

Scripts - Invite the Chic Way

Before we immediately think the script equals a solution, we need to take a step back and remind ourselves that building connection is the key to conversion.

Scripts are guides to conversation, but we need to be able to break free from the script and converse with a potential consumer confidently.

The script below is MEANT to be personalized by the individual user.

First, confidence is KEY! **We always assume this person is going to sign up. Don't focus or worry about a no. Confidence is contagious and they want to know you're confident in what you have to offer.**

Ask these questions to help them sell themselves on the idea of the product or service you are offering.

Prospects are like an onion. You have to peel back the layers to get to their true why. Use these questions to help you peel the layers.

Remember - connect with your prospect and show empathy to build trust.

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Intro:

- Thanks for reaching out to me about my____! One of the most important aspects of my____, beyond the _____ (what people see on the surface) is the _____ (deeper impact your product service can provide). Create a paragraph here about how you want your client to feel.
 - For example: There are so many products out there and so many different opinions on what products to use. What made you decide to reach out to me? What are some of your biggest concerns? What questions do you have for me? I am excited to connect!

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Additional Questions To Ask:

- Tell me a little bit about your life. Do you have kids? Married? Work? Give me a peek into your day-to-day.
- Why do you want to work with me?
- Tell me about your specific ____ goal?
- What methods have you already tried? What's working? What's not?
- How long have you been trying to _____?
- Do you use any all-natural products now? What do you like and not like about them?
- Do you struggle with anxiety, depression, or lack of energy?
- When you look in the mirror, describe to me what you see and how you feel?
- What do you want to see and feel?
- On a scale of 1-10, how motivated are you to make a change today?

Allow your ideal client to respond.

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Closing:

OK so let me give you the details on the challenge so you can see how it works... Give a short paragraph about the next steps! What can they expect? When you craft this paragraph, Write like you speak and insert excitement.

Ideas to implement:

- You can create a sense of urgency such as, "Let me know as soon as possible if you would like to host. I only have 2 spots left this month and I don't want you to miss out on the amazing hostess perks. Can you let me know by tomorrow?"
- Do you feel like you are legit done with dealing with _____? If so, I have a regimen that I think will be the perfect fit for you.

End with: Shoot me a message when you have a second today! (make sure that you time stamp when you are expecting to hear from you.

Great! Because I'd LOVE for you to _____. All you need to participate is a _____. Walk them through what they need and why they need it based on the information they've given.

I personally recommend _____ for you. I think it would be the best choice because _____.

Here is a good place to ask if they are familiar with the product you offer and give your personal testimonial.

Does this sound like the perfect fit? Let me get you all set up, are you by a computer?

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Other Scripts

Script For A New Follower:

- Morning, thank you so much for following my account! (insert something about their life like... you have the best style. I was checking out your account and love it!). How did you find my account? Hope you have a great day and if I can help you with anything at all please let me know!
- Good Morning, I noticed you have been checking out my stories lately here on IG. Is there anything specific I can help you with? Are you looking for a specific product or service? I'm happy to give you some more information and chat about any challenges you are currently having! Hope to hear from you soon, xo NAME
- Hii, I noticed you have been checking out my stories here on IG! I just did a story set on our newest product line launch. Would you like me to send you the details on it? I'm super excited to be able to offer my customers even more natural and non toxic products. I'd love to give you info! Either way- let me know your thoughts. xo NAME
- Hey there NAME, Thanks so much for the love on my post about my skincare routine. I seriously cannot believe how much that my skin has improved since using these products. Are you looking for a new skincare routine or anything specific I can help you with? I absolutely love what I do and would be more than happy to give you suggestions or info if you have questions or concerns! Looking forward to chatting.

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Comment On A Post:

- Morning friend! Just saw the little double clap on my post about _____ and wanted to let you know 2 things. 1. I am freaking rooting for you and if you have anything that you want me to share here on my page that will inspire others as well- message me! Love hearing from people who are on a journey like me! 2. If you ever feel like you need a little extra support or want to work together (can fill in the blank with something more appropriate for your brand), shoot me a message, I'd love to share a little of what I do and how it's helped others! Anyways wanted to reach out to let you know - I am cheering you on my friend! XOXO

Follow Up:

- Hey there friend, I wanted to check back in with you to see if you had a chance to check out the info I sent you last week? I have 2 spots left in February to host and I didn't want you to miss out! I know how excited you are about getting your own starter kit at a discount so I don't want you to lose that opportunity! Let me know if you are IN or if you need some more clarification on the details. Let me know ASAP!!! xo Melanie

We follow up at least 24 hours after the last message. Then, follow up 2-3 more times before your end date or event launches.

If you do not get a response, move that person to the next month and you can follow up with them again when the next product/program/group/party starts.

We do not take people off our list unless they specifically ask to be taken off the list.

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Personal Development Suggestions:

- Still struggling?! Check out a book called ["The Art of Closing the Sale"](#) by Brian Tracy. While we don't "sell" it takes you through the foundation of the trust building process which is a vital skill. Click here to check it out.
- ["The Ultimate Sales Machine"](#) by Chet Holmes. Click here to check it out.