

March Game Plan

Regarding helping people promote to SC - SSC or Q

First make an Exact Plan to get there - how many HLP's do they need under each leg to reach structure goal. Then we go to work to get those HLP's The general plan is to do this with 2 Events the week you have everything lined up to launch their business and get the HLP - That's what I described in the message above

We plan 2 product Events - I ask them to bring names - we talk through the names and make the 3 part personalized invitation (I call this the birthday party invitation because it should feel like a simple fun invitation) then I teach them our method of HOW to invite and WHY I recommend this method. The method is TEXT - TALK -TEXT - TEXT

How to Invite Method

TEXT - to TALK

TALK - to INVITE (3 parts to invitation see below)

TEXT - to send DETAILS (Time, Zoom # / Event Location / or Flyer)

TEXT - to REMIND - day of event

We recommend TALK-ing the 3 part Invitation rather than TEXT-ing the invitation because it makes it more powerful, personal and compelling. Thoughtfulness matters. Creating emotional impact matters.

- The 3 parts to make it more thoughtful & personal
- We recommend TALK-ing because your voice is a powerful way to create emotional impact
- Text does not deliver emotional impact like a voice can. Our voice is a powerful tool.
- It is helpful to communicate with a thoughtful personal conversation if you want them to come.

Sample TEXT: " Hey are you free to talk ?" Or "I've been thinking of you & would love to catch up. What times work best for you ? Etc

TALK the **"3 Part Personalized Invitation"** Include these 3 parts in your conversation

1) I thought of you because of this _____ *(have them say why they value that person - use to finish sentence)*

2) I'm excited for this event because of that _____ *(ask why they value the event - give ideas to get them excited)*

3) I think you'll like it because of this _____ *(ask why that person might like or find event valuable - give ideas)*

Below are examples of why a guest might want to come to an event or why they might find an event valuable

- I can't wait for you to meet Cindy who will be sharing about ... or
- Cindy is amazing I've learned so much from her I've told her about you or
- I think you'll find her as interesting as I have
- Cindy has been such a great help to me" or
- Cindy has become a good friend and I think you'll enjoy meeting her