

5

PROVEN SCRIPTS
FOR PROSPECTING ON
SOCIAL MEDIA
THAT WORK IN
ANY SITUATION



YOUR
VIRTUAL
UPLINE

bobheilig.com

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I think it's safe to assume that if you're involved in network marketing today, you're using social media (most likely Facebook) to try and find prospects for your business. There's never been a more powerful tool when it comes to finding people to talk to about your business than social media.

The problem that I see so often is most network marketers have absolutely NO IDEA how to use social media when it comes to prospecting.

They spend hours each day on Facebook and other social media platforms TRYING to build their business, but aren't getting any results. I created this guide for you to make sure you AREN'T one of those people anymore.

For the purposes of this guide I want to concentrate on Facebook. Facebook still "rules the world" when it comes to social media, and it's the one platform that most people feel at least somewhat comfortable using. Having said that, understand that all the scripts and concepts discussed here can be applied to any of the other social networks.

Here's one of the most important things to remember when prospecting on Facebook:



You must learn how to create curiosity and not raise resistance with prospects.

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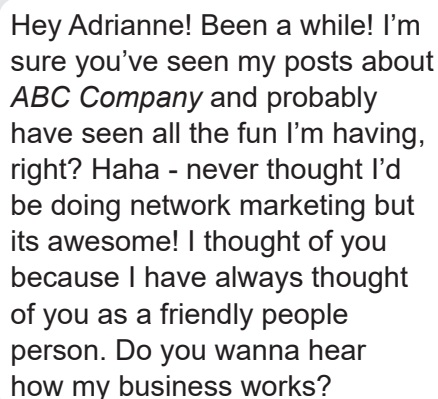
This starts with the very first message that you send. The biggest mistake I see people making is in the very first “reach out” message that they send where they give away too much information and it comes across too “salesy”.

This is the kind of thing that raises resistance with prospects immediately. It's why you find yourself sending out dozens of messages every day, and barely anyone even responds.

Another thing that drives me crazy is what I call the “copy and paste” prospecting method. This is where you send out a “canned message” to everyone you're connected with on social media and just insert (their name). The philosophy is that if you send out 300 or 400 messages then SOMEONE is bound to respond.

This strategy may have worked for people in your company 3 or 4 years ago, but I can tell you this without question.... It doesn't work today. If this is what you're being taught and doing - STOP IMMEDIATELY.

Here's an example of what I'm talking about:



Hey Adrienne! Been a while! I'm sure you've seen my posts about ABC Company and probably have seen all the fun I'm having, right? Haha - never thought I'd be doing network marketing but it's awesome! I thought of you because I have always thought of you as a friendly people person. Do you wanna hear how my business works?



Something as simple as mentioning your company's name in the initial email will raise resistance with prospects. Remember, we want to **CREATE CURIOSITY**. If your prospect sees the name of your company in the initial message, what do you think they're going to do? I'll tell you.... It's called Google, and it's usually not good for any network marketing company.

Always remember this when it comes to prospecting...

The LESS you say, the MORE you will make.

Messaging a prospect on Facebook should be no different than having an “actual conversation” with them. **Could you imagine if you ran into someone at the mall you haven't seen in years and the first thing out of your mouth was the example on the left?**

How weird and awkward would that be? How do you think that would make the other person feel? **I'll tell you, it would IMMEDIATELY cause them to shut down.** That's raising resistance. If you don't think that same thing is happening to the prospects you're messaging on Facebook this way, then you're kidding yourself.

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You may be asking, **“What would a good first initial message look like?”** That’s a great question, and I’ll give you the answer. Here’s a proven script that has taken me years of trial and error to perfect, ready for it?

Hey John.
How is everything?

Genius right? I know! I’m obviously having a little fun with you, but this is ACTUALLY an example of what I think you should do! Think about it... wouldn’t that be the natural thing for you to say in an actual conversation?

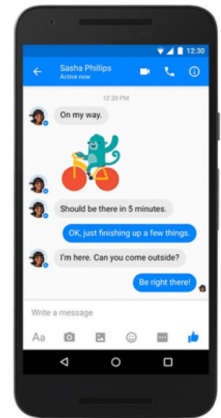
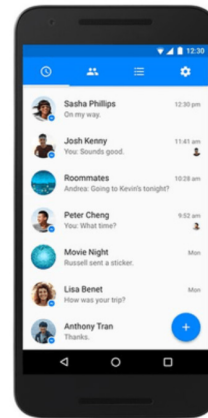
The reason why this strategy works so well is when you wait for the prospect to respond back to you, you’re now in a conversation with them. **When your prospecting becomes more “conversational” it will raise resistance WAY less, and immediately increase your chances of getting them to take a look at whatever you have to offer.**

Here’s the next big question,
“What do I say to them after they respond back?”

THAT’S the reason I put this free resource together for you. I’m going to give you my 5 best proven scripts for prospecting on Facebook that I’ve used to personally recruit over 500 people in my career.

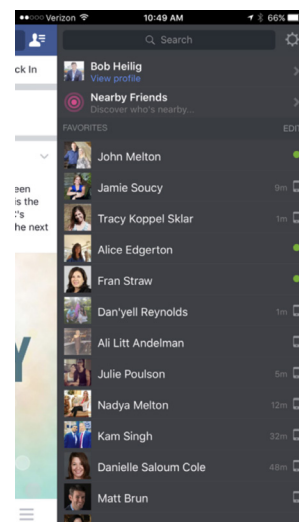
These scripts literally work in ANY scenario you can come up with.

Make sure you do this first! Download the **Facebook Messenger** app. This is arguably the best tool ever invented for network marketers! **You have unlimited FREE capability to instantly message prospects right from your mobile device.** You can send text and voice messages, record and send videos, and send links to your videos or website.



ADVANCED TIP:

Make sure you also have the Facebook app on your mobile device. **Inside the app, you can swipe the screen left and see a list of everyone that is currently active on Facebook.** This is **HUGE** because you can message these people, and they’ll be FAR more likely to respond.



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Using the Scripts

- When using the scripts, you're looking to **connect with people ONLINE**, and then take them OFFLINE
- The goal is to simply **determine if they're open, create curiosity**, and then schedule a specific time to share more information with them
- When you do get to the "share information part" with them, **make sure you're using 3rd party tools to deliver the information** (videos, calls, samples, website, etc.)
- If someone doesn't respond after you message them, **wait 2 - 3 days then message them again** "Not sure if you saw my last message."
- In between each line of the script, you should be **waiting for them to respond** back to you
- **Follow the scripts as closely as possible**. If you want to tweak a few words to make them more "You", or combine a couple of them together that's OK
- **Consider using Facebook Messenger** to send voice messages to your prospect where you actually say the scripts
- At the end of each script you are **looking to schedule a SPECIFIC time to talk/meet with them OR send them a 3rd party tool** to review with a specific follow-up time

SCRIPT #1

"The Opinion Approach"

"Hey _____. How is everything?"
(wait for them to respond!)

Build rapport - a couple of messages catching up
(not too much)

"What's your schedule like this week? Let's set up a time to talk / meet. I could really use your help. I have something I'd like you to take a look at and give me your opinion."

"It's a new business I've just started / new business project I'm working on."

"I need someone I can trust that I know will give me some honest feedback" OR - "I need someone I can trust to help me "poke holes in this thing" and see if I'm missing anything."

"I really value your opinion when it comes to things like this."

SCRIPT #2

"The Direct Approach"

"Hey _____. What's your schedule like this week?"

"Let's set up a time to talk / meet - I have something that I want to share with you that I think you need to see."

"It's a new business I started / a business project that I'm working on."

"It may or may not be for you, but I'm really excited about it and I think you would be perfect for this / I really think you and I could make some serious money working on this together."

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SCRIPT #3

“The Referral Approach”

“Hey _____. How is everything?” OR
“Long time no talk to. How are you?”

Build rapport - a couple of messages catching up (not too much)

Turn towards work - “How’s work / business? / What are you up to now a days?”

“I’m reaching out because I’m currently expanding my business / helping expand a company in your area and I’m looking to network with some people that I know.”

“I’d love to share with you what I’m doing and see if you or anyone you know comes to mind that may not be happy with what they’re doing and looking for a change.”

“You free to talk at all this week? It would be great to catch up either way!”

SCRIPT #4

“The I Totally Did it Wrong Approach”

“Hey _____. How is everything?”

Acknowledge you did it wrong the first time!

“I owe you an apology. The last time we spoke and I shared my business with you, I did it totally wrong. I didn’t realize it at the time but I know better now.”

“Things have been going really well and I’ve been thinking about you. If this winds up being even HALF as big as I think it’s gonna be, I can’t even imagine where I’ll be a year from now. I’ve really never been more excited about anything in my life. I wouldn’t want you to be angry with me for not at least reaching back out. Would you be open to taking a look?”

“If it’s not for you, that’s totally fine - but maybe someone you know comes to mind. It would be great to catch up either way!”

SCRIPT #5

“The Market Research Approach”

“Hey _____. How is everything?”

“I KNOW that you are NOT interested in joining my business but I could really use your help with something related to the business.”

“Things have been going really well and I’ve been asked to help my company by doing some market research on a new video / product / etc. that we have.”

“I need some people that I can trust to give me some honest feedback. If I sent you over the (video/ product/etc.) would you be willing to check it out and let me know what you think? It would really be a huge help to get the feedback to help us better market the _____ in the future.”

The beauty of this script is it’s IMPOSSIBLE for them to reject you. What you’re hoping is that when they check out whatever you give them, it strikes up some curiosity and they start asking you questions. If it doesn’t, then just move on!

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Final Thoughts

**Remember that the key to being successful
when prospecting is CONSISTENCY.**

**When a prospect tells you “no”,
what they really mean is just “not now”.**

Timing has everything to do with someone joining your business. Don't be afraid to simply reach back out to them and see if “the timing is any better”.

Don't rely too heavily on Facebook and social media for growing your business. If you're trying to message someone and it's not working, **switch up your approach** - send them a text message or call them on the phone.

I hope you found the information in this guide helpful. Now it's time to take action and put this information and the scripts into use!

Founder of Your Virtual Upline

Bob Heilig



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you check out the following resources:*

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