

Becoming A Network Marketing Professional

RISE UP

A silhouette of a person standing on a beach with their arms outstretched, facing the ocean at sunset. The person's reflection is visible in the water. The background is a warm, golden sunset over the ocean.

FREEDOM

LIFESTYLE

MAKING A
DIFFERENCE

PERSONAL
DEVELOPMENT

RESIDUAL
INCOME

TRAVEL
INCENTIVES

Andre Dery & Valerie Aloisio

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A silhouette of a person standing on a beach with arms outstretched, reflecting in the water, against a sunset background. The person is wearing a t-shirt and shorts. The sun is low on the horizon, creating a bright glow and a reflection on the water. The sky is a mix of orange and yellow.

Chapter 10

How to Invite by
Establishing Interest
with Texting

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How to Invite by Establishing Interest with Texting

A professional network marketer understands that to make money in this business as a professional requires doing the income-producing activities. There are four clearly defined income-producing activities. They are, number one, to create and maintain a candidate list. Unless we have a candidate list to have a group of people to talk to, then the income funnel will not be filled. The second income-producing activity is to know how to invite the candidate so that he or she is given an opportunity to see and understand exactly what it is we represent. The third income-producing activity is to present the business in a fashion that can quickly replicate – that means, anyone who sees it, believes they can do it, just as easily, and just as quickly, too. And the fourth income-producing activity is to do ‘New Member Orientations’ in a universalized fashion - everyone who becomes a Kannaway Brand Ambassador is onboarded with the same process and the same training material.

In this chapter, *‘How to Invite by Establishing Interest with Texting’*, we are going to focus on the second income-producing activity. And that is the invitation.

Technology has certainly changed how we live our lives and communicate with each other. The one thing today we all have in common is that we either have or carry our phones with us everywhere we go. And, throughout the entire day, from waking up to bedtime, we are constantly looking at our phones.

A recent study found that Americans check their phone on average once every 12 minutes and about 80 times a day. In another study, research shows that text-message open view rates are as high as 98%, compared to just 20% for all emails. And, on average, it takes 90 seconds for someone to respond to a text. For the small percentage of people who still look at their emails, it takes them on average 90 minutes to respond to an email.

So, naturally, texting is a very efficient and productive way to establish interest and initiate an invitation. We recommend you text people who are in your contacts that you

have already communicated via text at some point. It doesn't have to be recent – years could have passed since your last communication - but it should be with someone you have met or spoken with that they would be able to recall. In other words, and more to the point, don't send texts to perfect strangers!

Before we share some examples of some text messages you can use, it's important to cover some guiding principles so you can always create your own if you want to. The text message always starts with their name and it's simple and short. Your text message should be written as either a question, or in a way that it is responded with a question, or in a way that your text message is responded with a very short answer. Another very important point to make here. Always end your text message with your name so it makes it clear who the text message is coming from. Your name won't come up if you're not listed with your name in their contacts list.

So, here's an example of a text message you can use that leads with a question: *"Andrea, what do you know about hemp and CBD and the corresponding environment and health benefits? - Melissa"*.

Here's an example of a text message you can use that results in a question: *"Janice, I just found out how we can make money and win an incentive trip to Thailand – Valerie"*

And here's an example of a text message you can send that results in a brief response: *"Karen, I'm just curious... do you keep your income options open? -Jordan"*

As professional network marketers who have trained thousands of people, we often witness Brand Ambassadors who join then wait to launch their business until they develop some extraordinary skill before they get started. Texting is an action any Brand Ambassador can take right now because there's no skill involved. You know how to send a text message. And with these guidelines on how to do it properly and three different text messages you can use immediately, there's no time like right now to get started *establishing interest with texting to initiate an invitation*.

Now for the next step in the invitation. You are launching your new business. With any new business, the number one rule is you tell everyone! And it should start with everyone you already know. The average number of contacts people have in their

mobile phone is well over 400. So, start with that. Send a personalized text message, as we have already outlined, to everyone you know. Now for the fun part - you only have to respond to the people who have responded back to you. And now for the really fun part - you can respond to everyone with exactly the same response! And it doesn't matter if their response was positive, negative, or a question. Here's your response: *"Andrea, I'm involved in a global project that involves hemp & CBD. Would you like to learn more?"*

General awareness and knowledge of how hemp can solve so many of today's environmental challenges, how to access high-quality triple-lab tested CBD products for consumption, and how to monetize the benefits of these products in a business does not exist - but the interest and appeal to learn more does. This is the magic of being involved with Kannaway.

Now, our question to you is, could you do what we have recommended so far? The answer is, without question, yes. This is the real power behind establishing interest with a simple text message. It takes a little bit more preparation to make a proper verbal invitation as you will learn in *'Mastering the Art of the Invitation'* in Chapter 11. But it takes next to none to make a proper invitation with a text message. However, there are a few simple things you should avoid doing - don't send text messages out randomly to people you have never spoken with before, don't send a text message without personalizing the message with the recipient's name, and don't send a text message to a group of people – this will produce no positive outcome and may even produce a negative outcome by pushing away your circle of influence. If you have one hundred contacts, then you would send out a personalized text message to each single contact you have and be personally interacting behind it, as opposed to doing a group text and blanketing a warm circle of influence.

So, again, we keep it simple by responding to everyone who responded to our first initial text message, with a global response (that starts with their name) and says *"I'm involved in a global project that involves hemp & CBD. Would you like to learn more?"*. Now, here's what you do for every positive response or question you receive – you text a link to any Kannaway video that is under 3 minutes in length along with your own question – *"What do you think? Call to discuss."*

A proper invitation simply provokes curiosity. You'll notice that we don't recommend sending reams of information. Keep it simple. A proper invitation will provoke curiosity and provoke conversation. And every correct next step to a method of invitation is to have at our fingertips the next planned response. Each planned response points to and leverages a tool to do all the talking and explaining – whether it's another video, a document, a webinar, or a presentation - to further their discovery and increase their interest. Knowing which tool to provide next comes with practice, but it can be easy to figure out if you follow two simple guidelines: One, the next tool you use should always be greater than the previous tool your candidate experienced. For example, the second video you invite them to watch has more information than the first video you sent them. The second guideline is to send only one piece of information at a time. Don't send multiple links or videos or documents or presentations at one-time anytime – this will just overwhelm your candidate and may likely result in an end to their interest.

Don't fall into the trap that you can utilize technology to accelerate your results because technology will never effectively replace a personal relationship. Inviting the people you know by establishing interest with texting should lead to an actual invitation to a person-to-person discussion (whether it's a one on one, a two-on-one, a presentation with a member of your organization); or preferably, to a Home Business Review - where presumably you'll have products available to sell, products available to share, and demonstrate a process that is easy to follow and duplicate.

How to invite the people you know by establishing interest with texting is very simple. Let's not complicate this. And remember that every single time we invite, the skill that we have to invite becomes greater. Compliment, affirm, provoke curiosity. Let the tools do the talking. But always keep the end goal in sight – to eventually invite your candidate, whenever possible, to come over and join a few other people for a brief presentation and lively discussion in the comfort of your own home with a Home Business Review.

For everything else that will follow, you learn while you are doing as you become a professional network marketer. The skill to do comes from the doing. Every time you take action, you begin to develop a new skill. And as you begin to develop new skills, fears are eliminated proportionately to the confidence and self-esteem you gain. It will be such a fun-tastic journey for you if you want it to be. Follow this simple process. And

know that all of us are excited to be part of your journey... We are right there beside you to provide guidance, behind you to provide support, and in front of you to celebrate and cheer your successes.