

The Perfect Formula for Networkers! Plan out a Quick Sales Journey, converting potential Clients from Warm to Hot.

**START**

**HOW TO PLAY:** Write down your words in the appropriate spaces that reflect the formula down below. Keep in-mind that the different touch point are a structure to follow, but the content is subjective.

**CAMPAIGN NAME**

**CALL TO ACTION**

**1 IDENTIFY LEAD SOURCE**

**2 ENTER AND CONNECT**

**NOTE:** Invite Leads to your FACEBOOK spaces (personal, business page & group.) This is for retargeting ADs.

**CRM AND SOCIAL SPACES**

**BACKGROUND**

\_\_\_\_\_ AUDIENCE

\_\_\_\_\_ EVENT

\_\_\_\_\_ DATE

\_\_\_\_\_ LOCATION

\_\_\_\_\_ NOTES

**PERSONA**

\_\_\_\_\_ AUDIENCE

\_\_\_\_\_ AGE RANGE \_\_\_\_\_ GENDER

\_\_\_\_\_ INCOME RANGE \_\_\_\_\_ QUALITY

\_\_\_\_\_ INTERESTS

\_\_\_\_\_ BEHAVIORS

\_\_\_\_\_

\_\_\_\_\_

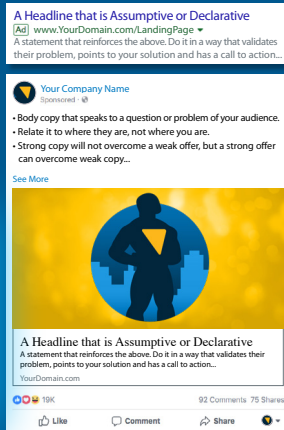
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**3 RUN LOW BUDGET ADS**

**4 POINT TO LANDING PAGE**

**SET UP MULTIPLE AD SETS**

- SET 1) Target Business Page Audience
- SET 2) Google Keywords Based on "Outcomes"
- SET 3) Retarget Landing Page visitors



**AD ELEMENTS**

\_\_\_\_\_ HEADLINE

\_\_\_\_\_ BODY POINTS

\_\_\_\_\_ CALL TO ACTION

\_\_\_\_\_ NOTES

**SET UP A LANDING PAGE**

- GOAL 1) Free Giveaway to Build Trust
- GOAL 2) Product You Pitched
- GOAL 3) Scheduled Appointment

**CALL TO ACTION**

\_\_\_\_\_ GOAL 1

\_\_\_\_\_ GOAL 2

\_\_\_\_\_ GOAL 3

\_\_\_\_\_ NOTES



**GO REACH-OUT WITH SALES SPEAK**

**FOCUS ON THESE METHODS: CALL, TEXT, SOCIAL MESSAGE, EMAIL**

- 1) Text Message in combination with an Email
- 1) Social Message in combination with an Email
- 1) Call combined with a Text Message and an Email

**OPENER**

\_\_\_\_\_

\_\_\_\_\_

**MAIN CALL TO ACTION**

\_\_\_\_\_

\_\_\_\_\_

**BONUS "LINERS"**

I met you at \_\_\_\_ Let's talk your "Goals" and "Desires". Can you meet \_\_\_\_ or \_\_\_\_ ?

I know you're busy, just want to make sure you saw my last message :)

I don't want to read into the silence... Are you still interested in discussing \_\_\_\_? If NOT..All Good :)

**TIPS**

- Build a copy and paste spreadsheet with different messages, rebuttals and calls to action
- Social Media: Likes = a warm Lead, Comments and Share = a Hot Lead, DMs = Very Hot Lead - DM them ALL!
- Add your personality, jokes, emojis and images to your follow ups