



# Collagen System Training – Business Builders

## Top Down Invitation

(this means, you are looking for business builders)

*(Send via text or voice memo)*

**YOU**

You: Hey \_\_\_\_\_,

I'm reaching out because I made the decision to diversify my income by learning how to build an online business. It has been so much fun.

I found a product that is a market disrupter in skin rejuvenation! I would love to send you a few pictures so you can see the results.

Can I text them to you?

Collagen Elixir Lookbook ([Send pic book here](#))

**YOU**

Does that sound like something that you be interested in?

**THEM** | Yes/what is it, etc?

**YOU** | I actually have a 2-minute video that explains more about the collagen. Send [ANZ collagen video](#)

*NEXT- Send a quick voice note  
(or you can also schedule a 5-10 minute phone call/zoom)*

*(Script for phone call/zoom)*

**YOU** | *Share your 30 second story following the below template:  
Start with a compliment:*

“The reason I thought of you, is because you’re one of the most determined, motivated people I’ve ever met & I just think the world of you.”

**YOU** | *Share what’s actually happening in your life,  
be authentic/vulnerable, tell the truth I.E.:*

“I got laid off/my job is really amazing and paying me but we’re anticipating layoffs, or this has been a big wakeup call and I realise I need to have a Plan B, etc..”

**YOU** | “Anyway, I’ve done all the research. I have a system that you can plug into that makes it so easy for you to be successful.

What I’m most excited about is the company just launched a ridiculously disruptive marine collagen product that’s getting people crazy results!

Does any of what I’ve shared sound like something you’d want to dive a little deeper into?”