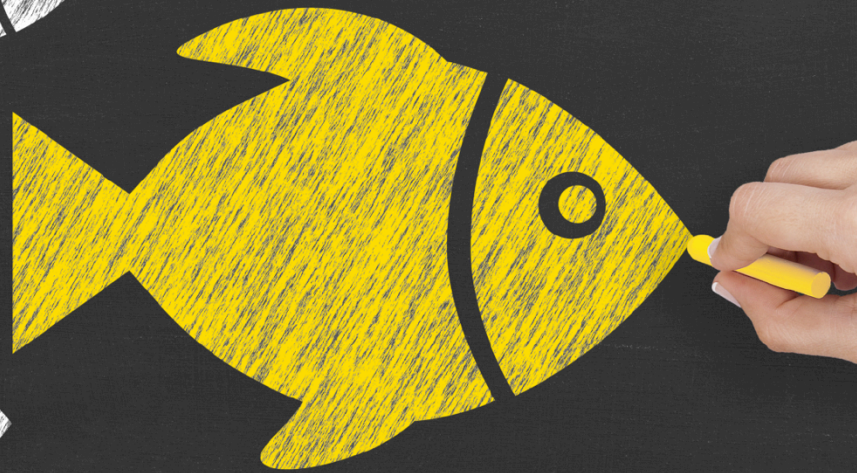


THE AUTHENTIC INVITER



BY RICHARD BLISS BROOKE

Step One: Connect

If you know them, be straight to the point ... **no small talk.**

Tell them you are involved in an income opportunity that is **fun** and **educational**.

Ask them if you can have **20 minutes** to show it to **them**.

This is how you'd want them to connect to you.

If you do not know them, seek to just **connect** first.
A simple "Hi" will connect.

Ask their name, where they are from, and maybe what they do for a living.

Step Two: Be Curious

If you are curious about someone, what kind of conversation do you have? Right ... **questions.**

Not an interrogation and not a bunch of “set up” questions.

Just be curious.

What questions do you ask? Trust your intuition. Ask whatever is “there” in the moment. Do not plan or strategize your questions.

Just be curious.

Step Three: Be Candid

If they ask you any questions, don't be cute or creative.

Answer their questions **clearly** and **confidently**.

Then follow it up with another **curious** question.

Step Four: Be Present

Listening is ***not*** being present.

Listening is ***hearing*** their words. Being present is *not* hearing your own words in your head.

Being present is being quiet while someone is talking ... Not judging or wishing they would hurry up and shut up, or agreeing/disagreeing with them.

People can hear the chatter in our heads while they are talking.

People can feel when we are present and it **honors** them to their **core**.

Step Five: Be Patient

Seek to **open people** vs. **closing them**.

When you stay **curious, candid, present** and **patient**, people will ***invite you to invite them***.

They will open up to you.

Wait for the opening.

Step Six: Invite them to “Just Take a Look”

Recruiting people **overwhelms** them.

We often leave people to assume we want them to enroll right now ... **we probably do.**

That is **too much to ask** of a mature-thinking adult.

Ask something much more **appropriate.**

Just ask them to take a look ...

With the freedom to say no.

“I know exactly how you can do that. Would it be worth it to you to **just take a look?**”

Step Six: Invite them to “Just Take a Look”

If I ...

- ✓ Give you this book
- ✓ Give you these samples
- ✓ Send you a link

Will you ...

- ✓ Review it in a couple of days?
- ✓ Use it every day?
- ✓ Watch it right away?



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Step Seven: Honor the No

Arguing and making people wrong about their **careers, finances** and **choices** dishonors them and **destroys our reputation as a profession.**

Let people know clearly that you **hear** and **respect** their “No.”

When you do that, it goes **a long way** toward you asking for **referrals** and asking for the **opportunity** to revisit the conversation at a later time.



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Step Seven: Honor the No

Treated right, your “No’s” will always be
your best prospects.

They know **you.**

They know what you **do.**

And life will **change** for them.

Count on it.