

A guide to effectively inviting guests to in-person and virtual events

Maximizing attendance and results

PRE-EVENT

Begin with a names list of at least 30 people. Call, text and Facebook message your potential attendees to invite them; for every 10 people you confirm, expect 5 to show. Please do not send mass messages to a group of friends, it has proven to be ineffective.

Remember Your Goal: Have 6-8 guests in attendance at each event.

Have 2 events scheduled-If one doesn't work for them, chances are the other will.

Be excited! It will create enthusiasm; they will hear it in your voice and be excited too.

TIPS FOR EFFECTIVELY INVITING GUESTS USING "3 TOUCHES"



1ST TOUCH

Personally call (or text if you don't get a response on the phone) to invite them to the event. Ask what they are doing on (date of the first event) or, if they are busy, ask what they are doing on (the date of the second event).

"How are you? I only have a minute... What are you doing on___? I'm hosting a fun ___(spa night, skincare clinic, wellness night, etc.), and wanted to reach out to you because:

- You're a valued customer and I want to provide a unique opportunity for you to learn more.
- I know you are looking to live a healthier lifestyle.
- I know you're looking for support in evaluating a new technology your company recently launched, etc.
- You may need a little pampering.
- You were asking me about ____.
- I have goals to lose some weight. I'm excited about this amazing program and I am putting together a group of us to do it together; it will be more fun.
- I think this would be something you would enjoy, etc.
- (If it is SHOP LIVE) I have some new technology and I'd love for you to check it out and give me your feedback....I would love to catch up and have you check it out. It would mean a lot to me if you would come. It's going to be fun. I only have a handful of spots and so I reached out to you first! Can I put you down for a seat? Is there anyone you'd like to bring? If so, let me know tonight before I fill all the spots!"

If they say yes: *"Great! I will send you all of the details in a text/email."*



2ND TOUCH

Personally follow-up with each individual and share your excitement for the event! Let them know how much you are looking forward to spending time with everyone. Send the details: Address, time, and any other details needed. Let them know you will send them a reminder the day before.

Offer an incentive:

- *Free gift for attending (Share the TSMP Try Before You Buy Product Flyer so they can choose a free trial-sized sample)
- *Provide a discount or coupon code if they bring a friend
- *It's your business, get creative!



3RD TOUCH

Reminder day before:

"I am so excited to see you tomorrow night at _____. It's going to be so much fun!"

"Just come as you are and it will be great!"

"If you want to bring someone, feel free. We'll squeeze them in."

"I promise we'll be respectful of everyone's time."

POST EVENT

Be prepared to follow up with a phone call/text to help close the sale:

Thank them for attending.

Ask them their favorite part of the event.

Invite them to take the Nutri-Physical, Custom Skin Quiz, TLS Profile, etc.

Offer a 1-on-1 consultation.

Use your UnFranchise Marketing app to send any additional information they need to help make their decision.

Offer them a 10% discount code or a FREE gift with purchase.

Offer them a trial-sized sample if there's something they'd like to try before they buy.

