

xosialX Product Quick Start

A simple, print-friendly guide for calm, permission-based conversations

This approach works best when someone has already mentioned stress, sleep, or feeling overwhelmed.

1) OPENING MESSAGE

“Hey (their first name), last time we talked you mentioned feeling stressed/tired/not sleeping great. Are you still dealing with that?”

2) SIMPLE CONVERSATION FLOW

If they say yes	“Got it. I’ve been using something that helps your body shift into a calmer state naturally — no meds, no stimulants. It’s been surprisingly helpful, so I thought of you. Most people start with a short video to see if it feels like a fit. Want me to send it?”
Send the page	“Perfect, here it is: yourid.xosial.com/nucalm . Watch it when you have a minute, and if anything stands out or you have questions, just let me know. No rush.”
If they say no	“I understand — no pressure at all. Thanks for letting me know.”
If they ask what it is first	“It’s a neuroscience-based system that helps your body shift into deep rest and recovery. The video explains it way better than I can in a text — it’s short and really clear.”

3) AFTER THEY WATCH THE VIDEO

- **Ask what stood out:** “What part of that video caught your attention the most? Most people are surprised by the neuroscience behind it.”
- **Listen for what matters:**
“You mentioned that you’ve been struggling with sleep. With NuCalm, you can literally press a button on your phone at night, connect it to a speaker, and ease into deeper, better sleep.”

Choose the close that fits

Trial close <i>Best for someone ready to try it</i> “If you’re open to it, the best way to really understand it is to try it for yourself. Want the link again so you can look through the different subscription options?”	No-pressure close <i>Best for someone skeptical or busy</i> “No rush at all on deciding if it’s for you. But if you do want to give it a try, I can help you choose the plan that fits you best. What are your thoughts?”
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4) IF THEY SAY NO

No Pressure – Move on: “I understand — no pressure at all. Thanks for letting me know.”

5) KEEP IT SIMPLE

Do: Use permission-based language: “Want me to send it?”	Don’t: Over-explain the whole thing yourself.
Do: Let the video do the explaining.	Don’t: Sound overly animated or pushy.
Do: Stay calm, warm, and neutral.	Don’t: Answer every detailed question before the video.
Do: Match their pace and energy.	Don’t: Chase someone who is not ready.
Do: Stop after they say, “No”.	Don’t: Take silence personally.

6) FAST ANSWERS TO COMMON QUESTIONS

What if I feel awkward? That’s normal. Use the script as written and keep it short.

What if I talk too much? Stick to the script exactly. Short feels respectful and modern.

What if they ask a lot before watching? “The video explains it way better than I can in a text — it’s short and really clear.”

What if they ask how NuCalm works?

“It uses patented neuroscience to help your body shift into deep relaxation and recovery. The video gives the clearest overview.”

What if I’m worried they’ll think I’m trying to sell them something?

The script is built to avoid that. It’s permission-based, calm, and focused on whether it feels like a fit — not convincing them.

7) WHY CUSTOMERS MATTERS

Customers matter because they’re real people whose ongoing trust creates stability, relationships, and steady recurring income—not transactions, pressure, or chasing—and they ultimately form the foundation of sustainable long-term growth.

Early momentum bonus: 3 Monthly Edge Plan customers = \$50 bonus. 7 customers = \$200 bonus.

8) TRY THIS RIGHT NOW

Start with one person you already know.

- Think of a friend, coworker, family member, or someone you recently talked with.
- Choose people who may appreciate better sleep, focus, or stress support.
- Send the opening message and let the conversation stay simple.