



## Making The Invitation

## Invitation Selling

Invitation selling is all about YOU being the invitation for people to join your programs, your community, your movement, etc. It's about YOU showing up and INVITING peeps to work with you, instead of waiting around for them to make a decision.

Now that you have your List of 25 (previous module in this section), it's time to craft your invitation for peeps to be a part of your world. Yipppeee!

### **For me, this is what this looks like:**

1. Lighting a candle, or putting on the diffuser, and really settling into the ENERGY of selling and inviting. Why is this program/event/etc important to me? Why do I want to share this with others?
2. Once the energy is right, I get to writing. I write a personalized invitation for each person that I am inviting into my world. I've included several examples in this guide. Take the wording, make it your own.
3. Know this: The MOST IMPORTANT part of this whole process is that the beginning is so personalized that they can't help but to keep reading and see what you are offering them. That's the key here!

This is how I sell. This is how I invite people into my world. This is what works for me—and I hope you will get in the habit of crafting personalized invitations —because it can work beautifully for you, too. <3

## Invitation Examples

### Costa Rica Invitation

Subject Line: Will you join me in Costa Rica?

Hey there, Alan!

I am reaching out to you today with a personal invitation to join me—and an amazing group of coaches and consultants—in Costa Rica next year (Feb 6-12, 2020).

Why you?

Well, let me count thy ways:

1. I have watched your story unfold over social media over the past few months. I think you are extraordinary. I also loved our chat and felt your passion for helping Broadway peeps not be broke - and helping peeps with their speaking careers. BRILLIANT blend there. I also know that at the level we are at in our business, sometimes finding events that actually make sense for us is just plain hard. :)
2. You are a natural leader and a creative. This retreat focuses on both of those aspects, allowing you time and space to work on a project that matters to you.
3. As coaches and consultants, we deserve a retreat that revives our soul, so we can keep doing the impactful work we are called to do!

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The Emerge Retreat takes place in an ultra-luxury resort on the West Coast of Costa Rica. The food is divine. The atmosphere is nurturing. The customer experience is unparalleled. We will spend the week working on a project that matters to you - biz or life related. And you will be well cared for at this all-inclusive experience.

Would you like more information? Are you interested in joining us?

Hit reply and let me know your thoughts.

XO

Shannon

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## **Marketing with Love: Crafting Stories That Sell Invitation**

Subject Line: Let's talk story marketing - you are invited!

Hey there Ami!

I loved getting to know you a little better at The Grow Retreat—an all women rooting team is so unique, and I can't quit thinking about how we can use your unique stories to grow your business in 2021!

As you discovered at the event, YOUR STORY MATTERS. And you've got millions of them, worth millions of dollars. What would it feel like to tell your stories—and through deeply connecting, you captivate your ideal clients/customers and turn them into raving (paid) fans?

I'm hosting a virtual workshop in February I thought you might be interested in—and it will build upon what we started working on in San Antonio.

It's called Marketing with Love: Crafting Stories That Sell.

Would you be interested in learning more? Hit reply and let me know!

xo

Shannon

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## **\$10k+ Months & Lovin' It Invitation**

Subject Line: Personal Invitation 10k

Hey Chantel! Happy Wednesday!

I am reaching out today to personally invite you to join me for my next program, which will be taught live: \$10k+ Months & Lovin' It.

I know that you have inquired about working with me in the past, and it wasn't the right time when we spoke. I have been thinking about you and the important work you are doing around leadership coaching and emotional intelligence.

I would love to work with you in this program, which my community calls, "The Shannon Quickie" (lol) b/c in just three weeks we map you out a viable plan for making at least 10K/month and you have a revenue blueprint to work from. This is not a formula - it is a plan specific to YOUR business and your offers.

Registration is open and we start on Wed. Feb 27th.

Will you please consider joining us? Let me know if this sounds interesting and I'll send over some more information!

xo  
Shannon

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