First Conversation Script

YOUR BEST AUDIENCE IS CLOSER THAN YOU THINK.

First Visit Conversation Script
Print Me!

PURPOSE
A calm, confident framework for giving value first and letting the conversation happen naturally.

OPENING
“Hi, I’m working on a community project and I have something for you.”
(Hand them the shirt. Pause.)

If needed:
“It’s just a small gift—no cost or obligation.”
Then stop talking. Let them react.

IF THEY ASK WHAT IT IS
“It’s part of a local project called CommuniTees. I create T-shirt designs featuring local businesses, and I created this one for yours.”

IF THEY ASK HOW COMMUNITEES WORKS
“Local businesses can be featured in the CommuniTees shop at no cost. If someone buys a shirt featuring your business, you earn $5. There’s no inventory, no upfront cost and nothing for you to manage.”

IF THEY ASK ABOUT ORDERING SHIRTS
“Absolutely. I have a simple order form here if you’d like.”

IF THE OWNER ISN’T AVAILABLE
“No problem at all. Would you mind giving this to them? There’s a short explanation and my contact information inside.”

CORE REMINDER
You are not there to deliver a sales presentation.
Give them the gift. Let them react. Answer the questions they ask.
Curiosity does the rest.

Common Responses & What to Say

“This is really cool!”
“Thanks — I’m glad you like it. That’s exactly why I started the project.”

“How much does it cost to be included?”
“There’s no cost at all. I only feature businesses with their permission.”

“What’s the catch?”
“There isn’t one. There’s no cost, no inventory and nothing you have to manage.”

“Do we have to do anything?”
“Nope. Nothing to manage, no inventory, no pressure.”

“Can we order shirts?”
“Absolutely. I have an order form right here if you’d like.”

“Let me think about it.”
“Of course — no rush at all. My info is inside whenever you’d like to connect.”

GOLDEN RULE

If they’re talking, listen. If they’re asking questions, answer them. Don’t fill the silence.