

# Creating You're A-B-C List Warm Market Game Plan & Scripts

Sharing with those you know is as simple as A - B - C  
(3 Pages)

Your warm market is people that you know personally or at least have some type of connection to. In our industry, it is easier and more appealing to start talking to the people in your Warm Market first for 2 reasons, (1) You get to work with the people you know if they decide to get started and (2) You get your disappointments out of the way early, LOL, because many of our family and friends don't necessarily jump at the opportunity to get into business with us unless we have already been successful in business. Don't be afraid, or apprehensive; but rather get excited about this new adventure and look at every opportunity in this journey as a learning lesson. The more of your Warm Market you talk to, the better you will get at getting people involved with Novae and the more prepared you will be to talk to people you don't know, which we call your Cold Market. Always remember, NEVER PREJUDGE anyone, because you don't know if this opportunity will be the right or wrong opportunity for them until they tell you. Let them decide. Below is an initial game plan and a few scripts to use when contacting your Warm Market.

- **Make a List of everyone you know**
- **Use memory joggers (Yellow Pages)**
- **Start with an Initial list of at least 50 names**
- **Never stop adding to your list**
- **Split names into 3 List**

*Your A List – People you associate with (You know about their individual circumstances)*

*Your B List – People you do business with or been in business with*

*Your C List – People who are credible and influential; people you look up to*

*\*Still don't prejudge them, let them decide after being exposed to the information.*

## **Other Tips before you make your initial phone calls:**

- **Keep this invitation separate from the presentation**
- **All you are looking for is an appointment for them to see/hear a presentation**
- **Use your Enthusiasm and Belief about it to get them excited**
- **Don't let this part get you down, HAVE FUN WITH IT!!!**

**On the next pages you will find scripts on how to approach people in your Warm Market that fall on the 3 different lists.**

## How to approach the “A” List:

- “Hey, man! What’s up? Did I catch you at a bad time?”

- If YES: “Sorry I caught you at a bad time. I found something very important to me (my family). I need to talk to you about 10 minutes. When can I call you back?”

### ***This gets you a call back!***

- If NO: “Great! Real quick; let me ask you something? Where you live, do you pay mortgage or rent? If you don’t mind me asking, what’s your rent/mortgage?” (Be quiet and listen for the answer! Then, when they tell you the amount, CREATE A PROBLEM, i.e. “Wow!” or “Man!”, etc.) **Guess What I Found Out?!** (Wait for their response. Generally, it’s “What?!”)

**I found out there’s a way I can help you make enough money THIS MONTH to pay next month’s rent/mortgage/light bill (or whatever you asked them about)!** (Their response should be somewhere in the neighborhood of “How” or “What do you have”, etc.)

**Hey man, I can’t explain it over the phone. Here’s the deal! We need to talk before your next payment is due.** (Create a sense of URGENCY!)

\*At this point, BOOK AN APPOINTMENT; don’t try to explain it AT ALL over the phone. This is an invitation, not a PRESENTATION! Get them in front of a tool (i.e. Conference Call, 1-on-1 with the 1 page presentation, your website, share a YouTube video or a recorded webinar, your NovaeMoney.com site).

### **ANOTHER EXAMPLE:**

Hey is this John? Hey look this is what I need you to do.... I need you to go to place that’s real quiet, I got something I need to talk to you about that’s really serious.

When they get to a quiet place – “Look I found a serious opportunity; I just want to know are you open to hearing or looking at it? Yes or NO?”

Anything but a yes – say “Ok, I’m going to have to call you back.”

Yes – “Ok look, I’m going to get back with you later, I going to finish making some calls. And if I were you, I’d start getting excited because we are about to put a game plan together to make some things happen in a major way for ourselves and our families.

Call them back or invite them to an event right away.

**“B” List and “C” List are on the next page....**

## How to approach the “B” List:

### **Someone that you have been in business with in the past: (didn't work out)**

Look I know you are probably not going to do it and you are probably not interested but I need to show you this opportunity because I have shown you everything else. And after I show you can just say NO. Cool? When is the earliest I can get with you?

### **Someone that you have been in business with in the past: (good history)**

Hey, I know we've made some money and done some good things in business before, but I have something you need to take a look at right away because we can make some major moves with this concept I was just exposed to. It's important, when is the soonest we can meet?

### **Someone that you do business with in the past: (you buy goods/services from)**

Hey, since I value your business and what you offer, I want you to take a look at a business I'm starting and see how it could benefit you and potentially people you know.

## How to approach the “C” List:

### **Someone who is credible and influential:**

Hey, I was wondering if you could help me with something. Since you are so successful and influential, I was wondering if I could get your opinion on something I was considering getting started with that would help me enhance my life? I'm going to send you a short video that can explain it, but I REALLY need your honest opinion? Could you help me with that?

### **Another route if you believe they're looking:**

Are you married to your job/business or do you keep your business options open?

Just throwing this out there if I had a side project that wouldn't interfere with your current job, would you be open to discussing it?

### **NOTE:**

**“If they attempt to question you, always say, “I'm just looking into this but I am connected with a guy/lady that knows all the answers and is getting great results so far. I can get the answers.”**

## FRIENDLY REMINDERS

1. Be Excited – Enthusiasm creates curiosity and is contagious.
2. If you are scheduling someone to attend a live overview make sure you provide good details so they don't get lost or confused, BUT it is always better to pick them up and bring them. (If you pick them up they have to show up!) ☺
3. Confirm your appointments – Set specific times for people to do things. For example, if the appointment is scheduled for Tuesday, call and confirm on Monday.
4. Edify! Edify! Edify! Edify Your Expert! The opportunity to meet someone who is perceived as important is very motivating. Take the appropriate time to build up your upline leader/sponsor to your prospect.
5. Create a sense of “Urgency”!
6. Follow up is the key – Make sure YOU do the follow up right after the agreed time to watch the video. Account for every single person you invite to look at the opportunity and/or the service. Always get a response, which leads to a source of referrals, (either a customer or an affiliate)!