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Facebook Prospecting *Power Scripts*

REMEMBER:

- Be sure your profile is complete, and looks sharp.
 - Good, professional profile photo.
 - String of positive, fun, engaging posts on your public timeline.
 - Not a lot (if anything) on your profile or timeline about your company or product.
- Always invite via private message. Make it *personal*.
- Never post a company, product, or prospecting link in your timeline. It's spammy, and will turn people off.
- If they're local, your goal isn't to send them a link. It's to meet face-to-face and share the presentation.
- Never send an unsolicited link, even via private message.

The First Message: An Outline

1. "Hi (First Name)"
2. "Since we're both fb friends with (name) I came across your profile"
3. Compliment - Be as specific as possible.
4. Question ("Have we met before?")
5. "I'm an executive recruiter with (type of company)" OR "I own a social marketing company and personally handle all our recruiting"
6. Compliment ("You seem very sharp...")
7. "I don't send this to everyone..."
8. Question ("Are you open to making extra money?")

Example Scripts:

Hi Jane. I was scanning through my fb and since we share a lot of friends I came across your profile. I'm sure we've met before, but anyways I noticed you're in Akron now. Listen I don't send this to everyone and I'm just throwing this out there, but I own a social marketing company and we're expanding in the Akron area. I personally handle all our recruiting, and with your background as a business manager, you seem like the kind sharp, young professional that we like to work with. So, are you at all open to making some extra money? Let me know :)

Hey Keith. I was scanning through my fb and came across your profile. We share a few fb friends like my cousin Bob Smith. How do you know him? Anyways I noticed you're in Akron, and are clearly into fitness and football. Listen, I don't send this to everyone, but I thought I'd go out on a limb and reach out to you. I'm an executive recruiter in the health & wellness industry, and we're expanding in the Akron area. I personally handle all our recruiting. I thought (by longshot) you might be the kind of person we like to work with. So, are you at all open to making some extra money? Let me know :)

Hi Troy. I was scanning through my fb and came across your profile. We share a bunch of friends from d-town, and you look really familiar... Have we met before? Looks like you get around quite a bit and are enjoying life to the full... awesome! Particularly was curious about the fishing boat pics... Is that your boat?

Anyways I don't send this to everyone, but I thought I'd go out on a limb and reach out to you. I have no idea what you're doing for work now, but I own a social marketing company, and we're expanding in the Akron area. I personally handle all our recruiting, and just based on what I saw in your profile I thought (by longshot) you might be the kind of person we like to work with. So, are you at all open to creating an additional income, as long as it wouldn't interfere with what you've already got going on? Let me know :)

When They Respond:

- Set the appointment.
- The goal is to get in front of them face to face, not send them to a video.
 - “Anytime this week we can meet for coffee?”
 - “Awesome. Can you be available Friday at noon?”
 - “Great! Typically, I like to meet face to face. Would Wednesday evening or Thursday around noon work for you to meet up?”

Remember...

- Take a couple minutes to check out their profile so you can make a connection and a sincere compliment.
 - If you’re having trouble finding something to compliment them on (look sharp, family-oriented, fun person) than they probably aren’t a great prospect! Move on...
- You’re looking for low-hanging fruit. If they give you pushback, just take it away and **MOVE ON**.
 - “I’m getting the feeling that this may not be for you. No problem! :)”
 - There are literally THOUSANDS of prospects you can connect with in a matter of minutes! Don’t waste your time with the wrong people.

What If They Don't Respond?

Opinions vary on whether you should make a second attempt to reach out or not if you don't get a response to the first message. The fact is, there are countless people you can contact using this method so it's very acceptable to just move on to the next person if you don't get a response.

However, I've found that it takes just a little extra organization to keep track of who responded and who didn't, and that sending a second message can greatly increase your results.

I recommend waiting 2-3 days after you've sent the first message, then send something like this:

"Hi (Name). Hope you're having a great week! I know sometimes I miss FB messages myself, or forget to answer, so I thought I'd check in real quick on the last message I sent you. Would you please do me a quick favor and let me know if you're open? It's totally cool with me either way..."

That's it. Keep it very simple, friendly, and always leave them an "out" if they're not interested. Giving them an "out" goes a LONG way in making your communication not seem "spammy", and you're far more likely to end up with a new friend, even if they're not interested in your offer right now.

Making New Friends

This leads us to our last point. If you get ANY kind of response, including a "thanks but no thanks," there's no harm in sending them a friend request. If they're not interested today, "friending" them will accomplish two things:

1) Your posts will start to show up in their news feed. That means that you're now potentially "in front" of them whenever you post content. You never know when a connection could be made over time, or when something might change in their life that might peak their interest in the offer you made somewhere down the road.

Remember though, social media is *social*. If you want to make an impact, post great content, and engage with your new friends content to build a relationship over time.

2) You now have access to more "friends of friends" by expanding your friends list.

BONUS - LinkedIn Prospecting Scripts

- LinkedIn is a different culture than other social media. It is very career and professionally oriented. Keep your communication in that context.
- Look for connections that have interests, recommendations, and have been endorsed for skills related to marketing, sales, or management.
- People are used to networking and getting solicitations on LinkedIn.
- If you have a good profile and make the effort to grow your connections, you'll find many people will reach out to connect to you to solicit their products or services.

Hi (Name). I checked out your profile today, and it looks like we may have some business interests that line up. You seem well respected for your (skills they've been endorsed for) skills, so perhaps we might be able to help each other.

(I'm an executive recruiter) (I own a social marketing company) in the (your company's market) industry, and we're interested in expanding in the (city they're from) area.

Since you seem on top of your field and in the area, I thought (by longshot) you might be a good fit for our current project. So, are you at all open to creating another stream of income, as long as it didn't interfere with your current projects? Let me know :)

Responding to a connection invitation or solicitation message:

Hi (Name). Thanks for connecting! I checked out your profile, and while I'm not in the market for your services currently, it does look like we may have some business interests that line up. You seem well respected for your (skills they've been endorsed for) skills, so perhaps we might be able to help each other.

(I'm an executive recruiter) (I own a social marketing company) in the (your company's market) industry, and we're interested in expanding in the (city they're from) area.

Since you seem on top of your field and in the area, I thought (by longshot) you might be a good fit for our current project. So, are you at all open to creating another stream of income, as long as it didn't interfere with your current projects? Let me know :)

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Need some help? Call Jason @ Network Marketing Accelerator!

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