Don Vanpool Focus Group Script

Don script.

**Hi (Lead’s First Name),**

**This is Matty calling from Brian Duckworth’s Office; Brian saw your business profile online and he asked me to reach out to you.**

**Brian works with many of our local business owners and most of them are struggling with their marketing, well Don is organising a focus group for local businesses where everyone attending will share what’s working and what’s not working with our marketing; so, everyone can benefit and profit from each other’s feedback.**

**This will be a 2-hour early morning meeting and breakfast is on us. Your profession is identified as vital to this groups discussion and after reviewing a number of profiles online Brian felt you were the best one in the area and wanted me to ask if you would agree to represent your industry.**

**If Hesitant:**

Would you like a quick overview of the event?

No thanks - go down to “No Thanks”.

**If can’t do the Breakfast but are still interested:**

We have another session at 11:30 on the 10th would you like me to see if there’s a spare seat at the table?

Pause and look at registration sheet.

OK I can get you in for the lunch time session – may I take your registration details?

**Tell Me More:**

We'll be discussing what does and does not work for marketing including marketing. advertising online, driving traffic to your website, high-end associations worthy of being a member of etc...

Good news is you'll be able to learn a ton from other local business operators and what they're doing successfully.

If you are interested in joining this private focus group, I can register you right now!

**No Thanks:**

OK, well, we future event’s planned...would you like me to let you know when our next event will be held?

If yes then take details.