

**Pro-Level**

# **Social Media**

**Prospecting &  
Recruiting Guide**

# *Welcome*

# **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.

# **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 through Facebook.



Prospect/Attract the lead.



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



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



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



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



# **Branding Yourself vs. Branding**

## 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.

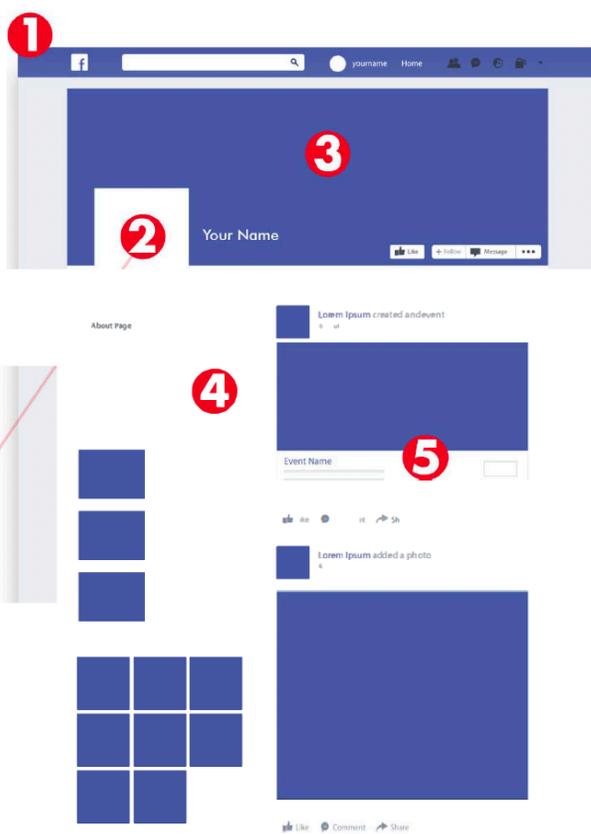
Think of your Facebook profile as a warm market generator. Your goal on Facebook is to project, connect and build those long-term business relationships. When you get this dialed in, your marketing efforts will turn into leads. Once you have those leads, you can begin prospecting.

## 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

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!

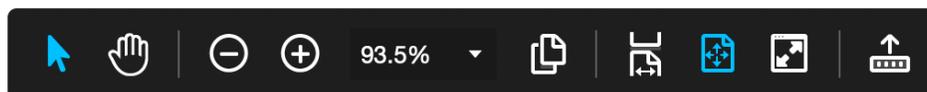
## Step #4: Provoke curiosity with your About section

Imagine that you walk into a network-ing event and you shout out what you do before you intro-duce yourself or let people know you. Sounds crazy, right? The same is valid for social media. Brand your cover photo to you, not your busi-ness.

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 #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 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**

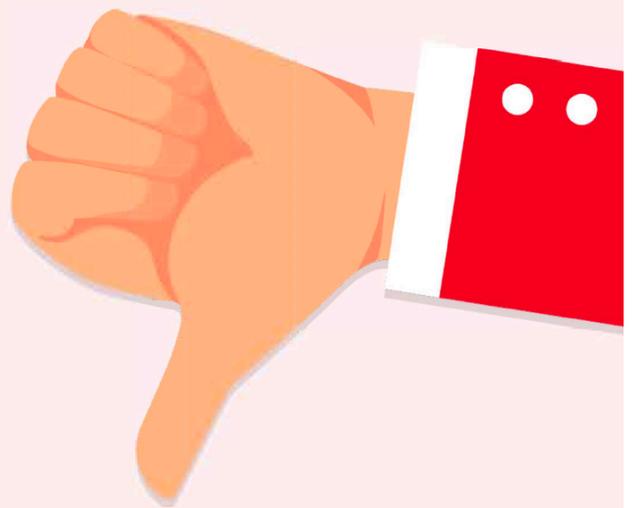
# DO's



- 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

**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. Set aside 30 minutes to 1 hour a day to do just that. (You probably spend more time scrolling on Social Media for fun!)

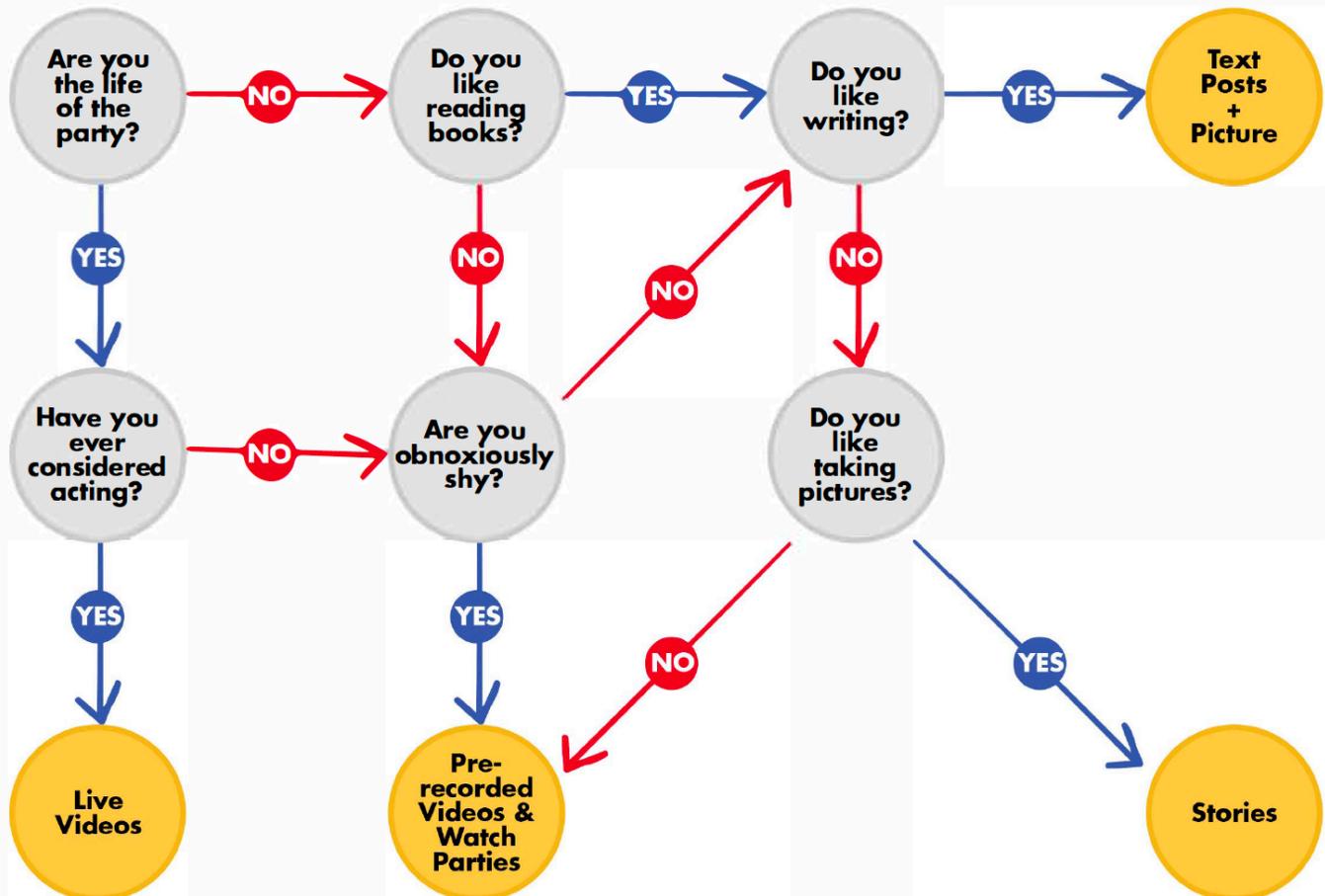
## Here is how it works:



Now that doesn't sound that scary, does it? And it produces impressive results!

# **Attracting You 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 Lives 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 re-lease 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!



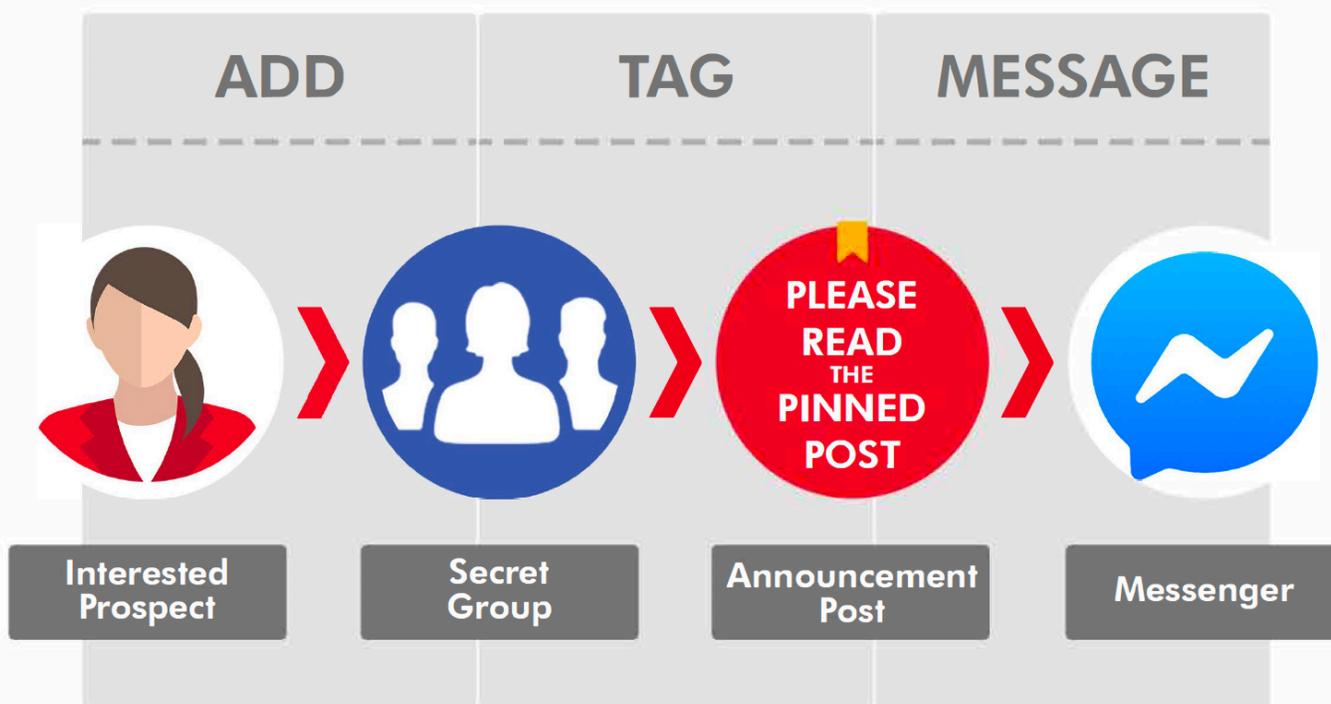
# **The ATM System**

**A Proven  
Facebook  
Strategy**

## 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 secret Facebook Group;
- **Tag** them in post or video you want them to watch;
- **Message** them to see what they think about it.



**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!

**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 overwhelming.

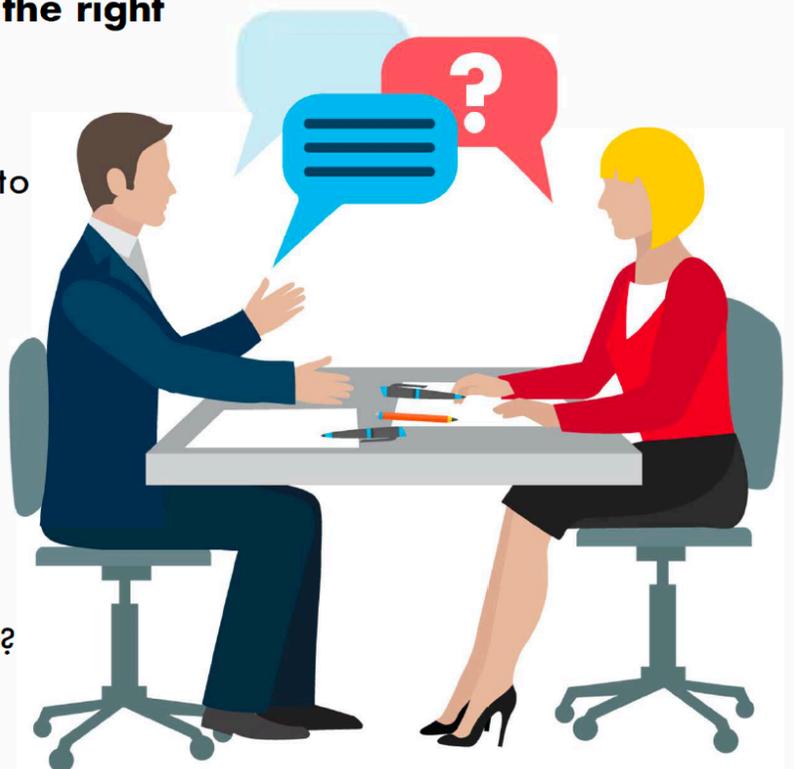
We've been there, and we're here to tell you that a) there's no way around it, because you're in the **People Business** and developing a relationship with your customers is a must, and b) it gets better. Asking the right questions is a big help.

The main reason why people buy your product isn't the product itself; it's **YOU!** If they see you as an authority if they see that you love what you do and if they see you believe in what you sell, they will take the next natural step — buying from **YOU!**

### **Lead with the relationship, ask the right questions, and build rapport!**

And don't worry — we're not going to let you wander in the dark. We got your back. In the pages below, we'll share with you our tried-and-true, practical scripts! Use them when you talk to your prospects and how well they work!

Is that anxiety already melting away?  
Yep, we thought so!



# **Inviting Your Prospects**

Remember what your initial goal is to **create curiosity and build value**. So don't send your prospects any links or try "to sell" the benefits of the product with the initial message. It just won't work. Instead, follow the ATM system.



## **IMPORTANT**

**DO NOT** share any of our private Facebook groups on your social media feed!

**The process is engage in a dialog whether face to face or through social media and then ADD them to the Facebook Group and start the ATM process.**

## Sample Scripts & Prospecting Workflow

### I. Customer ATM Script (Weight Loss or Health Result)

- This script is for contacting people you know

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

**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 have tons of 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 **Company Overview** post and send them the following private message:

**I have connected you as my guest in the Health Hub Facebook Community. Here you can learn more, get any questions answered and see the results people are having. If you like what you see, I am happy to enter your order for you. Let me know ...**

**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.**

**Step 1 - ADD them to "Health Hub" Group**

**Step 2 - Tag in "Company Overview" Video (You can access this video under "Topics")**

Optional - Tag in other appropriate product videos based on your communication (Herbalife Formula 1, Multivitamin, Cell Activator etc.)

**Step 3 - Use FB Messenger to Follow up. Voice Message preferably.**

**Continued....**

## **Script:**

**Hey \_\_\_\_\_, now that you have seen a little bit more about our company, our incredible products I would like to know what are your specific health goals?**

## **After they respond**

**Awesome, our program can absolutely help you with that. Once you get started as a Preferred Member, which is just a 1 time fee of \$40, you will have lifetime access to our virtual meal plan builder, recipes, shopping lists, workout programs and videos. Plus you will get 20-40% off all the products you purchase. I will be here to guide and support you through the entire process. Are you ready to get started?**

**Also, if you are interested in earning income by sharing your results, let me know and I can get you that information as well.**

**\*\*\*If they are hesitant you can always create a 3 way chat with your Upline or someone on the team that might have a similar background or health need that they can help validate.**

**PRO TIP: The goal is always to get a Yes or No Answer. Also, remember NO just means Not Right Now so don't take it personally!**

## Sample Scripts & Prospecting Workflow

### I. Business ATM Script (Business Opportunity)

- This script is for contacting people you know

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

*Catch up a little bit - find out what they've been up to and how they're doing.*

**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 tons of 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 are the products?", "What is the community?" or "Sure, add me!" simply add them to the Facebook Group. Tag them in the **Company Overview** post and send them the following private message:*

**Hey \_\_\_\_\_, I connected you to one of our Facebook communities called Health Hub. I tagged you in a couple videos that go over the company, our products and our composition plan. We have a complete step by step system to help build your entire business from Facebook. Let me know if this is something you would be interested in?**

*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.*

**Step 1 - ADD them to "Health Hub" Group**

**Step 2 - Tag in 3 Videos: Company Overview, HOM and Compensation Plan**

**Step 3 - Use FB Messenger to Follow up. Voice Message preferably.**

**Continued....**

## **Script:**

### **If, Yes Response**

***Awesome, I am excited to have your part of our team. First we need to get your registered as a Preferred Member which is just a 1 time fee of \$40. (If they are already a Preferred Member, let them know they need to switch to a distributor by clicking the head icon in myherbalife and click Convert to Distributor) This will give give you access to our virtual meal plan builder, recipes, shopping lists, workout programs and videos. Plus you will get 20-40% off all the products you purchase. I will be there to guide and support you through the entire process.***

- 1) Get them signed up as a PM First or if they are have them convert to Distributor**
- 2) Have them order their products if not on products already**
- 3) Add to Success Hub to go through the training steps (Units in FB Group)**

### **If, Maybe Response**

**If you are a seasoned coach respond with:**

***Ok, what questions do you have that I can answer for you?***

***Based on the questions you can Tag them in other videos or answer them directly.***

**If you are a newer coach create a 3 way chat with you and your upline to help answer questions.**

### **If, No Response**

**Ok, would up like to get started on the products first? This way we can work on your health goals first and then look at the business opportunity down the road.**

**No matter the outcome...leave them in the group and let the system and timing do the work!**

**PRO TIP: The goal is always to get a Yes or No Answer.**

**Also, remember NO just means Not Right Now so don't take it personally!**

# Setting up a 3-way Chat



## Facebook Messenger

**The first thing you need to do is message your prospect before you set up the chat:**

***Hey, [prospect's name]. I'm glad you liked what you saw! I'm working with some pretty incredible people. I want to introduce you to a couple of them so that you can hear their story and they can answer some of your questions since I'm pretty new ... hang on. I will set up a group chat =)***

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

### Sample #1

**Hey, (your uplines name)! This is (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.**

### Sample #2

**Hey, (Prospect Name) Meet (your upline name). She's got a lot of knowledge about Herbalife and is the perfect person to answer your questions. He/She has built a multi-million dollar organization here in Herbalife. He/She is married with a few kids, and she is super down to earth.**

**Closing**

Here comes the BEST part! **Closing your prospects!**

It's a little tricky, though. So we'll share with you some of the closing questions we use all the time, and the ones we know work best:

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

When objections come up , do not get defensive. Questions and objections are there to test you , so keep your posture strong.

Ask them **"What do you mean by that?"** in order to be sure you're absolutely clear on what the objection is about.

Once they give you an answer, reply back and follow up with

**"On a scale of 1 - 10, how serious are you about reaching your (Health) goal?"**

Or

**"Is it that you are serious about your goal and you really don't have any (money time, etc.) or are you just telling me that you because you just don't have interest at this time?"**

**HOT TIP - Answer all questions and objections with stories!**

**PRO TIP - Keep it friendly. Never sound like your accusing or blaming them!**

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

**Objection # 1: I'm Very Busy. I Don't Have Enough Time"**

- **How much time do you have? (let them respond)**
- **(whatever they say) Great, that's perfect!**

**Objection #2: I Don't Have Money to Get Started"**

- **I know it's more than you want to spend, but illness costs more than wellness! It's not like you will die from spending the money. We have plans that start as little as \$3 a day. Let's just get you started there so you can start working towards your goal. How does that sound?**
- **That's exactly why we have to get you started now so that you can lose the weight you want and have 4 friends who will do it with you next month so yours is free. I want you to enjoy your body now. How does that sound?**

**Objection #3: I Need to Talk to My Spouse"**

- **I totally understand! Is it that you're serious about the business and you really do run all the decisions by your spouse or are you just telling me that because you're not serious about starting a business at this time?**
- **If they are serious, say, "Great, let's add your spouse to the groups so he/she can take a look at the information in the same exact way that you did. Also let's set up a Facebook chat with all of us and he/she can ask us the questions instead of you."**

#### **Objection #4: "Let Me Think About It"**

- **I totally understand! Is it that you're serious about the company and you really need to think about it or are you just telling me that because you're not serious about starting a business at this time?**
- **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?**

#### **Objection #5: "How Much Money Are You Making?"**

- **I don't know. I am not done making it yet. lol**
- **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**

**Remember: The Fortune is in the follow up**

## **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.

## **How to Follow Up Effectively:**

- 24-48 hour follow up: "Hey, Bob! Where is your head at with the opportunity I presented to you?"
- If no response after a few days, follow up with, "Hey, are you OK?"
- If still no response, "Hey, Bob! You must be busy and I don't want to keep hounding you ... I am going to take you off my list for now. Let me know if you want me to follow up with you in a month, 6 months or a year."

**And how does the ATM strategy fit into all of this? It helps you increase trust, community, and connection in a short period of time without a lot of legwork!**

**That's the real genius of the method!**

- **Prospect like a pro!**
- **Build a massive amount of trust!**
- **Reach the financial freedom you've always wanted!**