

## **Initial Text Contact - to Setup the Invite:**

- ✓ **Follow our guidance on being effective**
  - Don't be "Scripted", don't sound weird!
  - Be sure to keep it short... an unexpected "long" text is seen as a sales pitch
- ✓ **Be compelling**
  - You want to raise their curiosity
  - Give them a sense that a "door to an opportunity" might be cracked open
- ✓ **Don't feel the need to "convince" them with more information**
  - It's during the "Process" that we Fully Inform them, not during the Approach.
- ✓ **An Example Text** (use your own words, talk to your coach for other examples):

"Hi Bill, I talked to a friend of mine last night. He manages a professional business group. After the conversation, I thought of you. Are you up for a quick call, I have a question for you."

**Remember your Dream... Be patient as you learn new skills!**