

# 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.

There is someone on the receiving end of your invitation.

How do you want that person to feel?

- Scripts are a guide for conversation not a replacement.
- Scripts cannot carry your authentic emotion!
- Scripts are meant to combat the likely objections of time, money and fear.

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

Scripts are 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.**

**Remember - connect with them and show empathy.**

[Refer to the Lesson 7 slides HERE as well for additional examples.](#)

## Responses To Your Polls:

### **In a video response Katy might say this:**

"Thank you for responding to my poll about the (FILL in the BLANK.) I would love to tell you more about (FILL IN THE BLANK). But before we dive into that can you tell me a little about what peaked your interest about the (FILL IN THE BLANK.)"

### **In a voice over or in response Melanie might say:**

"Hey Amy! Thank you so so much for responding to my poll. I am reserving your spot right now. Was there anything in particular that caught your eye about the collection? Shoot me a message when you get a free minute today!"

## To Engaged VIP Group Members:

### **Go into my current VIP group and send personal invites to my most engaged members:**

"Hi Sarah, I hope you are having a fabulous day. I just love how positive and uplifting you are in our VIP group. I can feel your positivity and it really does make an impact on the vibe of the group. Have you ever thought about hosting a party? We have a great hostess special right now and I can share the details if you are interested! Let me know."

## To Customers:

**Reach out to people who have purchased from me in the past but have never been a party host:**

"Hey Jamie, how are you doing? How are the kids? Did you guys go back to school full time yet? We are navigating through this crazy hybrid schedule. I wanted to reach out to you and see if you are interested in hosting a party this month? We have some awesome new pieces and its a great time to start thinking about holiday gifts! As a hostess you can get product credit for your own holiday gifts. Let me know if you are interested! I can share the details with you."

## To Those Who I've Invited To Host A Party:

**Follow up with everyone I've ever invited with before to host a party:**

"Good Morning. I hope you are having an amazing week. I wanted to reach out and let you know that our holiday catalog is here and there are some adorable new pieces that Trades of Hope has created. My personal favorite right now snowflake trivets. These trivets will absolutely be going in my teacher gift bags, grab bag gifts and more. (show picture). I wanted to reach out and invite you to host a party in the month of October. I have 5 spots left for online parties. Would you be interested in hosting? I will take care of the set up, the group and the entire event. All you have to do is invite your friends, share your favorite products and we can not only help some amazing women in need but you can get a head start on your holiday shopping. Would you be interested? Please respond ASAP because these 5 spots will fill up fast."

## To Get New Hosts:

**Post in my actual VIP group about the time slots available to host and hostess perks:**

"Happy Monday ladies!! Did you hear the NEWS?!?! The holiday collection is here and I can't contain the excitement. I decided to open up my calendar for 5 parties in October. Have you ever considered being a hostess? You not only can get rewards towards future purchases but you can get a head start on your own holiday gift giving. Every purchase is helping an Artisan in need. If you are interested in hosting, comment below or send me a private message. I will take care of all the details and you can invite your friends to an online event!! Please don't delay, reach out ASAP so you don't miss out on an opportunity to make an even greater impact."

- Send out an email to my current and past customers.
- Take the post you did in the VIP group and use the same wording, but add in some additional images of the new catalog and a specific call to action.
- Make a post and stories with a direct call to action for hosting a party.

# To Get New Hosts Continued:

**Feature an Artisan story and make that a call to action to host:**



**I am beyond EXCITED!!!!**

My partner company just launched the holiday catalog and this adorable outfit!!!

The holiday collection has a gift for everyone on your list and every purchase supports women in need!!

I've decided to open up 5 more hostess spots in October!!!

Would you be interested in hosting a virtual party with your friends?

This is a great way to come together, support a great cause and get some of those items on your holiday lists checked off.

There are some amazing hostess perks and I would love to share them with you.

Spots will fill up fast so don't delay....

Comment below or send me a private message if you would like me to send you the details on hosting a party!

*Chic*  
INFLUENCER

# Welcome Message To New Followers:

- Acknowledge you noticed their follow
- Find a connection
- Ask a question
- Ask for a response

"Hey Amy! Just wanted to send a quick message when I saw ya followed me! It looks like you are a crazy hockey mama too! Any tips for how to get the locker room smell out the car? LOL! Looking forward to connecting! Shoot me a message later today when you get a second!"

Comment below or send me a private message if you would like me to send you the details on hosting a party!

## Direct Invites From Your Posts:

### Work off of your call to actions:

"Hey Lisa, how are you doing? Gosh, the kids are getting so big. How are the boys doing with school this year? I saw that you commented on my upcoming party post. I'm so excited you are interested in hosting a party! Here are the dates I have open right now, would any of these work for you? If not, we can look at additional options!"

"Hey Sammie, how are you doing! I saw your trip to Bedford with the girls. That looked like an amazing time. Were all the restaurants back open? " We have been wanting to book a trip, but I wasn't sure what it was like there now? I saw that you liked my post about my upcoming party opportunities. I wanted to reach out and see if you were interested in hosting!!! I would love to share the details with you if you would like! Have a great day, looking forward to hearing back from you."