

INDIRECT APPROACH WARM MARKET

This script works well for friends where you do not want to come across as pushy:

“Hey, Maria. You may or may not have heard I started a new business from home. Now listen, I know the business is probably not the best fit for you. But I do think you could benefit from the products after knowing you're interested in , or you are struggling with and then you insert a problem that they're experiencing, that you know your products could be a solution for. Are you open to learning more? If not, it's all good. No worries.”

Some warm market folks may think: “Well, what do you mean? It's not a best, a good fit for me? Tell me more about your business.” You see, it may open up that conversation to allow you to share more.

Also, ask for referrals. Do you know somebody who might benefit from this?