

FINDING UNLIMITED NEW PROSPECTS ON FACEBOOK

I'm going to show you an easy way how to never run out of leads. This is a strategy that you can add to your daily method of operation, to add an unlimited number of cold market prospects to your list of potential clients and brand partners.

Step one, find a Facebook interest group. Let's give an example. Well, I've got this incredible skincare product. I'm going to go find people who like skincare. No, everyone in that group is already pitching skincare! Instead, find something that you could talk to people about. Things you are interested in, where it doesn't feel like fake chit chat. You join a couple groups. You don't join too many, if you try to be active in 10 groups at a time it may feel overwhelming. So when you're looking at joining a group, one of the first things you look at is, how active it is. And then the second thing is how many members it has. If it's a smaller group, if it's active, that's more important. You'd rather have an active group than a group with 100,000 people that's not active. 25k members or above is good. And then the other part is 10 posts a day. That means it's active.

So, I would go join a meditation group. See, it's something that regardless of them joining my business or not, I could have a natural conversation with them. It's something I'm interested in. It doesn't even feel like work. And even if they don't join your business, no big deal, or they don't buy your products. If you find people that are like you, you're going to have enough interested in your product.

Second step: you go to the group, and like and comment on several posts inside of that Facebook group. Spend 10 minutes. That doesn't take very long.

Step three, make an engaging post inside the group. For example, in a meditation group, I could say my two favorite types of meditation are meditations at sunrise and meditations under a starry sky. What are your favorite meditations? Don't make a post that's similar to what someone made last week. Provide value to the group. And why did I ask this question? Because the way the algorithm works is, in normal posts, about five or 6% of people see them. In Facebook groups, the way the algorithm works is, the most recent posts get propped up to the top of the group. So that's the prime piece of real estate. It gets the most visibility and attention. So when you make a post, anytime someone comments, it pops up to the top. And so it's critical, that you ask an engaging question that will get people to interact on your post.

Do not simply go in the group and publish a link. They have policies of not spamming. But if you're a contributor to the group, and you're not mass spamming, and you follow the rest of my steps, they're okay with that.

Step four, send a friend request to several people in the group. Now, typically, to the people that ended up commenting on your post. You're not a total stranger to them. Or you choose people that you commented on their post. Rather than just go mass add a lot of people, I'm going to add the people that have comment on mine and then comment on theirs. Now a rule of thumb is about 10 people a day. There are going to be days you friend requests a little bit more, and days you friend requests a little bit less.

But a simple way to understand this is, you don't want to go through and mass add like 50, 70, 80 people.

Step Five: So I friend request them, then right after, I message them. Why? Because instantly I want to remind them that we know each other. Now I'm not going to say, hey, we know each other, because it's not like we really know each other, but I will refer to something they posted or to a comment they have made. I personally believe in leaving a voice message, it's a lot more genuine. But it's okay if you prefer to text. If I make a post and they comment on my post, I could reply to their comment, but then I could friend request them, and then I could instantly continue the conversation in Messenger, because the money is in Messenger. This is the more personal conversation, this shouldn't feel like fake chit chat. These are the people you talk to anyway, these are people that are you would have interest in if you ran into them, because of common interests.

So we said that the prime piece of real estate is being the top of the Facebook group, and when someone comments, okay, what happens? It goes to the top!

So let's say you've got 15 comments within an hour. Would you want to reply to every single one? No, just two. Then wait 24 hours. Reply to all, but not right away. Because if every time that someone makes a comment, it bumps to the top, I want to reply to some comments later, I want to keep bumping it to the top. Get more exposure. If exposure goes down, no one's commenting: Reply again. Pop it up to the top. Maybe put a reminder in your phone to reply to another comment.

Step six: create what's called leading questions. So leading questions are questions that you ask them and you're hoping they ask you back. So for example, if I'm in a hiking group and I ask them: Do you mind me asking, which supplements do you take to keep you fit for hiking? I know you're into health and wellness. Typically, when you ask that question, People are going to ask you back.

You can do the same thing with leading questions for the business, right?

You can do this daily or put it in your agenda 2 or 3 times a week. What counts is that you will never ever run out of new prospects again. As most facebook profiles indicate where people live, you can even choose in which area or country you build your business.

You're consistently adding new friends. Those people are being exposed on a regular basis to your content. Think about that, because hopefully you're posting on a regular basis on your profile. You don't wanna dominate a group that that's annoying. So the beginning, maybe once or twice a week.

Those friends are exposed to your content, and then in Messenger it is easier, to actually ask leading questions. What if they don't ask which supplements I use? Okay, we'll go there. The other question I get is, is, when do I approach them?

A couple different ideas on that. So when you approach them, sometime between the first and third conversation, I didn't say message, conversation. So whatever you want to count as a conversation, like you're going back and forth, right? Like, you know, usually when it goes the next day, that's another conversation.

But first message is inappropriate, obviously, to ask a leading question or pitch someone because it's like, they're like, wait, you just send me a friend request and you pitch me? A little spammy pammy over here. Those people are not going to be interested at all. But sometimes your business comes up in the first conversation, it just comes up, sometimes in the second sometimes in the third. Talking about your business in the first message may come across as spammy. After the third conversation, you're just taking way too long.

Test it. Why don't you go approach 30 people in the first conversation, not message, and 30 people in the third conversation and see your results. And if your results are no different between first and third, you might as well just do it on the first because faster is better. But if you find your results are way better in the third, then I get it. Wait till the third. Because everyone's a little different. I have some people that do a lot better when they approach people right away in the first conversation and some people that do better when they approach people in the third conversation. A lot of coaches say: approach people how you would want to be approached.

If you're the person that's annoyed when someone approaches you, meaning an invite in the first conversation, you probably shouldn't do it. But if you're the type of person that you're annoyed when they don't approach you in the first conversation, there you go, that means you probably should. So approach people how you would want to be approached, and I promise you, it'll make a huge difference.

Step seven: The invite. What if you ask a leading question and they don't ask questions back? After your new friend has told you about all the products she uses, and then you just ask them. Say, actually, you know, for me, I've been taking this product for the last like eight months. Then you talk about pains, problems and how your product is a solution to them. Pain and solution. That's it. It's just those two things. And so you just ask them to take a look at your product. At some point you're just direct. Some will say yes, some will say no, that's okay. But it'll make a huge difference for you as you just learn to just be more direct.

Step eight: Follow-ups. Your first goal is, you're just selling them on taking a look at a video on a product or the business opportunity.

But then after that, the fortune is in the followups, plural. And we need to make sure that we consistently do third party validations. That can be done in a call with your upline etc.

Step nine: Long term. Turn them into warm contacts. They sign up or if they don't. That's okay. We follow up. And this is huge because you never want to run out of contacts. These people that say no, they're saying no now, but they could say yes later. But you

don't want to be that annoying MLM sales person. What do you do? Set a reminder in your phone. It could even be like a week or two weeks later. And you reach out and say, Hey Susie, I just wanted to personally thank you. I know that you weren't interested for the time being in my products, business, whatever it was, but thanks for taking the time. I know you're crazy busy and anything I can ever do to help you out in anything. Just let me know. That's it. And then you put another reminder in your phone. You set it like maybe another two or three weeks later and you can go comment on a post that they have. Because again, it's just being a great networker first and it will help you to become a better network marketer.

Set another reminder in your phone, maybe like four months later or something to reach out via messenger, non-business related again. And then each time you do that reach out, you always set another reminder, a future one so that you're always just staying in contact. And these things take two seconds, just being a good human being. It's just being a great networker and you do it again.

And maybe after six months, maybe you got a new product release or maybe now you've had some great conversations with them and you're like, you know what? I know we talked about this six months ago. I never want to come off like, you know, hardcore sales or anything. I really just think you'd like this product.

This is a way you can make cold contacts and turn them into warm contacts. And then when they said, no, I still keep them in my pipeline without being annoying beating on a dead horse. So can you imagine if you follow this Facebook group strategy over the course of what you say for two years, but then also all the people that say, yes, it's incredible. But think all the people that say no. Think how they're still in your pipeline and they become warmer and warmer in your circle of influence. Think about the dramatic difference that this can make for you.

This is just one of many social media strategies you can use. But for some people this is much easier than creating 2 amazing posts a day and trying to go viral. Just treat that facebook group like an enjoyable social event where you meet new people with similar interests you enjoy talking to.

This strategy is, amongst others, inspired by Rob Sperry. I recommend his trainings on network marketing and social media. Find him at <https://robsperry.com/>