



THE APPRENTICE INVITE PLAYBOOK

A Practical Guide to Inviting
the Right Agents — Without
Pressure, Chasing, or Over-Explaining.

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INTRODUCTION

This playbook exists for one reason:

To help you confidently invite agents into a conversation —
without sounding salesy, needy, or uncertain.

This is not a recruiting script.

This is not a pitch deck.

This is not something to memorize word-for-word and “perform.”

It is a **framework** built on clarity, posture, and respect.

If you follow it as written, the right people will lean in.

The wrong people will self-select out — which is exactly what we want.

SECTION 1 — THE CORE MINDSET

Before you ever send an invite, lock this in:

Your job is not to convince.

Your job is to invite.

You are not:

- Selling
- Pitching
- Recruiting
- Arguing

- Defending decisions

You *are*:

- Creating awareness
- Offering clarity
- Pointing someone to a process
- Letting people decide for themselves

If someone needs convincing, they are not your assignment.

Script 1 — The “Quick Reach Out” Invite (phone / text / DM)

“Hey, I wanted to reach out to you because you came to mind. I know you’re in real estate, and I recently partnered with a group that’s doing some pretty amazing things. We just helped 51 agents in January launch campaigns that have them set up to receive leads every day, so they never have to worry about where their next deal is coming from. And this team does all of that without asking for splits or referrals. There’s a live call on Thursday — I thought it would make sense for you to attend. No pressure either way... but if you’re looking to grow, I think you should at least check it out. Can you make it Thursday?”

If they say yes:

“Perfect — I’m going to send you the registration link right now. When you get it, click it while I’m on with you so we make sure you’re registered and you get the join link.”

Script 2 — The “Respect + Growth” Invite (Kevin-style wording you used)

“Hey — I wanted to reach out to you because I respect what you’ve done in real estate. I partnered with some people who have an entire marketing and implementation team to help you triple or quadruple your business this next year. No pressure — if it’s not for you, that’s cool. But

if you're looking to grow, this is something you ought to check out. Could you attend on Thursday?"

Script 3 — The “Stop Paying the Agent Tax” Invite (your positioning)

“Quick heads-up — there’s a live call on Thursday that I really want you to see. It’s basically about why you’d rather stop paying the agent tax than worry about trying to earn 100% commission. I’m going to send you the link — it’s super quick — just register so you can get the join link, because these calls fill up.”

Script 4 — The “Do NOT Explain It” Script (keep it simple, don’t oversell)

“Here’s the deal — I don’t want to over-explain it, because it lets people make up their mind before they actually see it. I’d rather just get you on the call and let the team walk you through it. If you hate it, totally fine — I just want your feedback after.”

The Perfect Invite Process (the exact step-by-step you coached)

Step 1 — Send the invite (preferred method)

“Okay, I’m going to send you a link right now. When you get it, open it.”

Step 2 — Make sure they can FIND the email

“If you don’t see it right away, search your inbox for ‘invitation’ — that’s usually the easiest way to find it. And if it’s not there, check spam/promotions.”

(In the transcript you said: search “invitation” based on the subject line.)

Step 3 — Confirm they got it

“Do you see it? Perfect — open it.”

Step 4 — Make them click the link and watch the short video

“Click the link that says ‘click here to watch.’ You’ll land on a page with a short video — watch that real quick.”

Step 5 — Get them registered (this is the win)

“Now click the button to register. I want to make sure you actually register so you get the join link for Thursday.”

Step 6 — Confirm they received the join link email

“Okay, now check your inbox — did you get the email with the link to join Thursday?”

Step 7 — Calendar lock

“Go ahead and add that to your calendar so you don’t forget. There are reminders, but the calendar lock is key.”

Step 8 — Book the follow-up BEFORE the call

“Since you’re going to be there Thursday and I’ll be there too, let’s set a quick follow-up right now for Thursday afternoon or Friday. Even if you hate what you hear, I just want 5 minutes of feedback.”

(You explicitly coached this as a conversion booster.)

Objection / Resistance Lines (your language)

If they're skeptical / defensive

"That's fine — it's not for everybody. If it ain't for you, it ain't for you. Don't worry about it."

If they say "I'm already crushing it / I'd never switch"

"Totally get it — no pressure. I'm telling you the truth though — we're helping agents every single day, changing lives. Just keep your mind open."

If they're struggling (broker not helping but taking splits)

"Look — if your broker isn't helping you and they're taking 30% or 50% of every deal, you should at least check this out. Honestly, we'll do more than what most brokers are doing and we never take a penny."

Critical rule (you said this clearly)

"Never talk about eXp. Never, ever, ever. You should never have to mention it. It's not about eXp — it's about a team that becomes your team and does everything for you so you can focus on what makes you money."

Jeff Quiane's Personal Meeting ...

Follow-up Script (after registration, before Thursday)

"Awesome — you're registered and you've got the join link. I'm going to be on the call too, so I'll be looking out for you. You're good for Thursday, right? Perfect — and we're still on for that quick follow-up after so I can get your feedback."

SECTION 4 — IF THEY SAY "YES" OR "I'M OPEN"

What You Say

“Perfect. I’ll send you the registration link now so you get the join link and reminders.”

Then:

“Let me know when you see it — if not, just search ‘Invitation’ in your inbox.”

That’s it.

Do not explain the offer.

Do not summarize the system.

Do not answer questions they didn’t ask.

SECTION 5 — IF THEY ASK “WHAT IS IT?”

What You Say

“I don’t want to explain it poorly or out of context. It’s a live walkthrough showing how agents are getting marketing, branding, and implementation support without giving up control.”

Then redirect:

“You’ll understand it better in 30 minutes than I could explain in ten.”

Explanation weakens experience.

Context belongs on the call.

SECTION 6 — IF THEY ASK “IS THIS eXp?” OR “IS THIS RECRUITING?”

What You Say

“It’s not a brokerage pitch. It’s a partnership that helps agents grow. The call explains it clearly — I’d rather you hear it straight from the source.”

Stop talking.

No defending.
No reframing.
No comparisons.

SECTION 7 — IF THEY SAY “I’M HAPPY WHERE I’M AT”

What You Say

“That’s great — you should be. This isn’t about leaving something you like.”

Then:

“It’s just about seeing if there’s anything that could make things simpler or easier.”

Close with:

“If it’s not additive, you’ll know fast.”

SECTION 8 — IF THEY SAY “I’M TOO BUSY”

What You Say

“Totally get that. This is actually built for agents who don’t have time to do everything themselves.”

Then lower the bar:

“Just watch the short video and decide if the live call is worth it.”

Busy people don’t need urgency.
They need relevance.

SECTION 9 — IF THEY SAY “JUST SEND ME INFO”

What You Say

“I can, but if you don’t register you won’t get the join link or reminders, and I don’t want it to get buried.”

Redirect:

“Let’s just get you registered — you can decide later.”

Links without structure rarely get watched.

SECTION 10 — IF THEY ASK ABOUT COST

What You Say

“That depends on how someone partners, and they cover that on the call. I don’t want to quote it wrong.”

Then:

“The call will make that clear.”

Never price-anchor early.

SECTION 11 — IF THEY SAY “I DON’T DO CALLS / WEBINARS”

What You Say

“Fair. This isn’t hype — it’s a working session.”

Then give an exit ramp:

“Worst case, you leave early.”

And stop.

No pressure.

No chasing.

SECTION 12 — IF THEY SAY “NOT INTERESTED”

What You Say

“All good. I appreciate the honesty.”

Optional:

“If anything changes, I’m here.”

Respect preserves posture.

SECTION 13 — IF THEY DON’T RESPOND

You get **one** follow-up.

“Just making sure you saw the invite — if not, no worries at all.”

Then disengage.

Silence is an answer.

SECTION 14 — AFTER THEY ATTEND THE CALL

What You Say

“Appreciate you jumping on. Curious — what stood out to you?”

Listen.

If they ask what to do next:

“If it makes sense, book the follow-up. If not, totally fine. I just want you clear.”

Clarity converts better than pressure.

OTHER USEFUL SCRIPTS

Phone Intro Script 1 — Warm / Relationship-Based

Hey ___, it's Jeff — how are you?

Hey, I'll be quick. The reason I'm calling isn't to sell you anything. I just wanted to pass something along and see if it's even relevant for you.

I've been working with a group that's helping agents grow without piling more stuff onto their plate — it's really focused on execution and support. We usually just have people watch a short walkthrough first and decide for themselves if it's worth exploring.

Would you be open to me sending that over, and if it clicks, you can decide next steps from there?

Phone Intro Script 2 — Direct / Respectful of Time

Hey ___, it's Jeff. Did I catch you at an okay time?

Cool — I'll keep this really short.

I don't know if this is a fit for you, but I'm connected to a system that's helping agents grow without adding more complexity. It's not theory-based — it's implementation.

Instead of explaining it over the phone, we usually just point people to a short video first. If it makes sense, there's a live call they can attend. If not, no worries at all.

Would it be okay if I sent you that to look at when you have a minute?

Phone Intro Script 3 — Curiosity / Low-Pressure

Hey ___, it's Jeff — quick call.

I wanted to ask you something real quick before I assume anything.

If there was a way to grow without changing brokerages or adding a bunch of new tasks, would you at least want to see how it works?

That's what I'm calling about. We've got a short walkthrough that explains it clearly, and then there's a live call if someone wants to see it in action.

No commitment — just information. Want me to send it over and let you decide?

Text / DM / Voice Note Version

“Hey man — quick note.

I’m not sure if this will be a fit for you or not, but I’m working with a group right now that’s doing some really interesting stuff around implementation and execution — not more ideas, not more tools, but an actual system that helps get things done.

We put together a short video that explains how it works.

If it clicks, there’s an option to jump on a live call where they walk through it in real time.

No pressure either way — just wanted to pass it along.”

STOP TALKING.

Do not explain.

Do not justify.

Do not sell.

Intro Script 1 — Casual / Familiar

Hey, quick note — and this might not be for you, but I wanted to pass something along.

I’ve been working with a small group that’s doing something different around growth and implementation. Not more ideas, not more tools — it’s really about execution and support.

We put together a short walkthrough that explains it better than I ever could. If it clicks, there’s a live call where they show exactly how it works. No pressure either way — just wanted to make sure you saw it.

Intro Script 2 — Direct / Respectful of Time

I’ll keep this short.

I don’t know if this is a fit for you, but I’m connected to a system that’s helping agents grow without adding more to their plate. It’s less about theory and more about actual implementation.

There's a short video that gives the full context. If it makes sense, the next step is just attending a live call to see it in action. If it doesn't, totally fine — I just wanted to get it in front of you.

Intro Script 3 — Curiosity-Based / Low Pressure

Quick question for you — are you open to looking at something new if it doesn't require a big decision upfront?

I'm working with a group that's focused on helping agents execute, not just learn. We've been pointing people to a short video first so they can decide for themselves if it's worth their time.

If it resonates, there's a live call that fills in the gaps. If not, no harm done. I just didn't want to assume it wouldn't be relevant for you.

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SECTION 3 — IF THEY RESPOND “SURE / OK / SEND IT”

Your Response

“Cool — I’ll send it over.

Watch it when you have a few minutes. If it resonates, the next step will make sense.”

Then send the correct link.

(Portal → Live Call Invite)

SECTION 4 — IF THEY ASK “WHAT IS IT?”

Do NOT Pitch. Say This:

“It’s easier to just see it than try to explain it.

The video will give you the context, and then the live call fills in the gaps.”

That’s it.

SECTION 5 — IF THEY SAY “I’M HAPPY WHERE I’M AT”

This Is Not an Objection

Your response:

“Totally fair.

Most of the people we’re talking to felt the same way before they looked at it.

Doesn’t mean you’ll do anything — just worth seeing what’s changed.”

Then stop.

SECTION 6 — IF THEY GO QUIET (NO RESPONSE)

Follow-Up Script (48–72 Hours Later)

“Hey — just circling back.

Not a big deal either way.

Just wanted to make sure it didn’t get buried.”

That’s it.

No triple texts. No pressure.

SECTION 7 — IF THEY WATCH AND SAY “INTERESTING”

This Is Where MOST Apprentices MESS UP

Do **not** explain.

Say this:

“Yeah — that’s usually the reaction.

The next step is just jumping on the live call so you can see how it actually works in real time.

If it still makes sense after that, cool. If not, no harm done.”

SECTION 8 — CONFIRMING THE FOLLOW-UP APPOINTMENT

Booking Language (Very Important)

“Let’s just get time on the calendar so you can see it live.

You’re not committing to anything — just getting clarity.”

If they hesitate:

“Totally fine.

Just know — the people who get the most clarity are the ones who actually see it live.”