

xosialX Prodct Business Card/One Sheet Quick Start

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

1) OPENING MESSAGE

“Hey (their first name), happy to share more. It’s a simple system designed to help your body calm down naturally.”

2) SIMPLE CONVERSATION FLOW

Set Expectations	“It’s not hypey or complicated. Most people start with a quick video so they can see if it feels like a fit.”
Give One Clear Action	“I can send you the video — want me to text it here?”
If they say yes	“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.”

3) AFTER THEY WATCH THE VIDEO AND REACH OUT

• Ask, Listen, and Open the Conversation:

“What part of that video stood out to you the most? Most people are surprised by the neuroscience behind it.”

• **Listen, Reflect, and Choose Your Close:** After they share their thoughts, listen for what matters to them. If they’ve mentioned stress, sleep, focus, or wanting better performance, gently connect the video to what they said..

Example:

“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

Best for someone ready to try it

“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

Best for someone skeptical or busy

“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?”

4) If They Ask What It Is Before Watching

“It’s a neuroscience-based system for deep rest and recovery. The video explains it way better than I can in a text.”

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 don’t know what to say when they text me? Use the mini-script exactly as written. It keeps things simple, calm, and duplicatable.

What if they reach out and I don’t know their name?

Use it only if they included it in their message. If not, keep it warm and neutral.

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

What if they ask if this is legit?

Stay calm and neutral: “Totally understand. That’s why most people start with the short video — it gives a clear overview so you can see if it feels like a fit.”

What if they go quiet after I send the link?

Send one gentle follow-up after 24–48 hours. If they don’t respond, stop.

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.