



Direct Invitation Script

This is a direct script for inviting is for inviting prospect to be exposed to the opportunity. The script is different based on the different socioeconomic statuses of your prospects.

BLUE	People that look up to you (easiest)
GREEN	Your peers. Same socioeconomic level as you. Often skeptical about taking your advice. You have to relate to them and align your why with their why.
RED	People you look up to. More successful than you. Most likely will not respect your business decision about your real estate business. You cannot approach them about showing them a way to make more money, they make more than you. You must stroke their ego and ask for help.

Blue Script

"[First Name] you know that I'm all about building a business and making money. I only focus on finding better ways to sell more homes, without working more hours. I don't waste time on things that are not proven to better ways to make more money.

I've come across an opportunity and a business model that the top agents and teams are leveraging."

Insert Call To Action (CTA):

[PGP] Can you jump on private Zoom call this Tuesday at 7:00pm so I can fill you in and share what we are up to?

[Lunch & Learn] Would you mind going to lunch with me to learn more about the opportunity.

[Video] If I sent you a video that explained the details would you mind watching it?

If yes:

"Awesome, I'll send it over then follow up and get your feedback. When do you think you could watch it by?"

** Even if they aren't completely in they might be able to introduce you to someone big.



Green Script

"[First Name] you know how I have been [insert problem].

- Hire a buyers' agent and build a team
- Find someone to coach me on how to really generate more qualified listings
- Make more money and not have to work so many weekends

I've been getting advice from some of the most savvy agents to help me with this.

So I can, [Insert Core Desire]

- Get more consistent income every month
- Get clear on what exactly I need to work on that will drive profitability.
- Actually spend some quality time with the family on the weekends this summer with the kids getting older.

Does that make sense?

Well a very top real estate coach and influencer shared a new model with me that looks like the way to change my situation. And because I thought you might be feeling the same as me, I wanted to know if you would take a look at it.

You have time to jump on a zoom conference call on Tuesday to take a look at the model? It might be good for you as well, or maybe you can simply help me see something I'm missing."

Insert CTA:

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[Video] If I sent you a video that explained the details would you mind watching it?

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Red Script

"[First Name], you know I've been keenly aware of your success in business. I've admired your many accomplishments and I often wish I had a mentor to help me learn to be half as successful as you.

I'm really trying to find the right opportunity to create my path so I can become the example and provider for my family. I ran across a new model that to me looks like a huge opportunity.

Since you know so much more about how to evaluate a model than I do, I was wondering if you would invest an hour (this can be substituted) of your time and jump on a Zoom with one of the industry's biggest influencers and give me your opinion. If you think it is a smart move or not a good idea I trust that you will tell it to me straight.

Would you do this favor for me?