

3 Step Set up

1. Your Why: *“The reason I’m doing what I’m going to share with you is”...*

(Most important part: Emotionally engage your prospect with authenticity and depth)

2. Big deal - committed: *“What I’m about to share with you is a big deal. I’ve done all the research and I’m all in. My goal is to share this concept with everyone I know and care about. You are at the top of the list?”*

3. Take pressure off: *“This may or may not be for you. You may or may not get it right away. Regardless of what your response is after you see it, we’re still gonna be friends, fair enough?”*