Hello, is this ____?
This is Joy. We got connected on LinkedIn yesterday!

I was just reviewing your profile, I see that you enjoy helping people, focused on building generational wealth, and you have real estate experience!

You seem like a phenomenal person! (Excited tone!!!!!)

So I'm curious… What makes a person like yourself open to additional opportunities right now?

(Let them answer and give you all their pain points so you can use it against them)

And where do you see your career long term?

Great! And thank you for telling me a bit about yourself. I'll share a little bit more about what we do at my firm.

So the name of our company is Integrity Marketing Group; We're an FMO, a Financial Marketing Organization. We market financial products on behalf of companies like AIG, Allianz, National Life Group, John Hancock, and many other Fortune 500 companies.

Right now there's a shift taking place in our industry, these companies are suffering and they're shrinking. It's because the average agent in financial services today is a 61yr old white male, nothing wrong with being a white male or being 61 but the main problem is that most of them have 1 foot in 1 foot out and they're about to retire.

So what we do as a firm is go in our communities and educate on financial literacy. And we mainly educate on 3 things… how to make money, save money, and get out of debt.

So we're looking for someone who's looking for an opportunity where they can transition and make a part time income, go out there and genuinely serve others,

make good money doing it, and maybe in the future walk away from their job completely.

Is that something that interests you at all? (Let them answer)

Why does that interest you? (Key Question)

Great! So I'd love to learn more about yourself and see if you'd be a good fit for our firm…

How does your availability look this coming Saturday morning or Tuesday evening to visit our office in Beltsville ?

So we're hosting a financial workshop where you can take a tour of our facility. We have a Class-A real estate building. You can learn more about how exactly we help families, meet the top brokers in the company, and learn our compensation plan.

It'll be at our office in Calverton, MD. Right next to Beltsville. We usually have 60-100 people show up so spots are limited. So if I were to get you a spot, would you be able to make it?

(Confirm solid yes)

Sounds good. So here's what I'll do… I'll send you an email with the address on it. Dress attire is business professional so dress accordingly. And I'll add you to my guest list and my assistant will also give you a call the day before just to confirm everything is still good. Does that work? (Uptone)

Thanks again, see you then!