

SCRIPT EXAMPLES

STEP ONE: Connect with your prospect after you have warmed up the relationship so that you have influence. This can be by DM, text, or even phone. The first step is to *invite* them to take a look at the information.

NOTE: All of this communication is done by VOICE TEXT!



Say Something Like:



Hi _____. I decided to give digital marketing a whirl. I'm going to do a launch event in the next week or so and before I do my event, I must learn how to use the digital marketing platform before the launch event.

I need 7 people to go through the information with me as a part of my training. Would you be willing to look at 2 videos, think of questions, and participate in a three-way text so I can learn everything before the launch event?

If they say yes/what is it, etc.

Say Something Like:



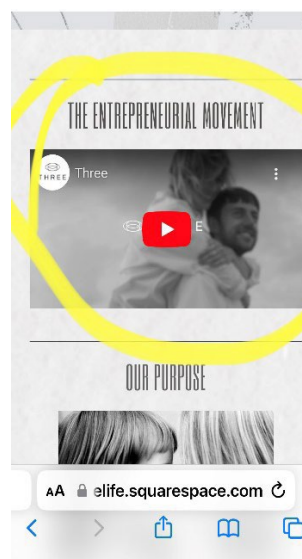
Perfect, what's your cell number and I will send it over to you and I will check on you later today or tomorrow to get your feedback.

If you are texting on cell already then just follow STEP TWO.

STEP TWO: This step is to *pique* their interest. Send them the link to the prospect landing page. Write a time in your calendar so you remember to follow up! Try to do your first follow no later than 24 hours of when you sent the link.

How to Send Link to prospect landing page:

1. Access the Landing Page at: www.jointhemovement.earth
2. Take a screenshot of first video and then circle it like this:



3. Send the link.

Say:



Here is the link: www.jointhemovement.earth

4. Send the screenshot immediately after.

Say:



Check out the 2-minute video at the top of the page first.

STEP THREE: This step begins the **follow up** process with them.

Say Something Like:



Hi _____, I can't wait to hear your thoughts on the link and the first video on the top of the page! So, what did you think?

(Wait for them to answer!)

Say Something Like:



What did you like best? What intrigued you the most? What questions do you have?

(Wait for them to answer!)

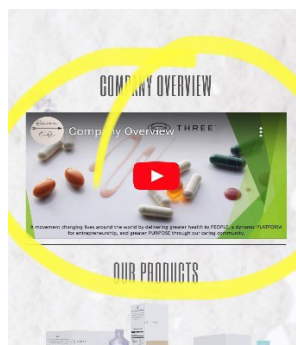
Say Something Like:



That's great. I have a 24-minute video that will answer your questions would you be open to watching it in the next 24 hours if I send you the link?

Send the link:

1. Access the Landing Page at: www.jointhemovement.earth
2. Take a screenshot of Company Overview Video and then circle it like this:



Say:



Here is the link: www.jointhemovement.earth

3. Send the screenshot immediately after.

Say:



Check out the 24-minute video called *Company Overview*

STEP FOUR: Follow Up for Questions, Answers, and Closing as Customer or Brand Ambassador.

Say:



Hi ____ what did you think about what you heard on the overview? Do you have any more questions? If they say no, ask them "What do you think? What category are you in a 1, 2, or a 3 like me?"

1. If they have questions or are a 1 or 2 consider who on the team relates to the prospect and is a mirror to them.

Say:



Are you OK w/me putting you in a three way text with my friend _____ ? I would like for you to meet him/her because _____

(how they relate to them, e.g., my friend is a stay-at-home mom, too (or executive, or doctor, or trainer, or whatever matches that person)

STEP FIVE:

(Be sure to connect with your team member before you do this to make sure they can hop on with you to help close your prospect)

1. Create a three-way message (DM or text) with your prospect and their mirror (your upline, teammate or colleague).

Say:



_____(**Prospect**) this is _____ (**Mirror**) I was telling you about.
 _____ (**Mirror**) this is _____ (**Prospect**). He/she had some questions about _____ and I thought of you because _____ (how they relate to each other e.g., is a CPA, Stay-at-home-mom, welder, lawyer, cares about wellness, had testimony, etc.)

2. Let the Mirror you have paired your prospect with take it from there. They will ask/answer questions and help close your prospect.