will you watch?”
- “Are you open at all?”

That is what you are trying to do - get them to engage.

TEXT SCRIPTS THAT HAVE WORKED

Simple Business Invite

Hi [Name], my husband and I started a business a few months ago. We are trying to make sure everyone that we know knows about it. We are always looking for new customers or business partners. Are you open to taking a look at a 9-minute video that explains it?

Relaunch Invite

Hey [Name], I’m relaunching my business this summer, and I’m personally reaching out to people that I like who might be interested in building another stream of income. If I send you a 9-minute video that explains it, would you watch?

Extra Income Invite

Hello [Name], do you have any interest in partnering with me to build an extra income stream? Prices have just been dropped for the summer, so getting started with me is less than \$100. If you have an interest, I would love to send you a 9-minute video with details, and from there, you can decide if it is or isn’t for you.

Reconnecting Invite

Hey [Name], I know we haven't talked in a little while. I don't know where you're at right now. Do you have any interest in building a part-time income?

Another Stream of Income Invite

I don't know if you're into another stream of income right now, but are you open to taking a look at something that my husband and I started?

Real Estate Invite

Hey [Name], real estate goes up and down. I help people lock in a side income that does not waver. If I sent you a 9-minute overview, would you take a look?

Product-Focused Invite

Hey [Name], I know I reached out to you a few months ago about my business. You can now get started and try our 4 best-selling products that are all in the Physician's Desk Reference for less than \$100. The goal is just to use the products for the next 30 days and feel the results. Are you open to taking a look?

College Student Invite

How are you making money right now? Are you open to looking at a business I have started? If I send you a 9 minute video will you watch?

Coupon Code Invite

Because of my loyalty, I got these amazing coupon codes that drop the starting price of these products from over \$200 to \$49, including shipping. Are you open to taking a look?

If You Messed It Up Before

I know the last time I reached out to you, I sent you so much information that you probably didn't even know what was going on. I'm sorry. Will you give me another opportunity to share with you what it is that I'm doing? If I send you a 9-minute video, will you watch?

AFTER THEY SAY YES

When they say yes, send the 9-minute overview from the app.

Make sure you send it from the Opportunity section so you can see when they click it and how much of it they watched.

Make sure you tag the person. If you just hit share and copy, you will not get a notification that they watched it. You have to attach a tag to it.

After you send it, you can say:

Option 1

I have a coupon code that makes it even less than what you hear in the video. Let me know when you finish watching.

Option 2

I'll be able to see when you watch it, and I'll follow up with you in the next couple days.

FOLLOW-UP AFTER THEY WATCH

If they watch the video and say they are interested, send the link.

You can say:

Send the Link

Here's the link. It's \$49. It's the best deal ever.

Then tell them exactly how to enroll.

Send your coupon code and the enrollment link.

After That

Just so you know, these are the 4 amazing products you're going to get started on, and all you're going to do for the first 30 days is join the 30-day challenge, which is going to encourage you and motivate you to use these products.

SCALE OF 1 TO 10 FOLLOW-UP

After they watch, you can ask:

Scale Question

On a scale of 1 to 10, 10 being "I'm ready to get started," and 1 being "please don't ever contact me again," tell me what number you are.

If they have questions, that is a good sign.

Move to a Call

These are great questions. I can chat now if you're free.

That is when you can take it to a phone call or schedule a call with your Sponsor or Upline.

IF THEY SAY THEY WILL WATCH BUT DON'T

If they tell you they will watch and they do not, follow up.

You can say:

Follow-Up Option 1

Don't forget about me. You said you would watch it. I can tell you haven't watched it yet. What's going on? Is everything okay?

Follow-Up Option 2

I can tell you haven't watched it yet. Don't forget about me!

Follow-Up Option 3

The business is NOT for everyone but the products are AMAZING! You can try the 4 best selling products for just \$49, are you open to taking a look at that?

You can also ask before sending:

Before Sending

When can you watch it?

If they cannot watch until next Monday, do not send it on Wednesday. They may lose it in their feed. Send it on the day they can watch it, and schedule the follow-up immediately.

IF THEY ARE INTERESTED BUT HESITANT ABOUT MONEY

If someone says they are waiting to hear from a part-time job or does not want to spend too much, you can say:

Money Hesitation

It's only \$49 to get started with your very own business, so you don't have to worry about part-time income. Are you sure you don't want to take a look? The first 30 days you just use the product and learn a little each day, at the end of a month you will know if you want to do anymore with it.

IF THEY ARE FIGHTING YOU ON \$49

If someone is fighting you on \$49, take it away.

Do not drag yourself through the mud trying to tooth-and-nail somebody in for \$49.

It should be easy. If it is not easy, do not spend a lot of time there.

You can say:

Take It Away

You know what, [Name]? I don't think this is for you. I don't think this is the right time for you. I only have a few coupons, and I can tell this is not up your alley. I'll check back in with you in 6 months and see if it's a better time.

Do not feel bad about taking it away.

Sometimes they will say, "Wait, wait, wait."

And sometimes it is just not for them.

IMPORTANT REMINDERS

Some will. Some won't. It's okay.

You do not know their timing.

You do not have control over their season of life. You do not have control over where they are in life. All you have control over is whether or not you ask and whether or not you send the message.

Do not overthink it.

You are just trying to start the conversation.

What is the worst they can do?

Ignore you.

The last several people who enrolled were people who had been reached out to multiple times over the last 8 years. It just was not the right time before.

Your hope is that when they are going through a difficult time - health or finances - they think of you.

CHALLENGE FOR THIS WEEK

Can you send 50 texts in the next week?

Sit down and send the texts.

Ten minutes at a time.

From the driveway. From the parking lot. From the car. From your phone.

Once you get going, it is hard to stop.

Let's go change some lives this summer.