Script for Inviting People at a Networking Meeting To Your Free Teleseminar / Webinar OR to Consider a Strategy Session

Often at networking meetings, we're given the chance to stand up in front of the room and do a quick introduction. If you have something to promote or announce, here's what I recommend. (And this time I'll "start" with imagining you're offering Strategy Sessions").

"Hi everyone, my name is _____ and my business is _____. I specialize in _____ (Unique Marketing Message here!).

I'd like to honor the people of XYZ meeting for the support, camaraderie, and contribution you've made to my business growth. As my gift to you, I have the ability to offer a complimentary 45-minute Such-and-Such Session to 5 of you. Now this is a completely complimentary session usually valued at (price), where we'll explore your biggest struggles with regards to (their main problems), and we'll (result, result, result).

The only "catch" is that the offer is only good for this month, and I have only 5 slots available. So if you'd like to be one of the 5, see me after the meeting and let's get you going on achieving (result)."

NOTES:

- Of course feel free to personalize the reason you're offering the session. It's the holidays, or you've just celebrated your 4th year in business, or you've recently been thrust into a place of

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gratitude because "x" happened and now you want to give back, etc...

- If instead of offering strategy sessions, you are inviting everyone to a Free Teleclass or Webinar, of course pitch that instead (again, lead with results and benefits). Then, I recommend having a clipboard you can pass around the room for anyone who'd like more information and instructions to register. (This is much better than handing out a "flyer" which most people will lose – and it gives you the control in terms of follow-up, not them).

  Tell them that if they quickly sign the clipboard with their name and email address, you'll send them all of the details on how to participate. (It can also work to pass around a little basket and ask for business cards from those who are interested and would like the follow-up information).

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