

Inviting a Business Owner to Breakfast

Now that you know who you want to invite, here is an example of what to say when you call:

What We Have in Common

“As business owners, one thing we have in common is the need to continually generate leads.”

The Best Type of Client

“In my experience, the best type of client to work with is a referral because they come with a level of trust in me and knowledge of the kind of service I’ll provide.”

My Goal

“My goal is to seek out like-minded business owners who are committed to delivering excellent service, who I can refer my clients to, and create win-win relationships with—where we both benefit from referred business.”

Do You Want to Get Together?

“Do you want to get together and see how we can help each other? I thought maybe we could meet for breakfast. How does that sound?”

