

Enlightened Listbuilding

Topic Title **Bridgeline**

Welcome to the [Topic Title] with [Expert]. This is [Your Name] with [Event/Series Name]. Share your standard introduction.

IF LIVE: Ask for check-ins. Remind them there is a Q&A portion to the call, please submit your questions now. If you hear any tips, experience any a-ha's, or you'd like to keep up with the online conversation please visit <http://tweetchat.com>, enter the hashtag #[] and post your comments.

EXPERT INTRODUCTION:

Share a personal anecdote, if you have one, like how you met or found out about their work. A brief expert bio of 3-4 sentences.

TOPIC INTRODUCTION: (optional)

Overview of call topic and promise, should include specific results. 1-2 sentences

COOL CONVERSATION:

Draft about 8-12 Questions.

CLOSING:

Closing statement positioning problem and call results. Include a personal endorsement of their work, if you have it.

OFFER:

[Name of program] [affiliate link]

