

## **WARM MARKET**

### **Via Text/FB message:**

YOU: ["Can't stop thinking of you! When can you chat?"] **OR** ["I know it's been forever but your name keep popping into my mind. Chat this week?"]

THEM: Sure!

YOU: "Great, when are some days/times which work best for you?"

THEM: (they'll list a few options)

YOU: Great, on \_\_\_\_\_ day, I can do either \_\_\_\_\_ or \_\_\_\_\_ which works best for you?

Them: Time/Date

You: Perfect! There's something I'm really excited to share with you. Call you then!

### **On the phone:**

YOU: *Hey! How are you doing?*

**Step 1: Be In Hurry!** *I only have a few mins, I'm running into an appointment.*

### **Step 2: Give them a sincere compliment:**

*I thought of you because.... (and then use something along the lines of these):*

*"You've always been very successful and I've always respect you," or "You've always been so supportive of me and I've always appreciated that" or "For as long as I can remember, I've always thought you were so great at everything you do" (The idea here is to really compliment why you though*

### **Step 3: Make The Invitation**

#### **For people you know really well and know their area of frustration/dissatisfaction:**

*"When you told me you (hate your job, need more money, want to travel more, want more time with your kids, etc) were you serious or were you just kidding around?"*

Assuming they say 'yes': *"Great, I think I've found a way for you make that happen/solve that problem, etc) and it's something I just know you'd be incredibly successful with.*

### **STEP 4: If I, Would You**

*I have 2 brief videos that describe what I'm talking about, better then I can. If I sent you the link to a website, would you check them out?*

OR

*There's an invitation only call happening tonight that explains why I'm so excited about this better than I can. If I gave you one of my invites, would you listen in?*

OR

*There's an exclusive presentation happening tonight online. If I reserved a spot on the webinar for you, would you attend?*

THEM: Yes

**STEP 5: Get the time Commitment:**

YOU: *"Great, When can you watch the videos for sure?"*

THEM: *"I can watch them tonight when I get home."*

**STEP 6: Get Second Confirmation:**

YOU: *So if I called you tomorrow morning, you'll have watched it for sure, right?*

THEM: Yeah, definitely

YOU: *Perfect, I can do either \_\_\_\_\_ or \_\_\_\_\_ tomorrow morning, which works best for you?*

THEM: \_\_\_\_\_am

**STEP 7: Third Confirmation**

YOU: *Sounds good, we'll talk then (IF NEWER INCLUDE): I'm going to invite my friend \_\_\_\_\_ to join us, they're already experiencing incredible success and will be in a better position to answer your questions, since I'm just getting started.*

Them: Awesome, I'm so excited!

You: Me too! Chat with you then!

\*\*\*AND THEN HANG UP THE PHONE!!!!\*\*\*

**IF agreeing to Webinar or Call:**

You: *Great, again spaces are limited, so you'll be able to listen in/watch, for sure?*

Them: Yeah, definitely.

YOU: *If I made some time with my friend \_\_\_\_\_ to answer some of your questions immediately following the call/webinar, would you be available to chat?*

Them: That sounds great

YOU: Perfect, let's plan on \_\_\_\_\_pm (5-10 minutes after or whatever you've worked out with your mentor/3-way call partner)

Them: Sounds Good

You: See ya on the call/webinar!

