

LAUNCH WITH A PZC

Aaron Browning – \$300K Ring Earner

WHAT IS A PZC?

- PZC: Private Zoom Call
- Highly Leveraged Activity
- #1 way to Launch
- Scheduled within 24-48 hours

WHO TO INVITE?

- Focus on your warm market
- Start your list
- Don't pre-judge
- Start inviting immediately

HOW TO INVITE

- Use **"The Launch Text Script"** on page 2, or Aaron Browning Invitation Below:
 - "My buddy Aaron just showed me this cool way to make some side income from my phone, he's doing a private zoom call tomorrow at 11am and it'll explain everything. If I can get you a spot on this call will you move your scheduled around to be on?"
- Send to your list
- Bonus Hack: rapid fire (copy/paste)
- Wait for them to respond and confirm they will be on before sending the zoom link
- Update your list with confirmations
- Send out a text 1 hour before PZC launch, and another 5 minutes before to remind them

SHOWTIME

- Be on your Zoom 5 mins early
- Camera on with non-distracting background
- Your job during the PZC:
 - Welcome Guests
 - Edify presenter
 - Take note of which guests are on and who is leaning in during the presentation

FORTUNE IS IN THE FOLLOW UP

- Most people play not to lose versus playing to win – Play to WIN!
- Call down list from hot to cold
- 3 tips for a great 3-way call:
 - "What did you like best from what you just saw?"
 - "What questions do you have for me?"
 - "Wow, I had a similar question, in fact I want you to hear exactly what I heard – hand on one second" then merge the call with your sponsor.

USE THE LAUNCH TEXT SCRIPTS

LAUNCH1 - Invite

Hi, (prospect), (your name) here. I'm working on a project that I'm really excited about and I'd like you to take a look and get your feedback. What are you doing Tuesday August 10th at 8:00 pm EST, can you get free by phone/Zoom?

LAUNCH2 – If the ask what's it about?

It's about some major resources to help people with life and business events especially during the pandemic. I'll share everything on the Zoom call.

LAUNCH3 – Send the Invite to Join the Meeting:

Wonderful! I'm glad you can make it. Join me Tuesday August 10 at 8:00 pm EST. Mark your calendar and we'll see you then! Thanks. (your name).

Join Zoom Meeting

<https://zoom.us/j/5551115555>

Meeting ID: 555 111 5555

Passcode: (if required)

One tap mobile

+16465588656,,5520719875#
US (New York)

+13017158592,,5520719875#
US (Washington DC)

LAUNCH4 – Send the Invite to Join the Meeting:

Just a reminder. Meet me on the Zoom call, Tuesday August 10 at 8:00 pm EST. See you then! Thanks! (your name)

Join Zoom Meeting

<https://zoom.us/j/5551115555>

Meeting ID: 555 111 5555

Passcode: (if required)

One tap mobile

+16465588656,,5520719875#
US (New York)

+13017158592,,5520719875#
US (Washington DC)

USE "THE ALL PURPOSE TURN AROUND" FOR FINAL REBUTAL

(Prospect), I cannot explain in over text, you need to see it to understand, and I would love to get your feedback, can I count on you to be there?