



Simple

STRATEGIES



TO RECRUIT EXPONENTIALLY

RECRUITING NEW REPS

Remember This....



When you make your list of contacts, remember they will lead you to someone who will join your team. They won't always join your team.

No means NOT RIGHT NOW.

When they aren't joining say this: Hey listen, no problem. Do you mind if you keep you updated?

CHANGE YOUR SCRIPTS BY PERSONALITY

DIRECT PERSONALITIES:

I found a product that we can make a ton of money together. I'm all in on it. Not sure if your open but if you are, hit me back.

FUN PERSONALITIES:

I found a product that's a ton of fun and I'm having a blast. I'm all in on it.

HELPING PERSONALITIES:

I found a product that can help a lot of people and it's a blast. I'm all in on it.

SYSTEM PERSONALITIES:

I found a system that we can literally money on line. I'm all in on it.

REACHING OUT TO STRANGERS ON SOCIAL MEDIA

Check out their profile first. See their family. Their life. Their hobbies. Reach out and pay a compliment.

“ Hey April! Hi, this is Emily!

You may not know who I am, but I came across your page and you seem so positive, you have so much life and I love your beautiful girls.

You know I know this is kind of forward, but as I was looking at your page, I feel you'd be exceptionally good at what I do. Would you be open to connecting for ten minutes? ”

REACHING OUT TO SOMEONE YOU SORT OF KNOW

“ You know I never ever shared with you what I do for a living, but I couldn't help but think you'd be very good at it.

Would you be open to going to coffee something soon so I can share more?

WAIT for reply. Hey, I'd love to chat more about this, but it's best if we set up a call. Is 4pm better or 8pm? Or, I'd love to get you more info.

Are you free tonight to watch a video at 8pm? ”

RECRUITING NEW REPS

COFFEE DATE RECRUITING

Let's start with this..you can tell me a little about yourself so I can get to know you better.

I'll tell you a little about me and my journey in the company.

I'll answer questions that you have.

I'll see if you are interested in doing this.



Tell me about you!

What do you like best about your job/situation?

What would you change?

Where do you see yourself 5 years from now based on your dreams?

If you could create the perfect career, what 3 things would be most important to you?

Do you see the cup as 1/2 full or 1/2 empty?

What do you feel like you need the most? Value the most?

Are you:

- Results Oriented
- People Oriented
- Family Oriented
- Detail Oriented

Look them dead in the eyes:

If you continue doing, Sarah, what you are currently doing, where you will be in five years?

Not sure what to say next:

Where are on a scale of one to ten?

1 is never in a million years and 10, sign me up today, where are you at?

What would bridge the gap to bring you from a 7 to a 10?

They aren't interested:

It's okay if it's not for you, but I am looking for someone who has a burning desire to change their situation.

Can you link me up with them?

Even right now?

Anyone come to mind?

RECRUITING NEW REPS

HOSTING A FACEBOOK LIVE EVENT

By hosting a Facebook Live event, you are opening the door to not only sharing your company's products with tons of people, but also sharing your company opportunity.

The first step is to create a private group for your event. Come up with a catchy group name & description.

Title:

Opening Word | Topic | Closing Word

For Example:

Ultimate _____ Class
Full Proof _____ Strategies
Essential _____ Techniques
Game Changing _____ Solutions

Description:

This should be a short explanation that boasts about why your company and products totally rock.

For Example:

In this group, you'll get to experience the most advanced and innovative _____ products in the world.

We hold 23 patents for our product formulations and we are certified with this super cool certification, which means this cool thing for you.

All of our products are cruelty-free for the animal lovers out there and we are a super green-company for these super cool reasons.

You are about to experience a transformation in just minutes using our unique formulation that is 100% money-back guaranteed.

Posting in the group:

A Good Rule With Your Content Marketing Online:
Share VALUE more than BRAGGING.

Share Useful / Helpful Information 80 Percent of the Time.
Promote Your Company 20 Percent of the Time.

RECRUITING NEW REPS

POSTS TO USE IN THE FACEBOOK GROUP

Results Driven Posts:

Share posts that show Before & After Results!

"Check out this incredible before and after photo. Just 2 weeks using our ____ system! Insane!"

Insert Before & After Pictures

Story Posts:

People LOVE to read stories. It captivates their attention and STOPS their scroll so they pay attention.

Educational Posts:

People LOVE to learn. The more value via free training you bring to your audience, the more often they will show up.

What can you teach people?

It's about knowing what your audience is struggling with and what they really need to simplify or fix in their life.

Go LIVE Briefly To Train (Adds Value!):

People LOVE impromptu LIVES where you provide some unique and funny training. Just go live to teach something. It can be a short 5 minute video or a little longer, but what's great is that it will replay forever in that group for others to see. Great advertising and value!

Testimonials:

People LOVE SOCIAL PROOF! Social proof is evidence from others that the product actually is amazing! And it's VERY powerful!

My Company Is Awesome Information:

What does your company do that makes an impact in the world?

What makes your company unique?

What massive milestones has your company had that benefit clients?

RECRUITING NEW REPS

HOSTING A FACEBOOK LIVE EVENT

Add an announcement:

Welcome to my ____ Community!

You were invited here as one of our guests to learn more about how our products can totally transform your world! (or health, skin, mood, etc.).

We have a great group of people here and want to protect the culture, so some quick ground rules before you jump in and get started!

In this group, you'll get to experience our amazing products as well as learn more about what they can do for your _____!

If you have any questions or you would like to place an order, please follow up with the person who added you to our group!!

We love all success stories and encourage photos.

We also love cheering you on, so share away.

Just be sure to check our announcement post at the top of the page.

We always use a policy of kindness and courtesy.

We do not step on each other's toes, so soliciting of others in this group is not allowed & will not be tolerated.

Please inform an admin if you experience this.

More about my amazing company:

"Three sentences about why your company rocks."

We are so honored to have you here and can't wait to hear your success story using these innovative products!

Next, Add Group Rules.

Facebook will automatically have rules for you to use, so you can remove any of theirs and/or add your own.

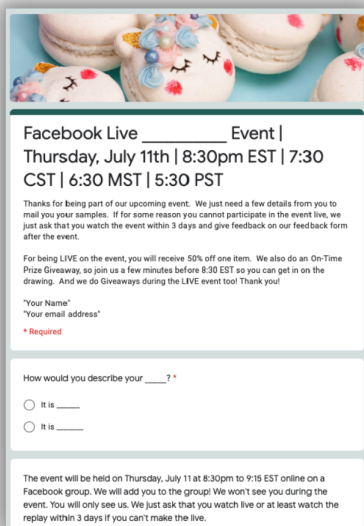
RECRUITING NEW REPS

HOSTING A FACEBOOK LIVE EVENT

Create a registration form.

This is where you will get any and all information about who is attending your event and any personal information you may need.

To access form, click the link, click the image or scan the QR code:
<https://forms.gle/quxxqUcMhnL8eFxl6>



The screenshot shows a Google Form for a Facebook Live event. The header includes the event title and date: "Facebook Live _____ Event | Thursday, July 11th | 8:30pm EST | 7:30 CST | 6:30 MST | 5:30 PST". The form contains several sections: a thank-you message, a note about a 50% discount and a prize giveaway, a required text field for "Your Name" and "Your email address", a question "How would you describe your _____?" with two radio button options, and a footer with event details and a 3-day replay policy.

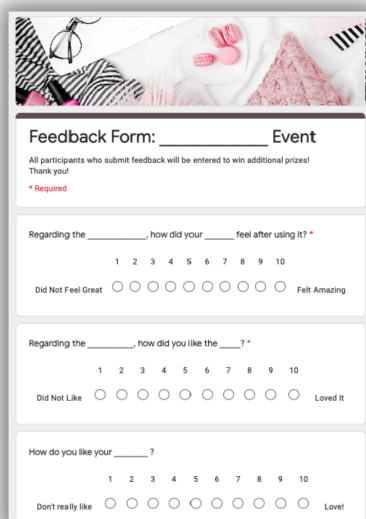


Create a feedback form.

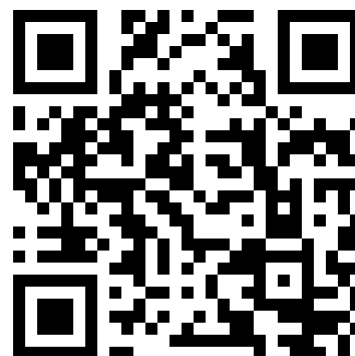
This is where you have the opportunity to find possible new recruits.

As an incentive to having them fill out the feedback form, offer the chance to be entered to win additional prizes for filling it out.

To access form, click the link, click the image or scan the QR code:
<https://forms.gle/YHfBkhzwd4sEW91c6>



The screenshot shows a Google Form for a feedback survey. The header is "Feedback Form: _____ Event". The form includes a thank-you message and a note about a prize giveaway. It features three Likert scale questions, each with a 10-point scale from "Did Not Feel Great" to "Felt Amazing" or "Loved It".



The important thing to remember about hosting a Facebook Live event :

One: You get to share and introduce your awesome products.

Two: You get to share your company opportunity & recruit.

RECRUITING NEW REPS

CREATE A MAGICAL RECRUITING VIDEO

Video gets and keeps people's attention!

Video has become one of the most powerful social media tools you have for communicating and engaging with people.

As a direct seller, it's SO important for you to embrace the use of video as one of the ways you have to make a deeper connection with people online.

Video brings you to life & helps you share your story and what you're most passionate about as if you were face-to-face.

It will get the watcher to imagine themselves on their own journey with your company.

Your Video Should only be a few minutes long.

What to cover in your video:

- Your "My Story" | About 3 to 4 sentences or under a minute
- What first drew you into your business? | About 2 sentences
- How did it feel when you were just getting started? | About 3 sentences
- How has your business affected your life and your family's life? | About 4 to 5 sentences
- What is your vision for your business into the future? | About 2 sentences
- What are the most common questions people ask about your business opportunity? | About 4 to 5 sentences

When you start with your story, you want to emphasize how your life has changed because of joining the business, and it helps the person watching overcome their own worries.

Then, as you look toward the future, you give a sense of belief and hope for their own future.

When you mention a few of the things "most" people wonder, you cover any questions they have, and also paint a picture of a whole community of people who will be on the journey with them.