

Mastering the Art of the Invitation

The development and mastery of this skill – the art of the invitation - is what distinguishes a professional network marketer from all others. It sets in motion a lifetime of achievement and success in this industry which creates a lifestyle that is attractive and abundant.

The reality for many of us who got involved in the direct selling industry is that we often missed out, in the beginning of our professional network marketer career, on proper training that focused on the development of this very special and empowering skill. Our shared experiences were typically the same. When we approached people and asked them if they wanted to learn what we were involved in, the response was too frequently not one of enthusiasm and eagerness to hear. We eventually discovered that there is a skill, a skill which we can all develop, which will cause people we approach to have a willingness and eager anticipation to open their eyes, ears, and hearts to the message that we choose to share with them about the lifestyle available with Kannaway. Among all the various skills required for success, there is no single skill that is more important to your ability to produce income as a professional network marketer than *mastering the art of the invitation*.

Focusing on actively doing the four key income-producing activities will naturally develop all the necessary skills required to become a professional network marketer. A quick recap of the four key income-producing activities is to: #1. Create and add to your candidate list; #2. Know how to invite the candidate so that he or she is given an opportunity to see exactly what it is we represent; #3. Present the business in a way that can duplicate easily; and #4. Properly conduct 'New Member Orientations' in a universal fashion.

If we live our lives so that we are constantly associating with people, then we have the opportunity to exercise this next skill - the skill of knowing what to say and knowing what not to say to them, so that our candidates will in fact be receptive and have an open mind to the possibility of what we have to offer. It's the art of the invitation. Yes, it's true. A simple, rudimentary, inviting skill will cause a person to become willing to listen. When we, as Entrepreneurs and bearers of the message, have mastered the art of the

invitation, we can then have a positive and proper expectation that our candidates will be eagerly anticipating to hear about what we have to offer. They will be evaluating with an open mind what's in it for them. We can't emphasize enough the importance placed upon this particular skill development. Once we have developed this skill... once we have mastered the art of the invitation, we will always have a vibrant candidate list because we can easily add to it as we need to. We will have learned what to say and what not to say in such a way that our candidates want to hear about the Kannaway message.

The other skill that we must develop is to learn how to present the business in a fashion that can easily duplicate. This is the easiest skill to learn, but the most difficult for Entrepreneurs to put into practice because they love to share. All you have to do is let the tool do the presenting. Just push play and resist talking and sounding like the expert - even if you happen to be an expert.

And then, of course, the next skill is to learn how to properly follow up and how to get new members started by using a 'New Member Orientation' that is comprised of a universal 10 step process. A properly conducted New Member Orientation is where the magic happens. This is where your candidates learn what it takes to succeed in a lifestyle business such as yours and where approximately 70% of your enrollments will occur.

As leaders and pioneers with Kannaway, now's a good time to warn all new entrepreneurs against taking shortcuts. We have never experienced this level of eagerness and excitement to learn about what we have with Kannaway when we compare it to past experiences with other companies in the direct sales industry. People want to hear the Kannaway message. They want to hear about this remarkable new health component that they have heard something about, but don't quite understand enough, and want to know more. What new entrepreneurs tend to do in this situation is start their business with an emphasis on becoming product experts - focusing their time and resources on finding people who want products. The good news is this – at this moment in time, due to the immense global interest in cannabinoids, we get a chance to grow our business with a relatively less well-developed inviting skill to present the business. The bad news is this – this situation won't last forever. As cannabinoids becomes more readily understood, known, and available through other sources, the

more important it will be for you to have mastered the art of the invitation and the process of presenting the business. So, our advice is to make yourself immune to the rapid changes taking place in the marketplace by becoming a network marketing professional rather than a cannabinoids salesperson or a cannabinoids expert. What's the difference between these three approaches? As a professional network marketer, you are offering a lifestyle business anyone can use to make money with - that results in the purchase of product packs for their business. As a cannabinoid's salesperson, you are offering a product you have to sell to customers. As a cannabinoid's expert, you spend your time researching, learning, and sharing lots of interesting information - but unfortunately Kannaway does not pay you based on what you know about cannabinoids and, most likely, others won't either.

With this understanding, we strongly recommend you master the art of the invitation at the very beginning of your new business as a Kannaway Entrepreneur to gain the skill to create for yourself an open and receptive audience to your business proposal. We strongly believe that the single greatest opportunity of our lifetime in the direct selling industry is represented by what Kannaway has to offer – so, as professional network marketers, that's what we lead with.

It's true that the art of the invitation is best utilized when we are face to face or in live communication. But your first communication can easily be a simple text message to people you know, to establish immediate interest. Initiating this first communication is all about the numbers. If we give a lot of people the opportunity to opt in or to opt out of further discussion, our experience is that many will opt in.

And as they opt in, we then get to use our tools to further the discussion. Remember, every single thing we do in this business is demonstrating to someone else what they must do. If our first interaction with a candidate is to talk to them for 30 or 40 minutes to educate them about our industry, we just taught them that every introductory action would take 30 or 40 minutes because that's what we just did with them. For those people who are busy and have little time to invest in any project until they become profitable at it, we just made this look difficult for them to do. Instead of saying a little bit and letting a tool talk, we made the mistake of saying a lot and demonstrated to them in that interaction that they won't have the time to do this business.

Another very important point is this: As they listened to you deliver all that information and knowledge that you are so excited to share, and continue to share with anyone who is willing to listen to for that long, they're saying to themselves, *"Well, I don't know those things..."* or *"I don't have time to learn all that..."* or *"I can't talk like that..."* Once again, we are demonstrating a level of difficulty that people will use to disqualify themselves because most people will either believe they can't do what you do, or they will decide they don't want to do what you do.

Instead, when we initiate our first communication with a simple text message - we just taught them that they do have the time because texting is easy and takes very little time to do. And then, with our next interaction, using a tool to do the talking (*like a 2 or 3 minute video for example*), we prove once again to them, they can do this, because it doesn't require them to gain a lot of knowledge, or the time to deliver it.

Now here's where the skill of mastering the art of the invitation really becomes powerful. What tool do we use to do the talking? Well, does the interest indicated in their response lead more to a business discussion? Or does it lead more to further validation of the product? Once you have determined that, select one of the audio or video resources which will serve them and continue to validate their interest.

For example, here's a few possible responses from candidates to a text message you sent that asked, *"What do you know about the health benefits and income opportunity of cannabinoids?"* and the correct way for you to handle their responses and a tool you could use.

First, you start your response with an acknowledgement of their question or comment. For example, *"That's a great question. I think this will be helpful"* or *"Thanks for your response. I think you'll find this interesting"*. And then you include the video link that addresses their interest.

For the response, "I don't know anything about cannabinoids", send them a video link that points to a video that explains what cannabinoids are and how people can benefit from using them.

For the response, *“I know a lot about cannabinoids. I’m actually using it”*, send them a video link that points to a video that explains the superior quality and testing of Kannaway’s cannabinoids.

For the response, *“It seems that the cannabinoids industry is exploding”*, send them a video link that points to a video that explains about Kannaway’s positioning as the company of firsts and the global opportunity it offers.

Selecting the tool that effectively addresses and moves your candidates interest forward is a skill. This skill is an easy skill to develop. It comes from knowing what videos and documents are available for you to send to your candidates. And that knowing comes from exploring the tools available in your Kannaway Backoffice; or the Kannaway ConnectApp you can download to your mobile device; or Hemp Lifestyle Network’s Resource Center, that serves thousands of entrepreneurs just like you, and houses training tools for you, and many other resources including videos, documents and links you can use and share with your candidates.

By now we understand how to initiate interest with a simple text message and move that interest forward by pointing to an appropriate tool. However, mastering the art of the invitation is mainly about our daily interactions – how we interact with others in real life. When we are in front of people we may or may not know, through planned or chance encounters, we often fall into the trap of speaking more than we should and listening less than we must. The art of the invitation is really about the art of listening. We have found that one of the greatest advantages of a well-developed inviting skill is that, as we listen to others, we better position ourselves to pick up on important details... details like them being dissatisfied with what they currently do for a living... or the need to make more money... or genuine concern for someone's health in their family. And then at the right moment, quite likely at some future date, we can reach out to them and make a proper connection. Here’s a great example of what a proper connection would look like: *“Ariel, I remember our conversation when I bumped into you at the supermarket last week... about how little time you have to spend with your kids because you have to spend so much time at a job... a job you said you don’t really like. I kept thinking about what you said. And it brought to mind to ask you, ‘What do you know about Kannaway?’ I’m involved with such an extraordinarily cool project that has improved many areas of my life. I’d like to send you a link for review. Would that be okay?”*

A significant part of mastering the art of the invitation is your ability to listen, then follow-up with a personalized message that led into the most basic *"What do you know about..."* and then the acceptance of a tool that you will send for their review.

Here's what we have accomplished. We have now made the delivery of the information we are going to send more readily acceptable because the individual receiving the message correctly perceives that we care about whatever is going on in his or her or their lives. They correctly perceive that we believe, based on our understanding of their situation, that we may have a solution to their problem. And by the way, when we break it all down, mastering the art of the invitation is about listening in order to identify a problem to position a possible solution in front of them to solve that problem. If we can identify a problem, clarify what the problem is, and then introduce a solution to that problem - we just became the way out. And when we are the way out, this becomes a very easy task. This is not a difficult business. This is an easy business. If you want to make it really easy, then master the art of the invitation.

Live your life with intention where you have opportunities to interact with real people. Mastering the art of the invitation means that you understand that there is a correct way to interact with people that will make them be open to your business and expand your circle of influence. Then, there are other ways that won't. Here's a perfect example. Many people love to play golf. If you're one of them, then you know you spend hours on the golf course with the same people. You don't start out by asking at the beginning of play, *"What do you know about a lifestyle business?"*. You refrain from bringing this up early on because you don't want to get drawn into a long conversation. If you get drawn into a long conversation, you will be teaching people so many things that are wrong about how to correctly do this business. Towards the very end, if you're playing 18 holes of golf with three people and you only know one of them, by the time you get to the 16th hole, you can initiate the invitation. You start by repeating back something you have learned from them over the course of the time you have already spent together on the golf course. Here's a few examples of how you could lead into it: *"Jack, I was so impressed with the things that you told me about what you're doing"* or *"Jack, I was so impressed with what you've told me about the way that your company has responded to the changes in technology"* or *"Jack, I am so impressed with the way that you've told me how you're helping your children with their career choices."*

You start with *"I was so impressed with..."* and refer to something they shared that impressed you. Very simple, right? Well, the one thing about this, that is critically important, is that it must be true. It must be sincere. If you don't find something about an individual that you find impressive or encouraging... if you can't sincerely compliment them... then you shouldn't use this. And, more importantly, you may not want to have them as Entrepreneurs in your business at this time.

Now, we understand that everyone can add value because we can learn and grow, develop, and become more. They can develop skills and develop character attributes. They can eventually add great value to the company. And we want to add value to those people's lives who so desperately need this. But that will use up a lot of time, take a huge effort and require a big commitment on your part.

What you really want is to involve people in your business who, when they joined the business, the business is better because of their involvement. You are looking to bring people into your business, who the very moment they join, our company is better, as a result of who they are, because of their past life's experiences and successes. In order to find these people, it demands that we listen.

Continuing with our example and now finishing it with an invitation, *"Jack, I was so impressed... I loved hearing the way that you described to me the diverse relationships you have and how you have positively impacted so many people's lives. And it appears to me that you and I share many things in common. And I would like nothing more than to send you a link so you can understand a bit more about my business. May I send you that link?"*. At that point, when the person comes back with *"That sounds kind of cool"* and then they start asking questions to draw the conversation out... But, because you know it's better to always let a tool do the talking, you resist by saying, *"You know what? I want to respect the fact that we're on the golf course and I want you to finish playing well and so do I. Let me just send you the link and let's chat afterwards when we're not on the golf course. Is that fair?"* That's what you do. You don't let it get drawn into a discussion because that is not how to do a proper invitation. Remember that every single thing that you're doing is teaching someone else how to do it so resist turning your invitation into a presentation.

Now what if you didn't get a chance to initiate the invitation while playing golf? No problem! Because you paid close attention to what's going on in other people's lives, then maybe later in the week or later in the month, you can reach out and say, *"Jack, I remember the conversation we were having a few holes back when we played golf last month... and how fascinated I am and how impressed I am with the things that you're doing that you described to me while we were playing golf. And, you know, having some of those skills being expressed in our own company, our own business, would be invaluable... and I would just love to have you open your eyes to what we're doing. I'm involved in a really, really cool project that's called Kannaway. We're involved in the development and advancement of solutions for health and the environment. And I would love to hear what you think about the project. May I send you a link?"*

It may seem that what we just shared with you was a fairly complex invitation, but practice makes perfect. And it's especially easy to do if you are reaching out and have the invitation script right in front of you!

What makes this so much fun is that you get to choose how often you go out, to do the things you love to do, to make connections with people who have impressed you. If you go out and make the mistake to do all the talking about your company and what you do for a living, then most probably you just lost any chance of success. But when you go out there and you're polite, you listen, you make some positive affirming comments about what you heard... when you have basic social instincts and you act upon them appropriately, then you have a chance to call someone a week or a month later with a proper invitation and say, *"You know, it was really great meeting you... And I remember when you said people love to hear us comment and validate the fact that we listen to what they said. I listened to what you said, and I've thought about it a few times. And when you made this comment, it made me think... There could be a solution you may be interested in. And that solution could be one that's an income-oriented solution. It may be one that is a product-oriented solution. But I heard what you said and I've mulled it over a little bit and it brought to mind the thought that perhaps you would have interest in reviewing a link that helps you understand both those solutions. May I send you the link?"*

Are you starting to recognize the pattern behind the art of the invitation? If you take shortcuts and just develop a very simple inviting skill, then it's reasonable to believe that

a number of people will open their eyes, ears and hearts to the possibility of getting involved with you in Kannaway as a customer or as a fellow entrepreneur. If you take the time to create a well-developed inviting skill, then you can have reason to believe that people will not just look out of curiosity, but they'll look with a positive, immediate interest. When you have mastered the art of the invitation, when you know intuitively what to say and what not to say, when you link the invitation with a shared experience, you will get a positive outcome. A proper invitation is brief. It is affirming of the other person. It is honest. It is candid. And it guides a person to take a very simple action. If you want to get told yes, then ask people to do simple things. If you invite a person to come to a business presentation that's 50 miles away, you can expect people to tell you no. And you can expect some number of those, who tell you yes, to also behave as a no. But if you ask someone to do something very simple, like *"Can you watch this link? It's only 5 minutes long"* or something like *"If I send you a link now, can you review it in the next few moments? It's only three minutes long."* If you want the answer and the action to be yes, then you need to propose an action that is easy to say yes to and easy to do now.

It should have become obvious by now that this idea of mastering the art of the invitation is to point to a tool and let the tool do the talking. And then by extension, after we learn how to invite to let a tool talk, we learn how to invite that candidate who has reviewed the tool to come to a Home Business Review you have in your home (*which is usually preferable to a Personal Business Review held at a coffee shop*) where a person is given a chance to see how we present the business. And as we go through this process every step of the way, we simply asked the candidate if they could imagine themselves doing what we've done so far. *"Remember Tom, when I bumped into you at the supermarket, and you said you were looking for something different to do... and that brought to my mind this thought that this could be a solution for you... so I sent you that text and asked if you keep your income options open... And you responded with a text that you do. And then I sent you a link to watch a short video... and after you reviewed that video, it resulted in you being here at this presentation... and you've seen me push play on a handful of videos. Can you just mentally cross that bridge with me right now and imagine that you're involved in Kannaway...? Could you imagine yourself doing the same thing?"* A professional network marketer will always demonstrate to their candidates that there is nothing about this process that is uncomfortable or difficult to do.

And by the way, when we invite someone to participate in a Home Business Review, we are very specific with our invitation. As an example, you may have planned to host a Home Business Review every Tuesday evening for the next 6 months. Now, we don't tell our candidates that we are doing this every Tuesday and they can join us whenever they feel like it. That is just not feasible or professional for a whole bunch of reasons. But we do tell them that this Tuesday night we are having a few friends over and invite them to come over. Here's an example of a proper invitation to your Home Business Review: *"You know, this Tuesday evening I'm having a handful of friends over to our home so that we can share the message that you learned a little bit about when you reviewed that first link. And when I think about the people who are coming and I consider who you are, I think you would add a whole lot to the chemistry of the room. I think it would be a great way for you to see what we're doing. What I can assure you is that we will start on time, we'll end on time. If you could be at our home at around 7:15, we'll try to be all wrapped up at around 8:30. You would be a great addition to who's going to be there in the room. I think it would be a perfect way for you to see the business. Can you be there?"*

You need to ask that question, *"Can you be there?"* and then you need to be quiet, and you need to wait, and you need to listen. If the person tells you, *"I will try"*, then you need to understand what they just said is *"No, I will not be there"*. If they say, *"I think I'll be there"*, you need to understand they just said, *"No, I will not be there"*. That's not a challenge for a professional. We are looking for people who are looking. We are looking for those who want what we have. And there are a lot of people who find it easier to say "I might" instead of saying, "No, I won't". Because if they say no, they incorrectly believe that we might try to convince them - and a professional does not try to convince anybody of anything.

There are lots of people who want what we have. There are lots of people who don't love what they do for a living and they're looking for a way out. There are many people who understand that. And if they didn't understand before they saw your material, now they do. There's something very special with Kannaway. You are looking for people who are looking. And you have an absolute right to know who's going to be there in the room. So, you ask the question, *"Can I count on you being there?"* or *"May I set a place at the table for you?"* or *"Can I be assured you'll arrive by 7:15?"* And then you listen.

And if it's anything short of an absolute "Yes, I'll be there", then understand it's a "no". Don't try to twist it. Don't try to convince. Just accept it. You are looking for people who are looking. You are looking for people who answer with an absolute "Yes, I'll be there". With that understanding, when you have done enough preliminary inviting, and letting the tool talk enough times each week, you'll soon discover you have been empowered with a skill that you can easily have five, six or optimally seven people at your home on a Tuesday or Wednesday night or whenever you decide to schedule it. And that gives a chance to practice the next skill - push play on a few videos, engage in some light conversations in between, and grant people the simple opportunity to opt in or opt out.

In fact, our 10-step process that we share in a New Member Orientation (*with candidates who have already experienced a Home Business Review and want to learn more about our lifestyle business*), is simply designed to help each new person arrive at his or her point of logical conclusion in the shortest possible period of time. It is not designed to convince anyone of anything. It's not designed to change anyone's mind. It is simply designed to grant the people the opportunity to see who we are, what we offer, and to opt in or to opt out. And if you commit to following this process as you become a professional network marketer, this business will become very easy and fun to do.

It takes time to master and put into practice the art of the invitation. You can arrive at mastery so much faster if you review this so many times you know what the next word will be. As you go through it again and again, imagine those environments and scenarios we discussed with our examples. Imagine other environments and different scenarios. And then imagine your invitation. Say it into a recording device and then listen to what you sound like as compared to what we sound like. Does it project confidence, certainty, and conviction? As you hear it, can you see the smile on our face? We're confident that as you went through this, you felt us smiling and sensed a complete certainty that we believe what we're saying is true and accurate and adds value to people's lives. When people hear in you a belief that you have something special for them... when they hear a smile on your face... when they hear an eagerness, a conviction, that what you have to offer is a solution... It makes you want to hear it, doesn't it?

If you are serious and really want to master the art of the invitation, we encourage you to imagine the various relationships and interactions you have, and script it out. Record

and listen to yourself and then ask yourself this candid question... If you heard your recording using your words, with this amount of confidence, asking those requested actions, would you do it, or would you not? And then you would practice, practice, practice, and continue to practice until the answer became “Yes!”

By the way, professional network marketers understand the power of being properly prepared. That’s why writing out a script and practicing it until you have mastered it, so that it comes out naturally, can be so helpful. Being scripted simply means being prepared. We know what we will say, and we know what we will not say. We know why we will say what we will say, *and we will know why we will not say what we will not say.* All perfectly designed to get out of the way to let a tool talk and to grant each person the single greatest positive opportunity to see what we really have to offer. We have here a gift to offer to people. So, make it your priority to properly develop the skills required to ensure that people who are important to you and who you are important to, get a chance to see this with complete clarity and understanding so they are fully prepared to make a decision that is right for them.

Recognize that our every single interaction demonstrates to that next person what he or she will be doing if they join us. By watching us, if they come to the understanding that they could do this - they could do this with the tight time constraints that they have... they could do this even though they don't have much knowledge of how money works in direct selling... they could do this even though they lack the ability to express themselves in a fluid and open manner in this kind of thing... they could do this even though they never sold anything to anybody and don't envision themselves ever selling anything to anybody – then, and only then, you have demonstrated what it means to become a professional network marketer.

A transcript version of this audio is available in our Resource Center located at ba.hemplifestylenetwork.com under the tab ‘Business Training’.