

## Step-by-Step Contacting Process

First question to ask yourself about each contact on your list: "Is the majority of my communication with this person through TEXT or PHONE?"

**IF Text: Text them IF Phone: Call them**

### Step 1: Be in a Hurry (Phone Only)

This is a psychological issue, but people are always more attracted to a person who's busy and has things going on. If you start every call or face-to-face conversation with the feeling that you're in a hurry, you'll find your invitations will be shorter, there will be fewer questions, and people will respect you and your time much more. This is NOT a time to catch up, it's a 60 second call to get a video link out to them and see if they are looking.

Example: *"Hey I only have a minute, but I wanted to give you a quick call....."*

### Step 2: Compliment the Prospect (Do whenever possible) (TEXT and PHONE)

This is critical. The sincere compliment (and it must be sincere) opens the door to real communication and will make the prospect much more agreeable to hearing what you have to say.

### Step 3: Make the invitation (TEXT and PHONE)

#### Warm Market (these are people you know)

- "A friend of mine invited me into a business group. Its been successful for both of us so I thought of you"
- "I'm working with a group people who are extremely successful and right now we are looking for a few key people and your name came to mind because you are (complement). I have more information about what it is we are working on do you have some time to go over some information if I sent it to you? When is a good time to get back together over the phone after you check out that video the video will take "x" amount of time to watch can we talk right after you watch it?"
- "If I told you there was a way to increase your income without jeopardizing what you're doing right now, would you be interested?"

- "I've found something exciting and you're one of the very first people I've called"

### **Cold Market (These are people you just met)**

- "Do you keep your career options open?"
- "You've got a great attitude you could make a ton of Money doing what we do."

### **Step 4: If I \_\_, Would You \_\_? (TEXT and PHONE)**

You're not going to offer your Video Link, unless they agree to do something in return.

### **"IF I send you a link to a 7 min video, Would YOU watch it today?"**

If you've done the first 3 steps properly, the answer will be YES.

- If they ask for more information first, just respond with "I understand that you want more information, but all of what you're looking for is on the video. The fastest way for you to really understand what I'm talking about will be to review the Intro Video.

### **"If I send you a link to a 7 min video, Would YOU watch it today?"**

- If they say no, they won't review it then thank them for their time and move on. Also, review steps 1-3 to see what you could have done better. Do NOT send it.

### **Step 5: Get a Time Commitment (TEXT and PHONE)**

Don't suggest a time for them. Ask them **"When could you watch it by"**

The key is to get them to say YES a second time. Saying yes to step 4 is NOT a commitment.

### **Step 6: Confirm (TEXT and PHONE)**

"So, I will call you \_\_\_ DAY \_\_\_\_\_ at \_\_\_\_\_ TIME \_\_\_\_\_ to see what you liked best. So is (TIME) still good?"

The key to Step 6 is they've now said 3 times that they'll follow through. They've set a real appointment with you for the future.

### **Step 7: Get a Time and Number (PHONE)**

Confirm the cell # you are texting the link to.

### **Step 8: Get off the Phone**

Remember, you're in a hurry right? The best thing is to say something like "Great. We'll talk then"

**PHONE Example:** Hey John, I only have a minute but I wanted to give you a quick call. A friend of mine invited me into a business group. It's been successful for both of us. You are one of the hardest working people I know, so I thought of you. If I sent you a 7.5 min video, would you watch it today? (YES) When could you watch it by (8:00pm tonight) So you can watch it by 8:00pm? (YES) Great, I will call you at 8:15pm to see what you liked best about it.

I'm working with a group people who are extremely successful and right now we are looking for a few key people and your name came to mind because you are (complement). I have more information about what it is we are working on do you have some time to go over some information if I sent it to you? When is a good time to get back together over the phone after you check out that video the video will take "x" amount of time to watch can we talk right after you watch it?"

**TEXT Example:** Hey I've found something exciting and you're one of the very first people I thought of. If I sent you a 7 min Video, would you watch it today? (YES) By When? (8pm) OK, Here it is (Intro Video) I will call you at 8:15 to see what you like best.

Text Example- Hey if I send you a short video could you take a few minutes right now to watch it? If the responses is yes- ok great its about 7 minutes long and you're going to have some questions after you watch it can I call you in 10 minutes?