

# You + Story + Invite

<p><b>You</b> +</p> <p>You've always encouraged me to dream big.</p>	<p><b>Story</b> +</p> <p>I took your advice and decided to invest in myself! I started a new wellness business that is going to allow me to stay home with the kids and still contribute to my family economy.</p>	<p><b>Invite</b></p> <p>What do you think about being one of the first people I share my new business with?</p>
<p><b>You</b> +</p> <p>You are always finding new products and are on top of all the latest trends.</p>	<p><b>Story</b> +</p> <p>I followed your lead and started looking for more customized and personal solutions for my nutrition. I found an amazing new product line that allows me to completely customize my supplements based on exactly what I need.</p>	<p><b>Invite</b></p> <p>What are your thoughts on taking the assessment and looking at the products with me?</p>
<p><b>You</b> +</p> <p>You are always looking for plant-based options for you and your family...</p>	<p><b>Story</b> +</p> <p>...so I started incorporating more plant based options into my life. I found this amazing product that has really simplified my meals and gives me the confidence to help my entire family eat well.</p>	<p><b>Invite</b></p> <p>What do you think of being one of the first people I share a sample with?</p>

# Build Your Own

Now that you have the formula in action, spend some time thinking about the people you want to invite to your Friends and Family Event. Use the formula to craft personal invitations to your event.

Name	You	+	Story	+	Invite
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