

MASTER THE WORDS

Updated Texting Scripts 2.0



These messages aim to engage your contacts in a relatable way, introducing them to our ebook, “Change Your Literacy, Change Your Life.” Using everyday language that comes naturally when contacting through text will lead to quality engagements. Choose a message based on which category they are in relation to you.

1) New Associate Announcing Their New Career

Hey _____, I don't know if you heard but I've started teaching people the things about money they didn't learn in school.

Would love your take on our newly released ebooks. Be sure to watch the video in there first. cyl.howmoneyworks.com/yourname

2) Ex-coworker

NOTE: Warm this relationship up first! There's probably been a long gap in communication. This is a longer play.

Hey _____, how are you? It's been a minute since we spoke. I was going through my contacts and your name popped up. Just thought I would reach out.

WFA

"Small talk" - Are you still working at _____?

WFA

Has anyone told you what I'm doing now?

WFA

I started working with a financial literacy company. Teaching people things about money they never learned in school.

Take a look at this.

Send CYL site.

Would love to get your thoughts, check out the video.

3) Current Co-worker / Acquaintance / 3-Way Trainer Text

Gave Book Before

Trainee:

Hey _____! I mentioned connecting you with my partner, _____. There's a lot of incredible knowledge that goes along with the book I sent you. We would love to show you some more resources!

Trainer:

Hey _____! Looking forward to talking with you. I'll give you a call and we can find some time to connect.

Did NOT Give Book

Trainee:

Hey _____! I mentioned connecting you with (trainer's name). He is my partner through work, doing great things in the financial literacy space that I think you'd be interested in. I know the two of you will have a really productive conversation!

Trainer:

Hey _____! Looking forward to talking with you. I'll give you a call and we can find some time to connect.

4) Close Friends & Family

Hey, I started a new work project with a friend.

Take a look at this.

<http://cyl.howmoneyworks.com/yourname>

Want to run it by you. When do you have 20 mins to hop on a zoom?