**Creating Intrigue**

Using the technique presented by Sam Horn, we can tweak our opening lines to draw prospects in

<http://www.youtube.com/watch?v=Xlg8zdSVjgg> – watch the TedEx presentation

We have the first 60 seconds to intrigue new contacts

We are not pitching a project, but we are pitching a product to prospects in a vendor hall

Secret to life = “Only Connect”

We aren’t taught how to be intriguing or to connect, or to communicate what we care about

Sam Horn – developed the 8-step intrigue process

INTRO – need a 60-second intro to get the eyebrows up in intrigue

Don’t try to explain what it’s about – ask questions aiming at

Scope of the problem

Urgency of Issue

Shift in the trend

Don’t have to imagine it – we’ve created it

INTERACTIVE –

Most elevator speeches are about “me” – aim for elevator connection!

Tell me what you do that I can see, smell, taste, touch

Ask a 3-part question

Have you, a friend or a family member ….

Give them a hook on which to hang commonality

Catalog Scenario - when offering catalog to passersby

Have you received our $15 coupon? (attraction - gets them to stop) …. And you get to sign up for our drawing and receive a catalog and a free tote bag.

[may not want catalog or tote bag, but will always go for coupon]

What is the prospect’s need

 To educate children well and keep them interested

 For mom not to burn out in prep, and to feel confident about the process

For those not currently homeschooling:

Did you know that most homeschooling parents don’t feel confident?

Did you know that most homeschool parents don’t have the right tools for the job?

Did you know that successful homeschooling doesn’t have to take hours of prep work?

Imagine going to bed each night confident that you are prepared for school the next day. Imagine having all the quality tools at your fingertips to do your job well. Imagine having lesson plans all done for you.

You don’t have to imagine that – Sonlight offers a complete curriculum with all the books and lesson plans you need to homeschool with confidence!

Short version: Did you know that most homeschooling parents don’t feel confident? Imagine going to bed each night confident that you are prepared for school the next day. Sonlight offers a complete curriculum with all the books and lesson plans you need to homeschool with confidence.

Did you know that successful homeschooling doesn’t have to take hours of prep work? Imagine having lesson plans all done for you. You don’t have to imagine that – Sonlight offers a complete curriculum with all the books and lesson plans you need to homeschool with confidence

Did you know that kids in families with home libraries are 20% more likely to complete college?