

Hello <<Firstname>>, How's it going?

This is _____. I've only got a minute so I'll get right to the point. I just started my own business with a company named LifesMiracle. This company has been a leader in the health and wellness industry for a number of years and has just opened up a "**new**" division, and they've got some products that are really making a difference in people's lives.

I'm really excited about it and I'd like your opinion. I have a website that gives the details. Would you be able to check it out for me?

(If they ask "what's this all about", your reply is)

I'm just getting started and I really don't know a lot. I'd just like your opinion. If it's something you're not interested in, that's ok, I just want to see what you think of it.

(If they persist with wanting more information, your reply is)

<<Firstname>>, Could you please look at the website. I *really can't* explain it as well as the website!

Your goal is to get them in front of the information, NOT TO TRY TO EXPLAIN anything. Let the website do the work for you.

Invitation #2 (Probably the most effective script ever!)

Do you have a paper and pencil handy? Write this down. You need to take a look at this!