

Invite Verbiage for Hot & Warm Market - Online Classes

PRO TIPS:

1. Find out who is OPEN
2. Ask permission to send more (details, invites, info, etc.)
3. Keep the door open for the future or even better, set up a one on one
4. Focus on what will serve most - keep service as your highest priority

HOT MARKET
people you'd call if your car broke down

HOT MARKET - are the people that you'd feel comfortable calling if your car broke down- closest friends and family (**you should have 15-20 people on this list**). These are the people who would come to do you a favor.

GOAL: TO GENERATE YOUR FIRST SALES FROM PEOPLE WHO WANT TO SUPPORT YOU.

KEY ELEMENTS OF YOUR INVITATION TO YOUR HOT MARKET

1. PERSONAL GREETING - Use their name and a friendly, casual tone. Ex: *"Hey Aunt Janice..."*
2. CLEAR CONTEXT - Briefly share what's going on: *"I started a new business"*. Keep it honest and straightforward.
3. SET EXPECTATIONS - Clarify you're not asking them to join the business - this eases pressure and builds trust. Emphasize this is *an invitation to support you*.
4. INVITE TO A LAUNCH EVENT - Invite them to attend your launch class or event. Make it about showing up for you, not about a hard sell.
5. APPEAL TO PAST SUPPORT & RELATIONSHIP - Acknowledge their role as someone who's supported you in the past. Ex: *"You've always been someone who's had my back..."*
6. HONEST ASK TO TRY THE PRODUCTS - Request that they give the products a try *just once*. Offer a risk-free approach: *"If you don't love them, no pressure."*
7. OFFER A DEAL IF THEY DO LIKE IT - Reassure them you'll always help them get products at the best price and even earn free products in the future if they enjoy the product.
8. ASK FOR FEEDBACK & SUPPORT - Let them know you need practice helping people with their health concerns and value their honesty. Choose someone who can be kind and constructive.
9. DIRECT ASK FOR HELP - Frame the invitation as helping you grow. Ex: *"Would you be willing to help me out?"*
10. SOFT CLOSE WITH FOLLOW-UP - Ask permission to send the details.

This is a 3 step invite process - don't be tempted to shorten it!

TOUCH #1 INITIAL CONTACT & WILLING TO HELP- FIRST YES (Class or 1-1)

Ideal timing -. Typically 1+ week, no further than 2 weeks out.

Example invite verbiage:

TEXT FIRST: *Hey! Do you have a quick minute?*

Then when you can **talk to them on the phone:** *(it works much better on the phone than text)*

CALL:

Voice Script – For Talking or Voice Message

(Casual, natural, and heartfelt tone)

"Hey [Name]! (insert personal greeting or connection) I wanted to share something really quick—I just started a new business. Don't worry, I'm not asking you to join it or anything like that!

I'm actually holding a little launch event where I'll be sharing the products I've been using and loving, and I need some friendly faces in the class and after when we'll chat 1-1 and I can practice helping people with their health goals. You've always been someone who's supported me, and I would seriously love to have you there.

If you're up for it, I'd love for you to come, try the products once, and let me know what you think. If you like them, great. If not, no pressure at all—you never have to use them again.

I just need someone who will be honest but kind while I work through my first try at this. That's why I thought of you! Would you be willing to help me out? I can send you the details if you're open to it."

Message Template – For Text, DM, or Email

(Copy/paste and personalize)

"Hey [Name]! (insert personal greeting or connection) I just started a new business and I'm putting together a launch event where I'll be sharing about the products I've been loving. I'm not asking you to join my business—I just need a few supportive family members and friends in the class and to chat after while I practice. 😊

You've always been someone who's been real and encouraging, and I'd be so grateful to have you there. No pressure at all—just come check it out, try the products once, and if you love them great! If not, no worries, you don't have to try them again.

I'd really value your honest feedback, and I know you'll be kind about it while still helping me improve. Would you be willing to help me out? Can I send you the details?"

If YES ↓:

TOUCH #2 SEND DETAILS AND ASK FOR AVAILABILITY - SECOND YES

"Yay! I'm so glad you're coming—thank you for supporting me! 🙌"

I have a few date and time options available so you can choose what works best for you. Just fill out this quick registration form: [\[insert link\]](#)

It should just take a minute to save your spot. If you don't see a time that works, let me know and I can share some other options. ❤️"

(if no dates work, set up a one on one or offer to share a recording then meet afterwards- see instructions below)

ONCE THEY REGISTER ↓:

TOUCH #3 RECONFIRM COMMITMENT AND SET EXPECTATIONS

Setting expectations about how you will follow up will help it feel much more comfortable for you because they will be planning on it

"Awesome! I've got you on my list confirmed so I'll count on seeing you there! I know things get super busy, so I'll send a text reminder 2 days before and the Zoom link to join the day of the workshop. I'm so excited for you to learn more- focusing on deep, foundational support for your health is what most people wish they'd learned sooner! I promise it will be worth your time."

RELAUNCH VERSION:

Hey [name] - I'm super excited because I'm officially relaunching my business with fresh energy, a new presentation, and a new direction—and I'd love your support. 🙌

I'm teaming up with a friend who's super knowledgeable, and we're hosting a relaunch event where we'll be sharing new information, some incredible research, and practicing helping each person one-on-one in a way that really serves. You've always been someone I trust, and it would mean a lot to have you there—not just to cheer me on, but to give me honest feedback too. 💬

No pressure to join anything—just come, learn, and if something speaks to you, try it out. If you love it, I'll make sure to hook you up. If you don't, no worries—you showed up and that means the world. 💜 Can I send you the details? I'd really love to have you in the class.

WARM MARKET

friends and more distant family, acquaintances.

WARM MARKET - these are friends and more distant family, acquaintances. This will be the majority of your invites throughout your business journey.

GOAL: TO FIND THOSE PEOPLE WHO ARE TRULY OPEN TO LEARNING HOW TO IMPROVE THEIR HEALTH WITH NATURAL PRODUCTS WHO YOU CAN SERVE.

This is again a 3 step invite process - don't be tempted to shorten it!

You are looking for 2 "YES"es before you give all the class details! This will ensure that those who accept your invitation are TRULY interested in learning and will save you so much TIME that you would otherwise waste, continually inviting an uninterested person who doesn't know how to say no AND/OR presenting to people who are just doing you a favor but are not your closest and honest relationships (your hot market).

STEP (Touch) 1: Ask for open to learning - first yes

STEP (Touch) 2: Ask if they want to attend - second yes

STEP (Touch) 3: Find a time that works for them - confirmation

KEY ELEMENTS OF A PERSONAL INVITATION FOR YOUR WARM MARKET

1. REACH OUT INDIVIDUALLY AND AUTHENTICALLY – This is not a mass message. Think of one person at a time. Be real, casual, and thoughtful. Start with something like a recent interaction, shared connection, or appreciation. This builds warmth and makes the message feel personal, not generic.

Examples:

- *"Hi Jenna! It was good connecting with you last week. I miss you guys! Thank you for always being so inviting and supportive of our family. We really appreciate that."*
- *"Hey friend! I've been thinking about our conversation about your sleep."*
- *"Hey Kelly. This is Sarah. 😊 I hope you and your family are doing great this winter. Did you make it through the freeze last week?"*

2. MAKE IT PERSONABLE & CONVERSATIONAL – Whenever possible, connect in a personable way like a voice message. If texting, use their name and speak in your own natural tone.
3. SPEAK FROM THE HEART – **DO NOT COPY and PASTE the entire example text** - think about how you would talk to each person individually. Share why you are reaching out, and why they came to mind. Be warm and specific.

4. **DO NOT SEND EVENT DETAILS YET!!** – This is just the start of your conversation. Wait to share specifics until you have gotten 2 “YES”es – openness and interest in coming.
5. CLOSE WITH A SOFT ASK – Choose one based on what feels most natural to you but the KEYWORD here is **OPEN**:
 - “Are you open to getting the details?”
 - “Are you open to getting an invitation?”
 - “Are you open to connecting about it?”

TOUCH #1 AUTHENTIC CONNECTION & OPENNESS- FIRST YES (Class or 1-1)

Ideal timing -. Typically 1+ week, no further than 2 weeks out.

IF CALLING, TEXT FIRST: *Hey! Do you have a quick minute?*

Then call if they say yes.

VERBIAGE IDEAS that work for calls, voice messages or texts. Always start with a version of:

“Hey [name]! (insert personal greeting or connection)”

Followed by your authentic ask for openness

“I don’t know if you’d be interested but I’ve found some products that have transformed the way I am taking care of my health. (share a short testimonial here if you can- I am sleeping so much better, or my mood has been so much better, etc. It’s been awesome!)”

When I thought of people that I could share it with first, I immediately thought of you. I’m wondering if you’d be open to learning about what’s been working for me and my family?”

OR

“I’m just curious, I’ve found some products that are transforming my health- If you could transform either your sleep, pain levels in your body, digestive health, mood, or longevity, which one would be your top priority?”

I’m teaming up with a friend who’s super knowledgeable, and we’re hosting some online classes to share more about (insert their top priority) - I think it could be something you’d really appreciate. Are you open to getting an invite with the details?”

OR

Quick question — are you open to learning a simple way to actually feel good every day without adding more to your TO DO list? It takes just 2 min. each morning, and it’s been a game changer for me. (share a short testimonial here if you can- I am sleeping so much better, or my mood has been so much better, etc. It’s been awesome!)

I thought of you because (share why them - I know you have been focusing on healthy habits) Are you open to learning more? Could I send you the details?”

RELAUNCH VERSION

*Hey [Name]! You know I've been using these doTERRA products as natural healthcare for a while now. Well—there are some **new products that have truly transformed how I take care of my health—and honestly, it's been a game changer for our family.** I've been so excited about the results that I just have to share.*

*When I started thinking about who I'd love to share this with first, **you came to mind right away.** I'm teaming up with a friend who's super knowledgeable, and we're hosting some online classes to share what's been working, what's new, and why I'm more passionate than ever about this lifestyle. 💜*

No pressure to buy anything—just come, learn something new, and see if anything speaks to you. If it does, amazing! If not, you'll still walk away with knowledge most people wish they'd learned sooner.

Would you be open to coming? I'd love to send you the details!

Let them answer

If YES ↓:

TOUCH #2 SEND CLASS DESCRIPTION AND ASK FOR SECOND YES

You can include an invite image with this message - **just make sure there is NO DATE & TIME info in your message or on the image**

Example invite image:



EXAMPLE VERBIAGE:

"Love that you're open! The best thing I ever did for my health was stop overcomplicating it — and start with a few eye-opening truths.

You're going to love this info packed, 1-hour online workshop.

It's not a firehose of information or a lecture on what you're doing wrong — it's a fresh, simple way to understand your body and feel empowered again. We'll talk about what's really at the root of disease, as well as everyday things like fatigue, stress, low immunity, and hormone struggles — and how to support it naturally in just a couple of minutes a day.

How does that sound? Would you like to come?"

OR

Thanks for being open to learning more! The best thing I ever did for my wellness was stop wishing I felt better... and start using tools that actually worked.

During this online power hour of practical wellness tips and tools, I'll show you what I use every day — real-life, practical tools that support energy, mood, metabolism, and immune health all without chasing symptoms.

No fluff. No hype. Just the kind of info you'll want to share with your best friend when it's over. How does that sound? Would you like to come?

OR

Yay, I'm so glad you're open! The best thing I ever did for my peace of mind was stop depending on quick fixes... and start supporting my health on purpose.

Here's what to expect during this 1-hour, no-fluff online workshop:

→ A clear overview of how to ditch the symptom-chasing cycle

→ Simple, natural tools that actually fit into your life

→ A refreshing, honest take on wellness that makes you feel empowered — not overwhelmed

You'll feel more informed, more hopeful, and more equipped than you did before we started. How does that sound? Would you like to come?

If YES :

TOUCH #3 CHOOSE A DATE, CONFIRM AND SET EXPECTATIONS -

Great! Here's the link to register. There are a few different date & time options - pick which one works best for you and then shoot me a text to let me know which one you chose. [\(insert link\)](#)

*(if no dates work, **set up a one on one or offer to share a recording then meet afterwards**- see instructions below)*

ONCE THEY REGISTER :

"Awesome! I've got you on my list confirmed so I'll count on seeing you there! I know things get super busy, so I'll send a text reminder 2 days before and the Zoom link to join the day of the workshop. I'm so excited for you to learn more- I promise it will be worth your time."

FOLLOW-UPS & REMINDERS

no responses, day before, hour before

Follow up text 2-3 days later If they don't respond to text/message:

"Hey! I'm sure you've been busy. Did you see my previous text? What do you think, can I send you the details?"

If YES, follow Touch 2 & 3 instructions above

If still NO RESPONSE - wait another day & **GIFT them the NO and ask a NON-doTERRA Question to close the thread** (this sends the message that whether they say yes or no, you are still their friend)

Hey, I didn't hear back from you and that's okay! ❤️ It must not be the right time or the right thing, no worries.

I did want to ask how things are going with your family - how's that new grandbaby? Are you just in heaven?

The second follow-up is crucial! It lets them off the hook and gives them the easy no, but it also puts the ball in their court if they truly are interested but just didn't get back to you. Those who are genuinely interested will respond right away after this message and ask for the info. The **question is a key** piece because you are opening up a safe dialogue for them to connect with you about non-doterra related things. It preserves the friendship and leaves them feeling like it was a positive connection even if they said no.

TOUCH #4 - Promised Reminders

1-2 DAYS BEFORE CALL OR TEXT -

Example

*I'm so excited for our workshop coming up on **[date or tomorrow]** but I also know how crazy life gets! I can still count on you to be there - **8:30 pm MT** right?*

If YES 

*Great! Here's the zoom link and I'll send one more reminder before the event tomorrow! **[link]***

DAY OF TEXT- 15-30 min before an online class

*Our workshop starts in just _____ minutes! Here's that Zoom link again: **[zoom link]**
Do you have an alarm  set and ready? Looking forward to seeing you there.*

ONE-ON-ONE

for those who can't make live class times work

SENDING A RECORDING of the workshop can be a really streamlined way to easily enroll from doing a one-on-one after they have watched the recording. Follow the steps below for the most effective way to leverage a recording:

I'm sorry, I can't make it that evening.

No problem! Would you like me to send the recording of the workshop?

Sure!

Great- I'd love to connect with you after, for maybe 15 minutes, to go over any feedback, questions, and what solutions will specifically help with your family's needs. You don't have to buy anything, but if there's something you'd like to get, I can help you with that too. If I send the recording over after the workshop on **Monday**, when do you think you'll be able to watch it by?

(Friday, or whatever day they say)

If we plan a time to connect about the info on Saturday, is the morning or afternoon better?

Afternoon- I could do 2 pm.

Sounds good! I'll send that recording for you to watch after the class on Monday. It really will be worth your time, and I love that you can watch it at a faster replay speed with the recording too. I'll plan on connecting with you at **2 pm on Saturday**, once you've been able to watch it. Would you prefer zoom or a phone call?

SET UP A ONE ON ONE- with someone who has already said yes to coming but the class times don't work for them:

I'm sorry, I can't make it that evening.

No problem! I am so excited for you to learn about this and have some impactful solutions in your family like I have. Let's just set up a time where we can meet for about 30 minutes and go over your family's top health concerns- I'll share about some things I have seen work for our family and other people that I know. You don't have to buy anything, and if there's something you want to get, that's great too. Is daytime or evening better for you?

- Then offer two dates/times based on what they say- (Figure out a time that works).

Or, if you are setting up a one on one instead of inviting them to a workshop first, just tweak the beginning:

Text First then CALL THEM if possible when they say they are available to connect.

Hey (name), do you have a quick minute?

Choose the invite starter that you like best from Touch 1 options above. Replace the class description with the following-

I'd love to set up a time to take 30 minutes to go over any health concerns your family is dealing with and what doTERRA supplements or oils could be a solution. You don't have to buy anything, but if there's something you'd like to get, that's great too. Is that something you are open to?

Be prepared to answer any concerns (you'll learn and practice below), and then give two date options for them to choose from.

ANTICIPATE CONCERNS

common objections that people might have

What are essential oils?

Essential oils are extracts from plants that are highly concentrated and proven to be effective in thousands of studies on pubmed.

Is this network marketing?

dōTERRA does have the option to earn an income by sharing the oils, however, marketing the oils is not required to use them or enjoy their benefits. Most people who purchase the products are just customers! DoTERRA products are in tons of hospitals and there are thousands of studies about essential oils on Pubmed. It will definitely be worth your time to come and learn!

I already have a doTERRA account (they may be willing to host or do the business with you, so you still want them to attend or to do a one on one with them)

That's no problem at all. I'd LOVE for you to come and share any testimonials, and the person who's coming to teach with me is super knowledgeable, so hopefully you will learn something new! It will definitely be worth your time to come!

I use Young Living

No problem! We have lots of different products that they don't offer, so I'd love for you to come and learn about those. I'm so glad that you are already using essential oils!! The person who's coming to teach with me is super knowledgeable, so I'm sure you'll learn something new! It will definitely be worth your time to come!

BUSINESS APPROACH

for people you want to invite to the business

Option #1-

Hey (Name), I've started this business, and I'm going to do this in a serious way. You know me, I'm someone who is successful at whatever I put my mind to- I'm going to take this to the top. There's no one in the world that I would rather do this with than you. I know that you don't even know what it is yet, but I'm curious if you would be open to taking 30 minutes sometime to learn about what I'm doing?

IF yes, provide two different time options for a meeting on zoom or in person- if those don't work, then figure out a time. It's REALLY IMPORTANT to make sure your experienced upline will be with you on the call or meeting.

Because I'm just starting, my business partner who's had a lot of experience will be on too to answer any questions that I don't know the answer to. It will be low key and quick. I'm excited to get to share more with you and to hear your feedback! I'll see you at (time) on (date), on (or at) (location)!

Option #2- Use the formula-

Hey (name), I'm starting a business and I'm so excited about: (insert whatever you think will be meaningful to them:)

The income I've already been able to earn and what's actually possible

or

The flexibility in my time that it allows

or

The impact this company is making in developing countries (they've been recognized by the UN for it!)

or

The community of like-minded people that I get to work with and the difference these leaders are making....

I thought of you because: (give a sincere reason- you have such a heart to serve people, or you are a natural leader, or I know you are passionate about natural health etc). Would you be open to meeting with me for 30 minutes to learn about what I'm doing?

If they respond with, "oh is this one of those mlm things?"

Reply:

"It sounds like you have a story around that- tell me more." (listen and validate, and help them feel understood, and then point out what is different with doTERRA.)

or

Absolutely!! If it wasn't I wouldn't touch it with a 10 foot pole. I'd much rather support the farmer than the superstore, and with a traditional business model there's so much time and financial investment required before even making a profit. Have you heard of Robert Kiosaki or Steven Covey? (wait for a reply) They are both business gurus that are huge advocates of the mlm model for that reason, and many more. I know there are lots of companies out there that give the industry a bad rap, but when it's a company that has integrity and a great product, and the way we are doing it, it's totally different than anything you've ever seen. Absolutely no pressure at all to do this with me, I just want to make sure you know what you're really saying no to first. —and if anything, I'd love your honest feedback. Are you open to taking maybe 30 minutes sometime to take a look at it?

Or,

"Just promise me you won't say no until you know fully what you are saying no to- are you open to just checking it out?"

IF yes, provide two different time options- if those don't work, then figure out a time. Make sure your experienced upline is with you on the call/meeting.

Because I'm just starting, my business partner who's had a lot of experience will be on too to answer any questions that I can't answer or don't know. It will be low key and quick. I'm excited to get to share more with you and to hear your feedback! See you soon!