Invitation to BOM Script

Hey _____, how are you?? (**small talk**)

I wanted to give you a quick call, because you know I've been working at _____ (personal trainer) for a long time. I'm possibly making a career change, and I wanted to ask you, what are you doing Wednesday at 7pm? (**PAUSE**)

(If **BUSY**, ask about Sat at 10a)
(If **AVAILABLE**, continue…)

Oh okay, the reason I ask is because Wednesday, I am hosting my Grand Opening for my new business in the financial industry. I want you to come see what I'm doing (1) so if you know anyone that needs any of the education I will be offering, you can keep me in mind for referrals; (2) when I become successful in this business, I don't want anyone I know to say that I never gave them an opportunity to grow.

But here's the challenge: it's invite only. So I thought of you because i know you're ambitious, always looking for ways to make more money and grow personally. If I can get you a guest pass for my event Wednesday , can you make yourself available for sure?

(**PROBABLY NOT**, setup 1-on-1 field training)
(**YES**, continue..)

Lastly, outside of gaining financial literacy, the dress code is business casual, okay? I will have a lot of professionals here you will network with and we dress how we would like to be addressed. That won't be a challenge for you, right?

(NO, continue..)

Awesome, thanks! I'm going to RSVP you and send you the address right after this call. Before the event on Wednesday at 7pm, my executive assistant will be giving you a call to confirm your spot. If you don't answer, they'll send you a text, can you make sure you reply to that text so we can make sure to keep your spot?

Great, I look forward to seeing you!