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INVITE

The Soft Pre-Sell Entry

There is a moment in every pre-sell journey where curiosity must be converted into commitment. Where the person who has been nodding along, saving your posts, sending you DMs that say "I love this, I need this" — has to take a step from interest into action.

This chapter is about that moment. And about how to create the invitation that makes taking that step feel natural, easy, and right.

The Difference Between Inviting and Pitching

Most people, when they finally feel ready to ask for the sale, pitch.

They shift suddenly from teaching and sharing into selling mode. The tone changes. The language becomes promotional. The warmth that characterised all their previous content gives way to urgency and call-to-action language that feels disconnected from everything that came before.

And their audience feels it. They feel the shift. And because the shift feels awkward, the response is often resistance rather than commitment.

Inviting is different from pitching in one fundamental way.

An invitation assumes a relationship. It comes from someone who already knows you, already trusts you, already believes you have something valuable to offer. It says: I have something I think you need. I would love for you to have it.

A pitch assumes a transaction. It comes at you. It creates pressure. It asks for a decision before the relationship has been fully established.

Every pre-sell I have ever executed has been an invitation. Not a pitch.

What the Invitation Looks Like

The simplest and most effective forms of invitation in a pre-sell are also the most low-friction. They usually come at the end of a piece of content which has opened up curiosity in your audience.

The waitlist invitation: "I am building [specific thing] and I am putting together a small group of people who want early access before it is available to everyone. If that is you, comment [keyword] below and I will add you to the list."

The early access invitation: "I am opening a founder round for a small number of people who want to get this at a special rate before the official launch. If you have been waiting for something like this, now is the time."

The direct personal invitation: "I have been working on something and I thought of you specifically. Can I share what I am building and get your honest reaction?"

Notice what all three of these have in common.

They are low pressure. They do not demand a decision immediately. They ask for a small step — join a list, express interest, have a conversation.

They are exclusive. They create a sense that being included is a privilege, not a default. That the person is being invited into something, not just marketed to.

They are personal. Even when sent to many people, they are written as if for one person. The reader feels as though they are being thought of individually.

Build With People, Not For People

Here is the deeper principle behind the invitation.

Do not build in silence. Build with people.

When someone joins your waitlist or expresses interest in your early access, they are not just a lead. They are a stakeholder. They have invested something — their attention, their hope, their anticipation — in what you are building. They are rooting for it to be good. They want it to work.

And because of that investment, they behave very differently from a cold buyer who discovers your book or product after it is already live.

They engage. They share. They tell their friends. They give you feedback when you ask for it. They forgive the imperfections that every early version of anything has, because they were there from the beginning and they are proud of that.

Building with people rather than for people is one of the most powerful things you can do as an author or creator. And the invitation is how you bring them in.

REFLECTION AND EXERCISES

1. Write your waitlist invitation using one of the formats above. Read it aloud. Does it feel like an invitation or a pitch? What would make it feel warmer and more genuine?
2. Choose one platform where you will publish your invitation this week. Write the specific post, including the call to action. Schedule it or publish it today.
3. Write a list of ten people you will personally invite — not through a mass post but through a direct, individual message. Write the personalised version of your invitation for each of them, making specific reference to why you thought of them.
4. Set up a way to capture the responses. This could be as simple as a spreadsheet with names and contact details. Every person who expresses interest is a potential pre-buyer. Track them.
5. After publishing your invitation, document every response within 48 hours. How many people expressed interest? What language did they use? Were there any objections or hesitations? What does the response tell you about the strength of your positioning?

You are not just reading. You are building. | Reply to today's email and tell Debbie how this pillar landed.