

PHASE 1: INVITATION MASTERY

(Foundational Behavior)

Training 1

Title: *Inviting Without Attachment*

Core Teaching

- The invite is not an explanation.
- Create curiosity and secure next step (watch a video, get on a Zoom, etc)
- Confidence comes from clarity, not perfection.
- You are offering an experience, not pitching a product.

Live Examples

- Instagram DM
- Text message
- In-person conversation
- Voice note

Option 1:

Best for someone you talk to occasionally. It focuses on exclusivity.

“Hey [name], I hope your new year (month/week/day) is off to a great start.

I’m reaching out because I’ve finally started seeing incredible results with a new nutrition product I’ve been using. Honestly, my energy levels are night and day compared to last month, and I’m starting to lose weight like crazy.

I’ve been given three exclusive spots to bring people into my private group. I immediately thought of you because I know you’ve been serious about your health.

I’m filling these spots by tomorrow evening so we can all start the cycle together. I’d hate for you to miss this window and have to wait. Are you open to seeing how this works and taking one of the three spots?”

Option 2:

Best for someone you haven't talked to in a while. It focuses on "missing out."

"Hi [name], long time no see!

I'm actually messaging you with a bit of a 'limited-time' thing. I'm putting together a small pilot group of 5 people to try a 30-day health reset using some products I'm getting unbelievable products with.

I'm looking for a few more people to round out the group before we close it. I wanted to check with you first because I know you value your health, wellness and weight management. I'd feel bad if I didn't mention it, and you saw us all posting results in a few weeks wishing you'd jumped in!

No pressure at all, but if you're looking to make a change with this new year, this is the way to do it. Do you want me to lock in your spot before they're gone, and send you the details?"

Option 3:

Best for someone who has experienced frustration with their health.

"Hey [name], I was just thinking about our conversation a while back regarding [their struggle, not able to lose weight, tired, etc.]

I've found a nutrition system that has been a total game changer for me. My energy has totally increased, my health is 10 times better and I'm losing weight like crazy, you won't believe it. I'm about to place an order for a few in my private group and I thought of you.

I'm finalizing my order in 2 hours. I didn't want to hit the submit button without asking if you're in on starting with us for the new year. This will change your life. Should I include you in my order and with my private group so we can all do this together? If not, no worries. Happy New Year."

Why these work:

- **The Personal Hook:**
They reference specific goals or past conversations.
- **The Scarcity:**
They use phrases like “three exclusive spots”, “2 hours”.
- **The Social Proof:**
They imply that a group is already moving forward, and the recipient is the only one “left behind”.

Homework Before Next Training

- Send 25 invites using one simple script
- Track:
 - How many responses
 - How many said yes
 - How many ignored you

Reflection Prompt:

You've got to understand the law of averages. You send out 10, you're going to get 2-3 people on average to respond and purchase. Sometimes it can be more, sometimes it can be less, but you've got to work with the numbers.