

**Pro-Level**

# **SOCIAL MEDIA**

**Prospecting &  
Recruiting Guide**

**+ Scripts**



**JOHN & NADYA MELTON**

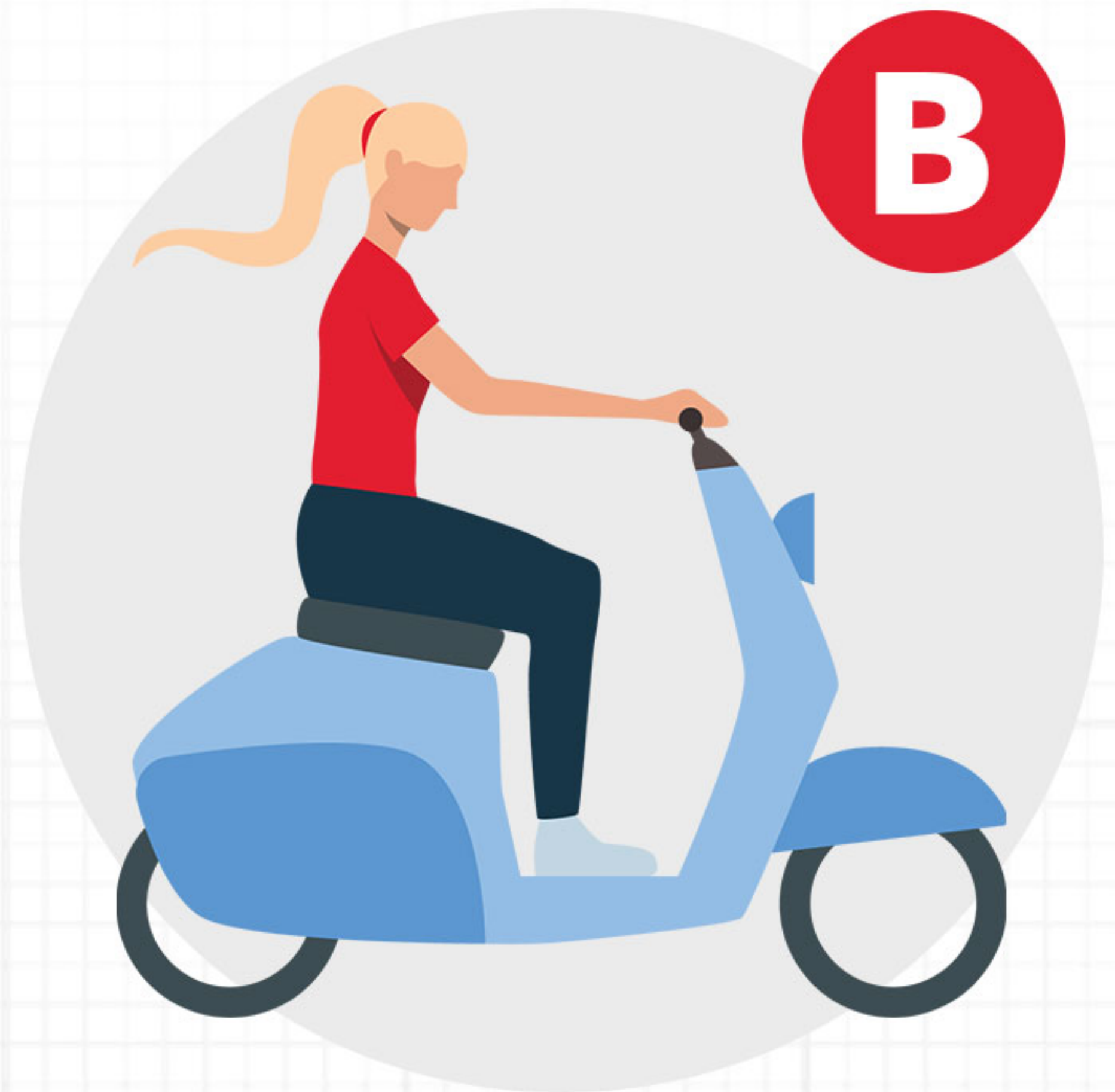


# POP QUIZ!

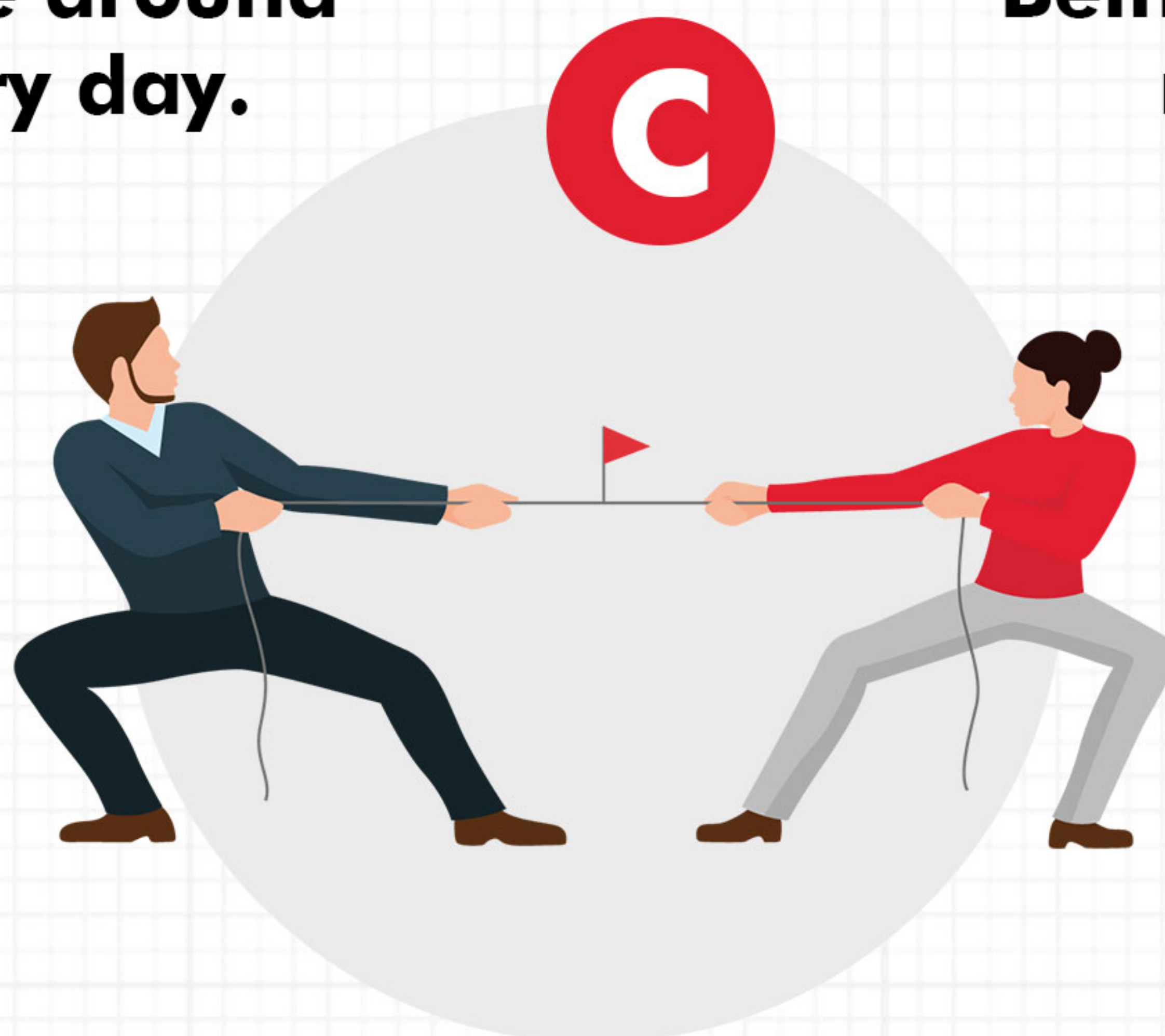
**Tell us, what do you love MOST about Network Marketing?**



**Chasing people around  
all day, every day.**



**Being on the road  
non-stop.**



**The belly-to-belly hustle.**



**Constant conferences  
and living room meetings.**



**None of the above.**



Okay, okay, that was a bit of a trick question because if you're anything like us, you picked option **E — None of the above.**

Being on the go, meeting people face-to-face, and constantly hustling 24/7 can be exciting at first. But soon, it starts to take over your entire life. You get tired and frustrated, and start thinking, "There has to be a better way!" Are we right?

**Hey, John and Nadya here!**

We wanted to share our story with you because — being the ambitious and committed marketer that you are — we figured you're probably going through a similar journey of our own.

About 18 years ago we both started in network marketing. And what can we say about it? **It was love at first sight!** Making great money and helping people at the same time? It was AMAZING! Who could ask for more!

And the **best** part? **We found each other!** Yep, we met in this industry in our early 20's like a modern-day fairytale. So when we say our lives were transformed by the magic of networking marketing, we mean it!





Now, that's not to say it was all easy peasy. NOT. AT. ALL. In fact, the first few years, even though we were incredibly frugal, we spent way more money than we made!

No matter what we did, we just couldn't make it work. Finally, we left the industry...

But just as with other great love affairs, we couldn't stay away for long. And this time it was working!

We spent 7 years with one company and made it to the second highest level there! We were earning six-figures and building a gigantic team. On paper, our lives looked PERFECT!

Except for one thing... WE WERE WORKING. ALL. THE. TIME.

**Quality family time?** Nope. It felt like we never saw our children. **Date nights?** Are you kidding? We felt guilty if we took even one night off to spend some quality time with each other. **Vacations?** Forget about them. We were always in a meeting, or hosting a training, or doing something else that never let us get away.

**We had ZERO personal life and grew increasingly frustrated.** What's the point of making money, if you don't have time to enjoy the fruits of your labor?

There had to be a better way!

**And we were right!**

We were seeing all these online marketers who seemed to be making SO MUCH MONEY without working NEARLY as hard as we were. So we knew — we had to learn their secrets!



What we discovered was **MOST** strategies that worked for traditional businesses, didn't work for network marketers because they weren't duplicatable. **THIS** is why we were working so hard; we weren't maximizing our efforts!

We doubled down our efforts and worked to climb that **VERY** steep learning curve. **We spent \$300,000+ on our business education and countless hours researching, testing, and perfecting!** Luckily, all that investment paid off!

**The result?** We increased our income to seven (that's right — seven!) figures, generated more leads than we could handle, and in the last couple of years, we've recruited more people using Facebook, than we ever did in 10 years building offline! How amazing is that?

**But the most rewarding part?** We're finally able to work 90% from home and spend time with our children, family, and friends whenever we want. We also get to go on holidays and travel the world! **#BOOM!**

**We're finally living our dream!** And now, we want to help you do the **SAME!**







# *Welcome* TO THE **SOCIAL MEDIA PROSPECTING AND RECRUITING GUIDE**

In this guide, we're going to share with you our inside secrets to the basics of Social Media prospecting and how you, too, can grow your business while spending quality time with friends and loved ones!

**Disclaimer:**

**We prefer to work with Facebook as it's the platform we used to build our business. However, the same strategies can work on platforms such as Instagram and LinkedIn!**

**Are you ready to CRUSH it? Let's get started!**



# **Marketing vs. Prospecting:**

## **Understanding the Difference**





Marketing

**Marketing** is an excellent way to get people to reach out to you, but it's passive. You're just making people aware of you and your brand.



Prospecting

**Prospecting**, on the other hand, is an active money-making activity that has to be part of your DMO. Both are important, but if you're spending more time marketing than prospecting, that might be a reason why your inbox isn't blowing up.

**Disclaimer:**

**Don't stop prospecting until your inbox is flooded with leads!**



# **How to Build a Massive Business the Modern Way**



We love to keep things simple. So here's a list of all the necessary steps you'll need to take in order to grow your business online.



**STEP  
1**

Prospect/Attract the lead.



Connect with the lead, build trust,  
and turn him/her into an  
active prospect.

**STEP  
2**

Invite your prospect to "see" the opportunity  
by having them join your Facebook group.  
(Use **the ATM strategy!**)



**STEP  
3**



Follow up & close  
(This step only works if you've  
built that relationship **FIRST!**)

**STEP  
4**

**STEP  
5**



Plug your new teammate into  
your company's system! **YAY!**





**Branding Yourself**  
**vs.**  
**Branding**  
**Your Company:**  
**The BIG Decision**





A few years ago, we made an executive decision to start branding and marketing ourselves, rather than our company. **And that has been, by far, the BEST business decision we've ever made!** We met so many amazing people and generated tens of thousands of leads, all because of this one single choice.

### **Do you have to do the same to be successful in network marketing?**

Of course not! But in our experience, branding yourself and having a consistent online presence gives you an extra edge over the rest of your competition. Even if you do many face-to-face meetings, people are still going to go home and look YOU up.



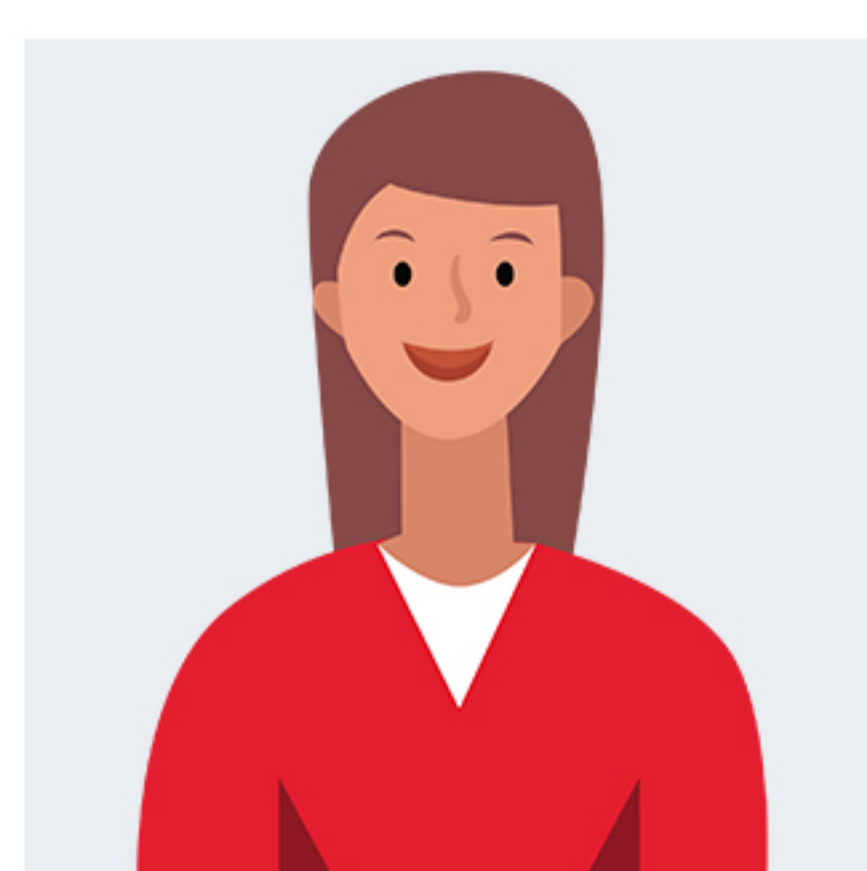
## Step #1: Focus on one social media platform

Don't try to conquer every media platform out there. Instead, start by focusing on one main platform, and turn that into your very own online home. Develop it. Make sure that it's warm, inviting, and fun! Turn it into a place where people will want to hang out with you, because if they don't know you, they won't do business with you.

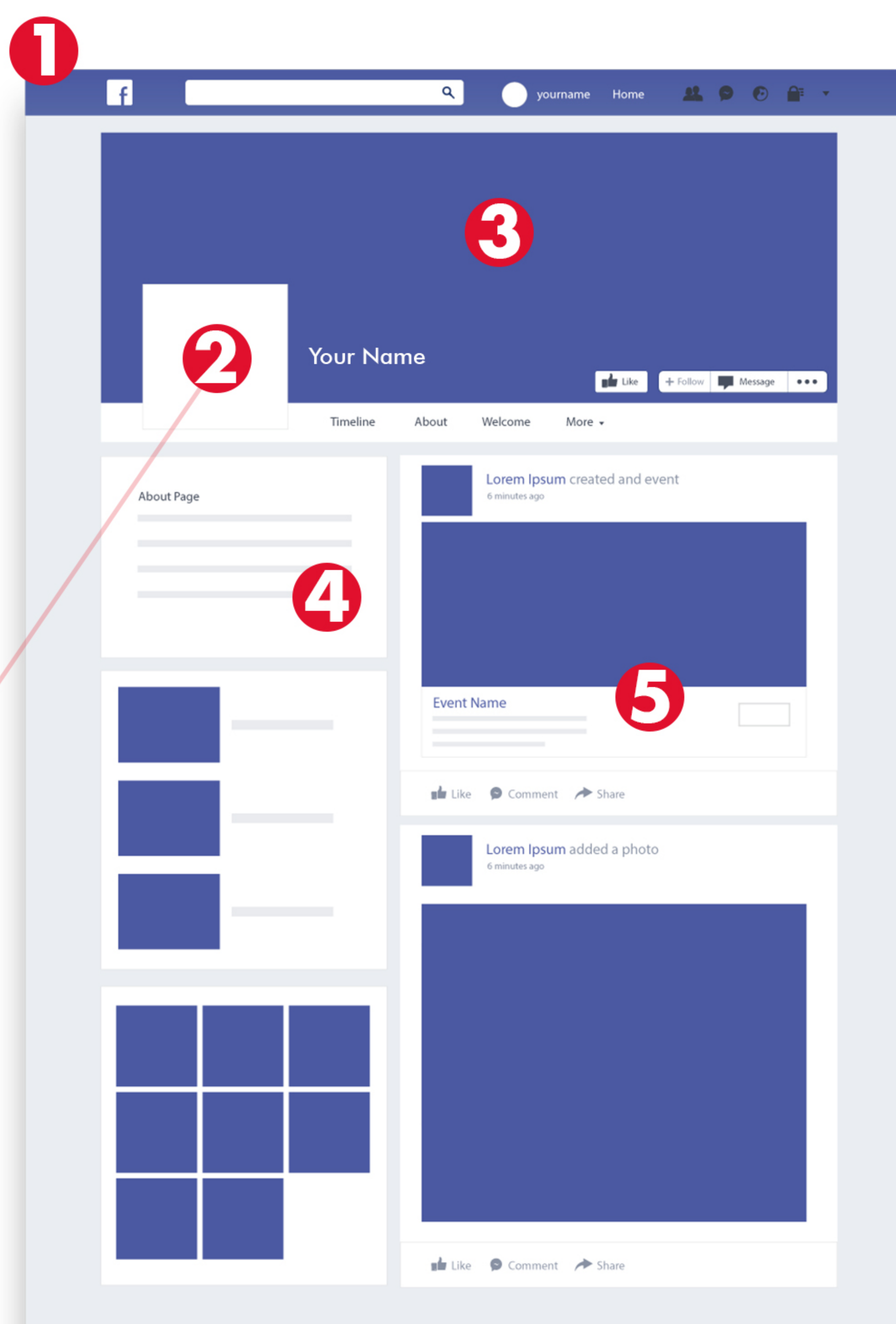
Think of your Facebook profile as a warm market generator. Your goal on Facebook is to project, connect and build those long-term business relationships. When you get this dialed in, your marketing efforts will turn into leads. Once you have those leads, you can begin prospecting.

## Step #2: Upload your best photo

One of the first things people see on your profile is your picture. So make sure it's a good one. They want to know who they're interacting with, so the happier you look, the better for your brand it will be! A smile goes a long way!



Profile Picture



## Step #3: Brand your cover photo to you

Imagine that you walk into a networking event and you shout out what you do before you introduce yourself or let people know you. Sounds crazy, right? The same is valid for social media. Brand your cover photo to you, not your business.

Remember: if people can figure out what network marketing business you're building within a couple of minutes of being on your profile — you're doing it wrong!

## Step #4: Provoke curiosity with your About section

Fill out your About section in such a way that you pique people's natural curiosity. Don't name your network marketing company because that way you'll close the loop before people reach out to you. And we don't want that to happen. You should always close the loop yourself by talking to your prospects!

If you don't, they will just Google your business, and they will make their decision based on the opinion of someone they don't know. And what we want is for them to make up their mind based on YOU!

## Step #5: Run Your Newsfeed like a TV channel

Broadcast daily on various topics. Provide people with valuable content, and occasionally promote your product or business. How often should you do this? Keep on reading!



# Create A Strategy For Your Content



## ► Define your topics

Pick out 5 words from the list below that best describe what you stand for. This will help you think through your content strategy. Remember: if you're passionate about your content your audience will be too!

Money	Fitness	Diversity	Leadership
Success	Spirituality	Generosity	Learning
Status	Friends	Adventure	Peace
Family	Love	Authenticity	Respect
Giving Back	Service	Balance	Recognition
Integrity	Relationships	Beauty	Wisdom
Change	Inspiring Others	Courage	Intelligence
Challenge	Laughter	Creativity	Belief
Loyalty	Music	Fairness	Responsibility
Reputation	Personal Growth	Growth	Optimism
Health	Connection	Knowledge	Purpose

## ► Post strategically

Stories is one of the hottest Social Media features. It allows people to get to know you, and ultimately trust you, much faster. That's why you can run Stories as your very own reality TV show!



**IMP:** Save your premium and evergreen content for your Newsfeed!



**HOT TIP:** People do business with people they know, like and trust!

## ► Use hashtags

Depending on the platform you're using, you need to add hashtags to your posts, so people will be able to find them when they search for a specific topic.



# Curiosity Marketing



## Don't just create content, create curiosity!

Create a sense of mystery, with a hint of urgency, and bam! You've got yourself a recipe for EXCITEMENT! Your people will be saying *"Hey, can you tell me more about your product, your company, etc.?"* faster than your bank account can grow!

But what piques people's curiosity?

### The lack of a specific bit of information!

Think of your business as a movie, and your Social Media posts — the preview. You want to give people enough information to get them excited to "see the movie" but you don't want to give away the ending!





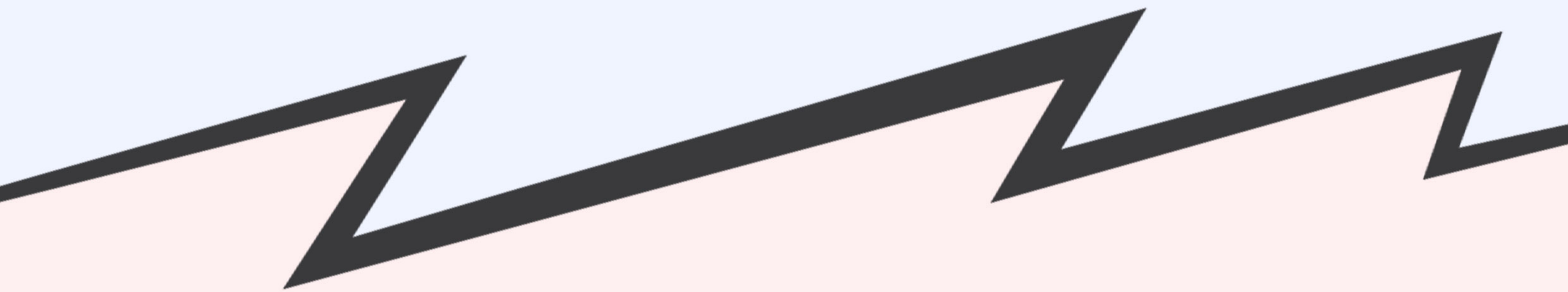
# **The DO's and DON'Ts of Social Media Marketing**



# DO's



- Consistently connect and build long-term relationships with your friends and followers;
- Create content that will be relevant today, tomorrow or a month from now;
- Mix things up — use Live Videos, Watch Parties, Stories, text posts, text + picture posts, etc.



# DON'Ts

- Use links in the descriptions of your videos and posts;
- Tag or add people to groups before talking to them;
- Do the "Copy & paste" pitch!





**15/7**  
**Weekly**  
**Newsfeed**  
**Formula**



**The core of Curiosity Marketing is creating and posting valuable content that sparks the interest of your prospects.** In its nature, it's passive, so be sure to apply the 5-5-3 Prospecting Formula daily!

Now, let's get on with the Weekly Newsfeed Formula. What do the numbers 15/7 mean?

## Here is how it works:

Commit to posting at least **15 times** throughout the week (1-2 times a day).

Dedicate **4 posts** to showcasing nonchalant promotion of your biz or product.



Create **10 posts** that are fun, personal, lifestyle or provide value.

**Wow everyone with 1 power post:** direct promotion of your product or business (without saying the name of your business or product)!

**IMP:** Make sure that your posts are well-crafted and, if possible, evergreen (meaning that they'll still be valid a week or a month from now). For everything else, use Stories.

**HOT TIP:** Your second post usually gets 66% fewer clicks, so make sure you publish your posts 4-8 hours apart.



**5-5-3**  
**Daily**  
**Prospecting**  
**Formula**



**Prospecting** is an income-producing activity that you should do every single day. In a nutshell, you identify and connect with people who have the potential to become your customers and your recruits.

- How many friends/followers do you have?
- How many of them have you spoken to in the last 6 months?

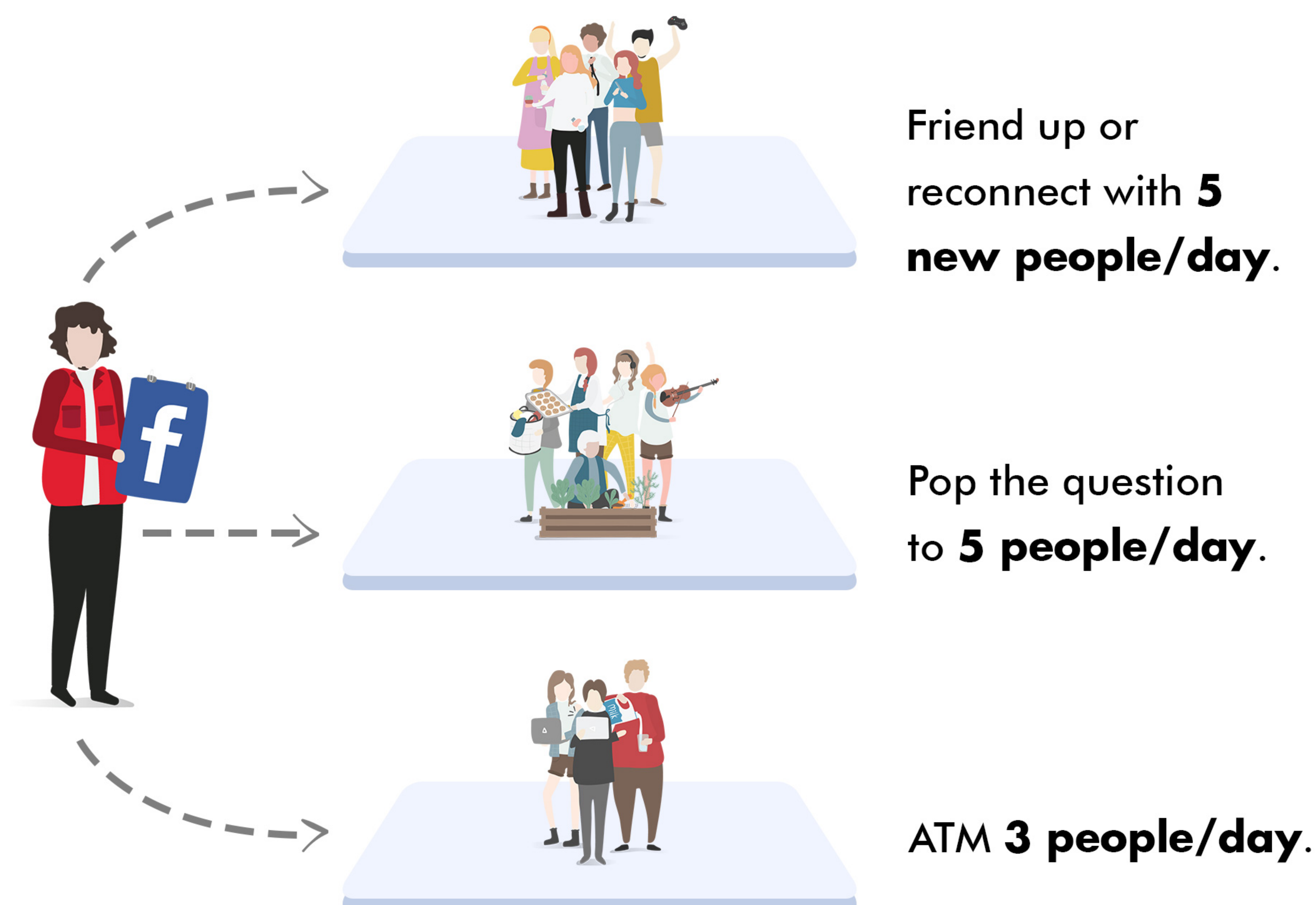
We've asked these exact same questions to **thousands of people** and you know what most of them say?

They've talked to **less than 10%** of their contacts. Less than 10%! 😱

🔊 **Power Question:** How can you expect to achieve all those big goals if you haven't spoken to the majority of your contacts?

So what's your %? If it's less than 70%, **we have a challenge for you!**

*Implement the 5-5-3 Daily Prospecting Formula for 30 days straight and see what impact it will have on your business!*

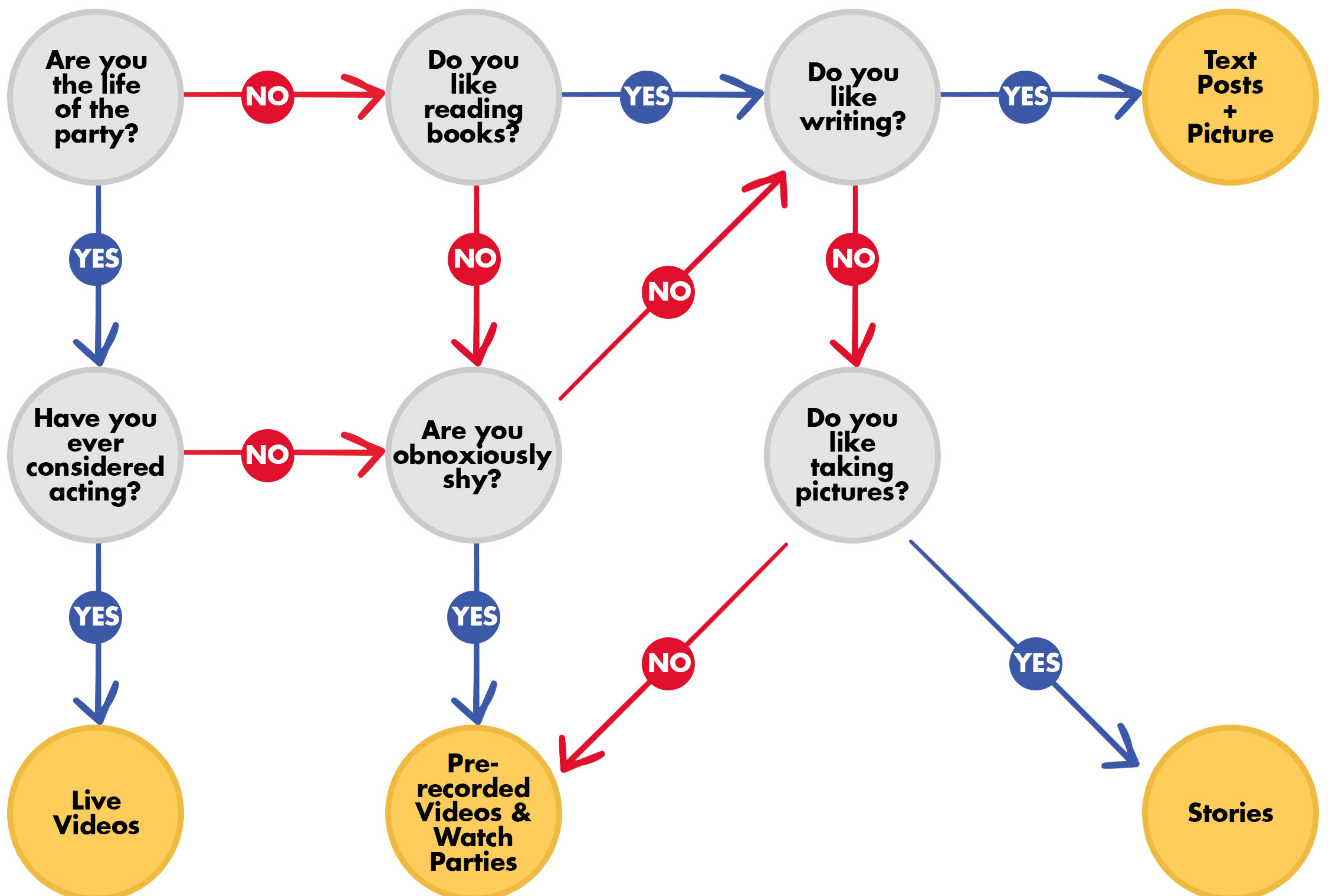




# **Attracting Your Ideal Audience**



That sounds easier said than done. But it all boils down to the type of content you create. So what should that be? Take this test to find out!



### PRO TIP:

They say a picture is worth 1,000 words... But a video is worth 1.8 million words! And with all the frequent updates to the Social Media algorithm, one thing that NEVER seems to change is Live Video! So if you want to grow your brand online, the best way to do it is start going Live. Worried about how you look or sound, what you would say, or what people will think about you? We've all been there! You just have to push through and pretty soon, you'll get so good that you would wonder what you were worried about in the first place! YOU. Got. This!



# Results If you got...

## ► **Live Videos:**

Congratulations! Live videos are the hottest trend on Social Media and they don't show any sign of slowing down! If you're not doing Live broadcasts, you should start right now!



**HOT TIP:** Live Videos give you instant credibility and the algorithm is pushing them forward, so more people see them.  
Visibility + Credibility = Profitability

## ► **Pre-recorded Videos & Watch Parties:**

You can either record videos, edit them, and then release them to the public OR you can simply take someone else's public video and livestream it on your Facebook profile.

## ► **Text Posts + Pictures:**

These types of posts are great! And although they're slower to attract people, you're able to spend more time thinking about the story you'd like to share with them.



**HOT TIP:** Be authentic and people will resonate with you! Interact with them daily and they will love you!

## ► **Stories:**

You can be as messy as you'd like because your Story will go away in 24 hours. Take pictures, record short videos, create boomerangs. Experiment and have fun! Soon, you'll be able to see what type of content resonates best with your audience, and you can replicate it outside of your Stories.



**HOT TIP:** Stick to the 1/24 Rule — post at least 1 Story per day, so that your bubble stays on people's feed.



**CONTENT TIP:**

Your goal should be to entertain, educate or empower your audience!

**FACEBOOK TIP:**

Use the Audio Recorder when you reach out to people. It's faster and way more effective because they get to hear the excitement in your voice!

## Tough Love Alert:

**Nothing Great Will Happen For You Until You...**

- Start thinking of yourself as a professional conversation starter, not a salesperson.
- Release the commission breath — be real with people and build relationships FIRST.
- Decide that you're in it for the long-run (and the residual income that comes with it)!
- Start believing in your product and your opportunity 100%. Because, if you have 1% doubt, you are out!
- Execute your income-generating activities daily and over a long enough period. Consistency is KING.
- Get excited and show it! Your prospects can only get as pumped as YOU let them!





**The ATM System:**

**A Proven  
Facebook Strategy**





When we decided to start building our business online, we knew one thing: we couldn't replicate the complicated strategies that regular marketers were using. Why? Because they were simply not duplicatable.

That's why we rolled up our sleeves and got to work. After spending sleepless nights testing various strategies, we finally optimized the **ATM Prospecting Strategy!** Because of it, just in the past 3 years, **our team has done over \$100 million in sales, and in the last year alone, our team brought in close to 8,000 new social marketers and over 114,000 new customers!** All without home parties, meeting presentations and three-way calls!

### Why does the ATM system work?

The ATM system works because it allows YOU to:

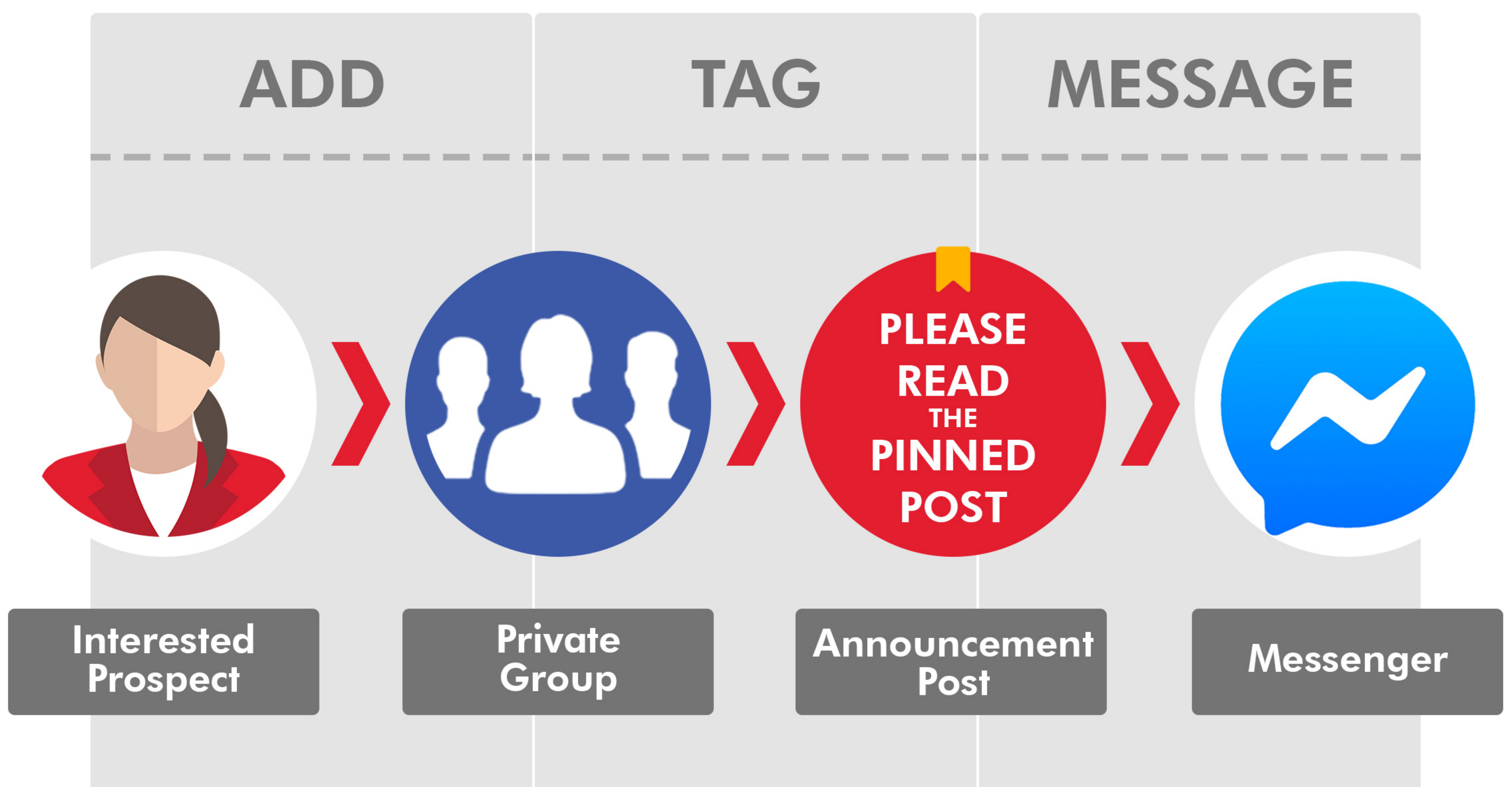
- Leverage the tools and other people's stories and results;
- Automate the exposure process;
- Duplicate the strategy within your team!



## How does the ATM system work?

ATM is an abbreviation that stands for Add, Tag, Message. All you have to do is:

- **Add** people to a private Facebook Group;
- **Tag** them in a post or a video you want them to see;
- **Message** them to see what they liked best.



**That's it. It's that simple!**

### DISCLAIMER:

We prefer to work with Facebook as it's the platform we used to build our business. However, the same logic works on platforms such as Instagram and LinkedIn!



## What do our students have to say about it?

“



**MANDI**

***I just did my month end review and my team added 121 new members this month! We grew 45% in just one month. #ATMforLIFE!!!*** This method is simple and easy to duplicate! Thanks so much John Melton and Nadya Melton for helping me get my biz to the next level!

”

“



**LYNETTE**

After just 1 month of implementing the ATM method, ***my husband and I were able to welcome 5 new teammates into our business and we also qualified for a recruiting bonus we weren't even aware of.*** We have never seen a more duplicatable method that any leader can teach their team without having to bother their friends and family and we've been in the industry since 1999.

”

“



**HOLLY**

ATM System is the way! ***12 new customers in 3 days using this strategy!***

”



**Scripts!**



The anxiety you feel before talking to prospects is **NATURAL**. It happens to everyone (yes, even us!) You worry about what you're going to say or about what they might think. Sometimes, even a casual chit-chat can feel awkward.

We've been there and we're here to tell you—it gets easier. That's why we want to answer two of the most commonly asked questions that we get.

**Q: Should you build rapport or should you go straight for the jugular?**

**A: It depends.**

We like to say that you should **build rapport on purpose**. However, before you go ahead, ask yourself this:

- *Who are you talking to—a complete stranger or a friend (a.k.a cold market vs warm market)?*

Of course you would approach them differently.

- *When was the last time you reached out to them?*

If it's been 6 months or longer, it's always great to catch up and see how they're doing first before you pop the question. We're in the People Business, after all!



**PRO TIP:**

Don't spend too much time catching up because you've got goals to smash! Pending on the conversation, you can decide whether or not to pop the question regarding the products or the opportunity.



**Q: Should you lead with the product or the opportunity?**

**A: It depends again.**

In our experience, **leading with the product** has proven to be more duplicatable and easier for the average person to create results. Why? There's more people in the world that're open to your products vs the opportunity. However, you should first ask yourself:

- *Are you talking to an entrepreneur who already has experience owning a business?*

Then he/she would probably be more interested in the opportunity.

- *What excites you the most?*

The truth is, people feel when you're genuinely excited about something. So share more of what makes you happy!

And don't worry – we're not going to let you wander in the dark. In the pages below, we'll share with you our tried-and-true, practical scripts to invite, follow up and close like a **PRO!**





**Inviting  
Your Prospects**



## A Few Key Reminders:

- **Make them your own** - these scripts are just a guideline. Tweak them to fit your personality and speak how you would speak to your best friend.
- **Be Excited + Tell Your Face = Energy is contagious!** It's better to be ignorance on fire than knowledge on ice. When you're talking to prospects, share your story and why you're excited! People don't join companies, people join people.
- **Use Audio Recorder** - You will be so much more impactful in your conversations because they will hear the tonality and enthusiasm in your voice.





# Script #1

## Customer ATM Script (Weight-Loss)

**Hey, [name]! How are things?**

Connect, Catch up, Compliment, Pop the Question.

**Hey, so I wanted to run a quick idea by you. I just joined a Facebook community that's focused on health, fitness & weight loss that I am getting a lot out of. This is a really positive group that already has over 100,000 people in it. I thought some of my friends might enjoy it, too. I have a ton of energy and I'm down 16 lbs so far on these products** (Or share a testimonial of a friend: "I'm excited to start using some of the products. My friend is already down 5 inches"). **Let me know if you'd like to check it out and I'll add you. If not, no worries. Either way, love seeing you on here.**

When your friend responds back with: **"What are the products?"**, **"What is the community?"** or **"Sure, add me!"** simply add them to the Facebook Group. Tag them in the Announcements post and send them the following private message:

- **Hey, I added you to the XYZ Facebook Community. In order for you to see the content, you have to accept the invite. Let me know once you're in so I can tag you in a couple of videos that explain more about the products and the company.**
- **I started on the program for more energy and weight loss. I am blown away (share your WHY).**
- **Also, if you are interested in earning income by sharing your results like I am, let me know and I can get you that information as well.**

Don't try and answer each of their questions. Simply tag them in posts in which they can find the information they're looking for. You can always leverage your upline leaders to help you get questions answered and maybe even talk to your customer prospects with you.



# Script #2

## Customer ATM Script (Anti-Aging)

**Hey, [name]! How are things?**

Connect, Catch up, Compliment, Pop the Question.

- **Want to hear something amazing?**

Wait for them to respond.

- **I found a new (anti-aging) product that reduces wrinkles from the inside out, lifts sagging skin, reduces cellulite and a lot more. It's a new revolutionary anti-aging product for the whole body** (insert your testimonial here if you have one or use someone else's testimonial). **You're going to be blown away! How about I add you to a group so you can take a look at it for yourself?**

When your friend responds back with: **"What are the products?"**, **"What is the community?"** or **"Sure, add me!"** simply add them to the Facebook Group. Tag them in the Announcements post and send them the following private message:

- **Hey, I added you to the XYZ Facebook Community. In order for you to see the content, you have to accept the invite. Let me know once you're in so I can tag you in a couple of videos that explain more about the products and the company.**
- **I am blown away by ... (share your results and/or your WHY).**
- **Also, if you are interested in earning income by sharing your results like I am, let me know and I can get you that information as well.**

Don't try and answer each of their questions. Simply tag them in posts in which they can find the information they're looking for. You can always leverage your upline leaders to help you get questions answered and maybe even talk to your customer prospects with you.



# Script #3

## Business ATM Script

**Hey, [name]! How are things?**

Connect, Catch up, Compliment, Pop the Question.

- ***“Listen, the reason I’m reaching out to you is because...”,*** pay a compliment or acknowledge why you thought of them. Then tell them why you’re doing this business because people relate to people. You could even let them know what’s in it for them but most importantly ask them if they are open to another income stream or if they know anyone that would be.
- ***I found a way to make money using Facebook. OMG, you have to see this ... I can add you to a private Facebook community with over 20,000 members that you must check out. It's blowing up right now, and I'm already experiencing success (share your results and your reason WHY).***

When your friend responds back with, ***“What’s the business?”***, ***“What is the Facebook Group about?”*** or ***“Sure, add me!”*** simply add them to the Facebook community. Tag them in the Announcements post and send them the following private message:

- ***Hey, I added you to the XYZ Facebook Community. In order for you to see the content, you have to accept the invite. Let me know once you’re in so I can tag you in a couple of videos that explain more about the products, the company and the compensation plan!***
- ***The beauty is ... all you have to do is add people to the exact same group I am adding you to. I know you said you were going to look at the videos tonight, so I am going to follow up with you tomorrow.***
- ***I’m also going to introduce you to some of the other individuals we work with tomorrow as well (edify your leadership).***

Don’t get into the Q & A before they’ve watched the videos.



Responding to a like/comment on a business related curiosity post:

- ***Hey \_\_\_\_\_. Hope you are having an amaaaaazing day! Thanks so much for the love on my post about how awesome my new business is! Totally throwing this out there... but are you open to taking a look at what we are up to? If not, no big deal!***

Asking a current customer if they are open to the business:

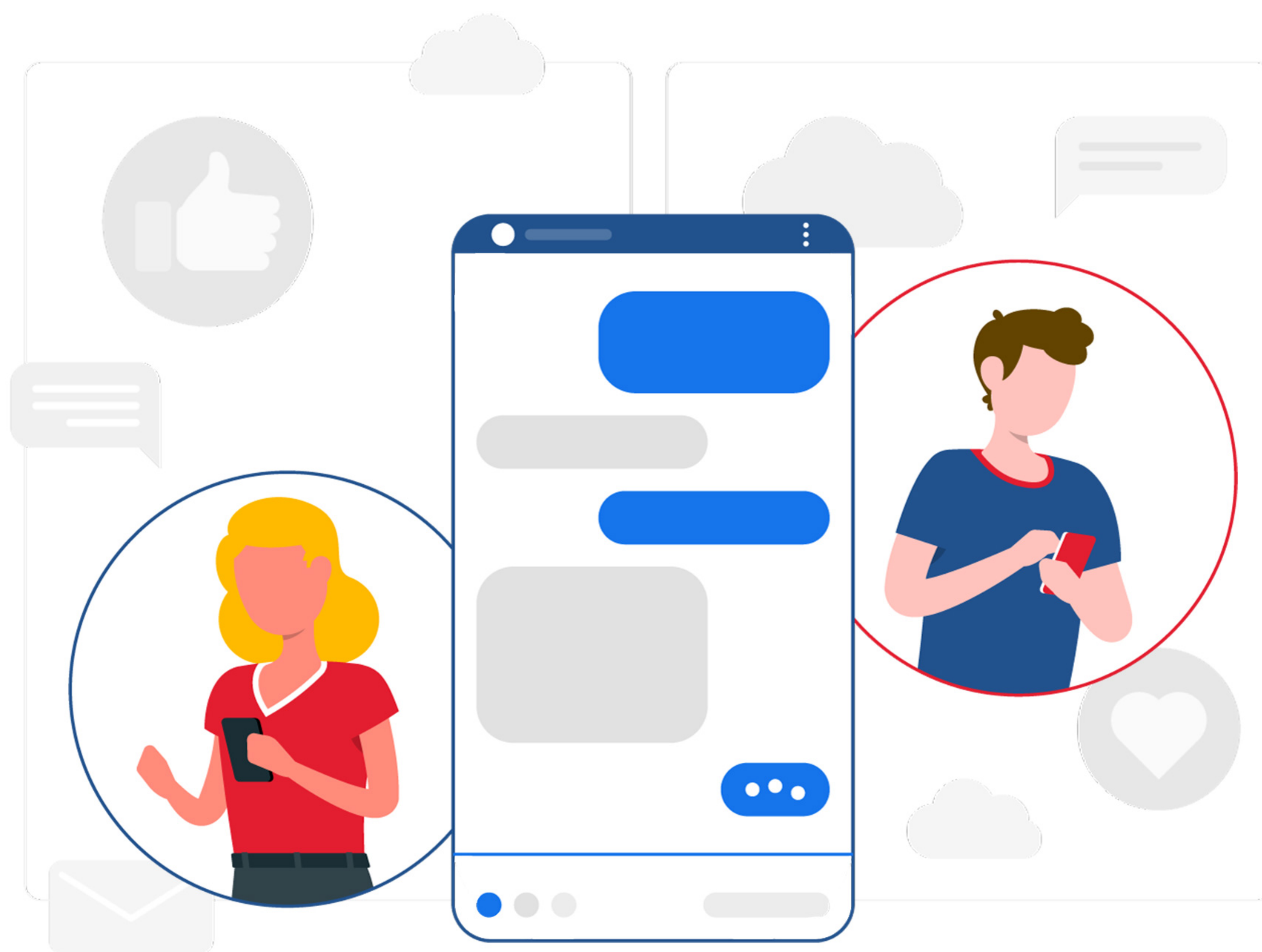
- ***I know you are SO excited about these products and the results you are getting! Totally throwing this out there... but are you open to learning about how I'm sharing my results, helping other people and earning extra income? If not, no big deal!***
- ***Do you want to continue losing weight or do you want to lose weight and make money at the same time?***

After all of this is done, you'll want to get yourself out of the way. The best thing you can do (especially if you're just starting out) is set up a group chat on Facebook messenger with you, your prospect and several upline/sideline leaders. That way they can help answer questions and share their stories.



# **How to Set Up a Facebook Messenger Chat**





Set up the chat and message the group with your prospect and upline/s:

- ***Hey, Samantha (your prospect's name)! I just wanted to follow up with you to see if you got a chance to check out the groups and watch any of the videos. I'd also like to introduce you to a few other individuals we work with.***

Edify your leaders and introduce everyone.

- ***Hey, Joe, Mary and Amy (your leaders)! Meet Samantha (your prospect's name). She is a great friend of mine. Right now she is running a daycare business and is looking to potentially start a business leveraging Facebook.***



**Closing**



## Are you ready to master follow up and closing?

Your job is not to recruit every person you come across. You're interviewing people to identify individuals who would be a good fit for your team. Remember, you have to work with these people you enroll. Let's get into our favorite closing questions.

1. **What did you like most about what you saw?**
2. **Tell me more about that ... Why did you like ...** [insert what they told you]?
3. **Where are you on a scale of 1 to 10?** 10 being "you're ready to get started right now with the Top Pack", 1 being "you just want to be a customer".
4. **Are you coachable? Great, let's get you started right away. Can I tell you what info I think you need to get you started?**

Our personal favorite is "**Where are you on a scale of 1 to 10?**". It's very simple, and it gives you a pretty good idea of what your prospects are thinking without having to ask them explicitly about it.





# Objections



## How to Handle Objections like a **PRO**:

Don't get defensive!! The questions are there to test your posture and usually when people have questions, that means they're interested.

Ask, *"What do you mean by that?"* Make sure you are clear on exactly what the objection is before you begin handling it.

Give a short answer and follow up with ... *"On a scale of 1-10, how serious are you about reaching your XYZ goal?"*



**PRO TIP:** Keep it friendly. Never sound like you're accusing or blaming them!





Here are the best ways to handle the most common objections!

### **“I’m Very Busy. Don’t Have Enough Time”**

- *“Well, how much time do you have?”* (let them respond)
- (whatever they say) *“Great, that’s perfect!”* It’s not about their time. It’s about who they know.

### **“I Don’t Have Money to Get Started”**

- *“Well, that’s exactly why we’re having this conversation so we can help you get into a better financial situation.”* Help them creatively come up with ways to find the money. Maybe offer a less expensive kit for them to get started with.
- *“I totally get it! How much money do you have?”* Depending on what they say, you can offer a less expensive option to get started or tell them how they can do a “referral post” to help them get credits towards free product. Most companies offer a referral program for customers.

### **“I Need to Talk to My Spouse”**

- *“Great, let’s add your spouse to the groups so he/she can take a look at the information in the same way that you did. Also feel free to set up a Facebook chat with all of us if you would like and I can help answer questions.”*



## “Let Me Think About It”

- "Ok cool. What would you like the next step to be?"
- "Great! Most people want to take time to think about their decision before making it. Can I ask you, on a scale of 1-10 where do you stand? What would make it a ten?"

## “How Much Money Are You Making?”

- "I don't know. I am not done making it yet."
- "I'm just getting started and I am not doing this for the short-term income. I am building this for long-term residual income so I can ... (state your reason WHY). When do you want to get started? Now or later today?" 😊
- "You wouldn't believe me if I told you! haha..."





# Follow Up

**It's true what they say. The fortune is in the follow up.**

Most people don't join after the first exposure. They have questions, doubts or concerns. Maybe it's not great timing or they subconsciously want to see how you do first on the products or with the opportunity.

The majority of people we've enrolled, we had an established relationship with or they followed us for months or even years.

Let's help you create an effective follow up system so you can stay in touch with your best contacts and avoid having superstars slip through the cracks.



## How to Follow Up Effectively:

Follow these 3 key principles:

### ▶ #1: Keep Your Promises

Always do what you said you'd do. If you told your prospect that you'd call him on a specific date, make sure that you call him on the exact date. People appreciate that.

### ▶ #2: Get Organized

Use a planner or a digital calendar — whatever is easiest for you. Put reminders about every follow up. You can't run your business like a hobby and expect to get million-dollar results. It just doesn't work like that. So be methodical and success will come.

### ▶ #3: Keep Them in the Loop

Don't be afraid of creating a relationship with your best prospects! Connect with them on Facebook, give them a call or even meet with them in person, if they live close by! Make sure that you keep them updated on special offers, big events, new products, etc. Even if they don't buy now, they might change their mind later.

- **24–48 hour follow up:** *Hey, Bob! Where is your head at with "XYZ Company"?*
- **If no response after a few days, follow up with,** *"Hey, are you OK?"*

**If still no response,** *"Hey, Bob! It looks like you have a lot going on right now. No big deal, I can totally relate. I can just cross you off my list for right now. If you have any questions or need anything, you know where to find me."*



And there you have it...! **#BOOM #MicDrop**

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Better yet...

How would it feel to have a profitable online business with a truly duplicatable system so you can create not just the financial freedom but also time freedom?

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