EXCLUSIVE TRAINING

How to Text & Call Your Way to

6 Figures

Calling and texting leads, is one of the most feared but easiest and fastest ways to increase your earnings and income! Calling and texting prospects has been done for years, but in our industry very few and far between people even attempt the feat. Whether it be do to the common but uneducated fear of "the call" or simply lacking the knowledge on what and how to say it.

Today in about 15 minutes I'm going to show, and tell you, exactly how you can begin calling/texting, to raise conversion, raise awareness of your brand, and to develop more results for whatever business you will ever become a part of. The whole purpose of this process is so

So you can start…

- Turning your leads, into downline and paying members

- Turning your downline and paying members, into more dedicated and sometimes into "All-In" members

- Give your leads and downline more tools and resources, so their own teams grow which helps your team grow as well…

- Teach this process to your team, so they can duplicate and win as well!

Before we begin...

Why is calling and texting your leads and downline so important? Your leads and downline need, yes not just want but need, your information and guidance to help them move forward. One of the biggest complaints online, is that people don't have a sponsor, or that they can't get a hold of them. As well, the more information you can present to your list and downline, the more they will learn and develop.

Now you aren't responsible for the actions others take. But **you are responsible** on making sure they have all the tools they need! As well calling and texting your leads and downline builds not just trust but **also** a relationship. Which builds like, know, and trust, the cause of every person's decision on whether or not they will buy what you have to offer.

This is why it's so critical for you to to make sure you are texting and calling your leads.

Here's How To Get Started

First here are the general rules of conduct you should follow when texting or calling leads, downline, or team members.

1. Always be kind and try to **service the lead or member**. You do this by always being respectful and trying to give the best and honest information you have.

2. **NEVER**, yell or text rudely to a customer or lead. This will lead to a lost customer and bad reputation for yourself and the company.

3. Talk in terms of servicing, and **giving to them, always.**

4. Talk & text in a **clear and professional manner.** Do not use any slang or lingo.

How To Text Your Leads & Customers

Texting your leads and downline members is one of the best ways to have them move toward their next step. Whether you still need them to become a customer because they're only **a LEAD.**

Or...

Whether you still need to follow-up with them to give them training and information to continue moving forward or to purchase another product or service, because they're **already a customer.** You will follow up and text each one of these people differently. Which I will explain below...

> ### TIP
>
> **Your goal** when texting is to always **have them take a specific action.**

With that we're going to tackle how you can start texting both your leads, and current customers and have them take the next step forward that you desire.

Part 1: How and What To Text Your Leads

Your leads should be treated as well as you would treat a **customer.** It is your job and responsibility to make sure they have the right information, and are driven in the right direction. You want your leads to buy a product or service.

Therefore, because they are currently a lead, we are going to text them in a way that invokes them responding, and taking action to become a **customer.** There is as variety of ways you can start off the conversation, and bring it to a close, so by the time you're done you'll have another dedicated team member and sale!

Step #1: **Gather all of your leads phone numbers into a single place.**
(In a google document, on a computer document, CRM, etc)

*If you have a system like Now Lifestyle which tracks and shows your leads and gathers their phone numbers for you, then you simply should go to the area in your back office where this is tracked. Once you've either written down all of your leads numbers, have them added to your contacts, or are going to type out each number 1 at a time, it's now time to begin texting each one individually, one by one.

This process will take a little time. And it will allow you to create hundreds, thousands, and in some cases tens of thousands of more dollars every month.

Now, here's the whole process…

1. Type the person's phone number into your phone and add them as a contact. *Add a 1 to the beginning of their first name, so you know that everyone on your phone with a 1, is a lead.

2. Click on, "Send Text" "Send Message" "Etc"

3. Copy and paste one of these introductory messages to the selected person. Make sure you change **"Insert Their Name"** to **their name.** And change **"Insert Your Name"** to **your name.**
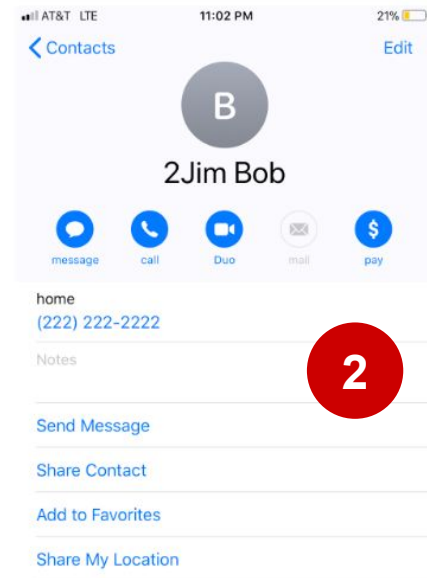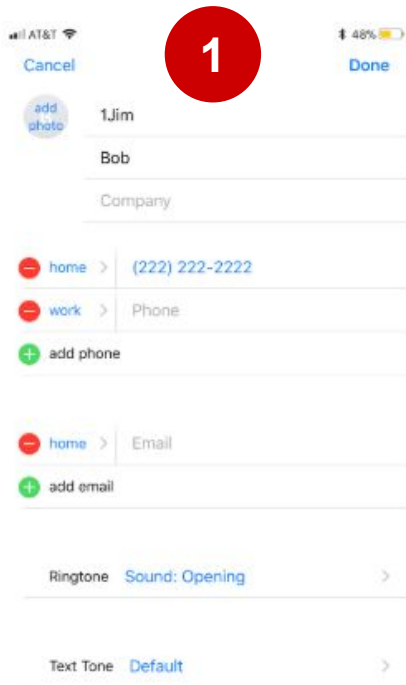
Once you've copied and pasted the message, and changed "Insert Their Name" to **their name**. And change "Insert Your Name" to **your name**, then send it away. ***You may need to put in a business name as well. Or a desired result.***

Messages to copy and paste are below.

Introduction Text #1:

Hey "INSERT THEIR NAME", this is "INSERT YOUR NAME". I'm your team leader in (Name of business) and wanted to help you get started seeing results as soon as possible.

You're going to want to go ahead and (get started, check out certain product) if you haven't already so I'm able to help you move forward.

I'm excited to start working with you! From now on you will have my 1 on 1 guidance.

Go ahead and (get started, check out said product) here.
(Insert link to get started or to purchase beginning product or service)

You're my #1 priority!
Is there anything else I can help you with?

Introduction Text #2:

Hey, is this "Insert Their Name"?

Introduction Text #3:

"Hey! This is your mentor in (INSERT BUSINESS NAME), YOUR NAME. I wanted to introduce myself and help you get started, and the right way. How's it going?"

After you have copied, and pasted the message. And put in the person's name, and your name. Hit send! Send that text! **Repeat this process**, for each person that you have as a lead.

Great job!

You've just text all of your leads. Your next step is to simply deal with the responses. What we're going to cover next, is the usual responses you will get, and what you will send back. Now, these are SPECIFIC for each introduction.

So, you're going to **use the responses, that are associated with the Introduction you used**. **They are color coordinated.**

People's Responses to Introduction #1

#1. They Say: "What's (Business name you sent)?"

What You Will Send Back: "(Business name) is (description of business and what it does for them) Make sure you checkout that link so all of your questions get answered.

Let me know if you need anything else! "

#2. They Say: "Great thank you very much!"

What You Will Send Back:
Absolutely! Let me know once you get started and then we can take it from there!

#3. They Say: "Can you help me with (specific need)?"

What You Will Send Back:
I can absolutely help you with that! (Then give answer to question)

And finally #4
They Say: "Can I give you a call?" Or… "Can you call me?"

What You Will Send Back:
Yes absolutely!
I can give you a call between "Insert a time that works for you" and "insert another time that works for you". What works best for you?

In general, after you've sent your response to their first text back you will want to make sure you keep sending and telling them the information they're looking for or need. **Continue sticking to the rules I laid out earlier**, continue the conversation if needed, and you'll do great!

Now we're going to cover….

People's Responses to Introduction #2

#1. They Say: "My name is "their name". "What do you need?"
Or… "What can I help you with?"
Or… "What can I do for you?"
Or… "Yes this is "their name"… Who is this?"
Or…"Who is this?" Etc…

What You Will Send Back:

My name is "Insert Your Name" and I simply wanted to make sure you were able to get started. It's my responsibility to take care and make sure you have what you need. Your progress is my #1 priority.
What are some questions that you have?

People's Responses to Introduction #3

#1. They Say: "I'm doing good." "I'm doing okay." Etc....

What You Will Send Back:

"Glad to hear you're doing okay. And thanks for getting back to me! Is it okay if I send you (training, information about a product, etc) so I can help you move forward? I like to text people 1 on 1 so I can help them faster."

In general, after you've sent your response to their first text back.

You will want to make sure you keep sending and telling them that the information they're looking for and the answer they need are within the product or service that you're trying to sell to them.

Continue sticking to the rules I laid out earlier, continue the conversation if needed, and you'll do great!

As well, if the person you text didn't answer, there's a few things you can say to get them to respond and to continue following up.

If they don't respond, you can send any of the following.

1. Hey my friend, I hope you're doing well. I just moved you to my VIP list so that I can make sure you have everything you need. What are your goals you want to accomplish with (the product or service you're offering)?

2. Hey my friend, I wanted you to know that even if you don't answer, I'm going to make sure that you have the training and everything you need. Because it is not just my job, but also my responsibility that you are successful. Here's here where you can access (the product or service) (Insert link for product or service or on how to get started)

3. Hey my friend, I was just going to ask for you to let me know when you (get started, or buy product or service) I'm going to reach out to you again and guide you 1 on 1. Let me know once you're ready:)

## Part 2: How and What To Text Your Customers / Paid Affiliates

Your customers are going to be much more serious and dedicated than your leads. They understand that it takes time and money to invest in themselves and their future.

Now it's time to give your customers more information so they can continue their journey.

As well, **give them** more motivation and desire to move forward on this path with you.

I'm going to cover your first few texts to these individuals, and give you the exact texts to send to start having your first producers and trustworthy leaders.

Now, here's the whole process...
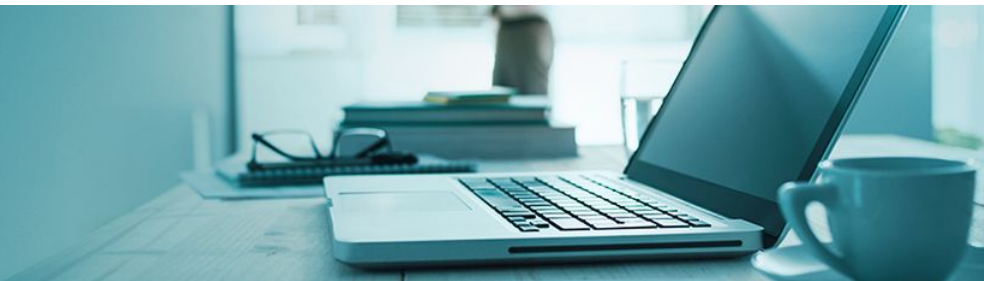
1. Type the person's phone number into your phone and add them as a contact.

   Add a 2 to the beginning of their first name, so you know that everyone on your phone with a 2, is a Customer

2. Click on, "Send Text" "Send Message" "Etc"

3. Copy and paste **one** of these introductory messages to the selected person. Make sure you change **"Insert Their Name"** to **their name.** And change **"Insert Your Name"** to **your name.**
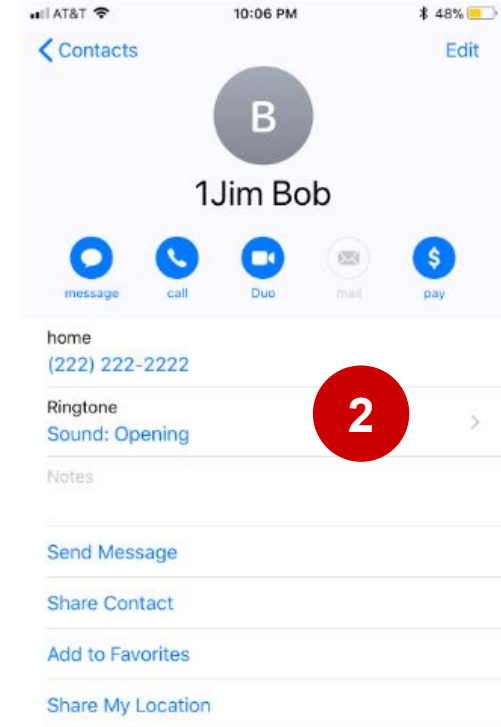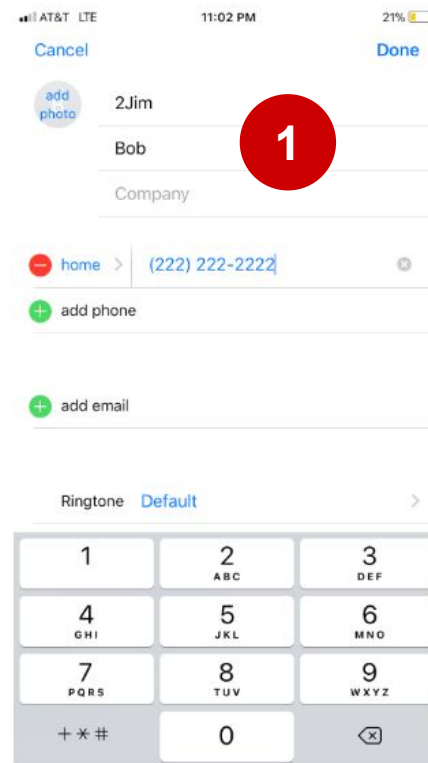
Introduction Text #1:

Hey "Insert Their Name", this is "Insert Your Name".
I'm your team leader in (INSERT BUSINESS(I want to help you move forward and see as much progress as possible.

It's my responsibility to help you and you have my undivided attention.

What can I help you with? I want to help you move forward and see as much progress as possible.

It's my responsibility to help you and you have my undivided attention.

What can I help you with?

Introduction Text #2:

Hey, is this "Insert Their Name"?

Introduction Text #3:

Hey "Insert Their Name", this is "Insert Your Name".
I'm your team leader in (INSERT BUSINESS)

It's both my job and responsibility to make sure you make the most progress and see the most results you can.

What time today or tomorrow would it be okay to give you a call?

After you have copied, and pasted the message. **And** put in the person's name, and your name. Hit send! Send that text! **Repeat** this process, **for each person** that you have as a customer.

Great job!

You've just text all of your customers. Your next step is to simply deal with the responses. What we're going to cover next, is the usual responses you will get, and what you will send back. Now, these are SPECIFIC for each introduction.

So, you're going to **use the responses, that are associated with the Introduction you used**. **They are color coordinated.**

People's Responses to Introduction #1

#1 They Say:
"I don't need any help. I'll let you know if I do."
Or….
"I'm fine, thanks for your help."
Or…
"Thanks for getting a hold of me, I'll let you know."

What You Will Send Back:
Thanks for getting back to me!
I respect your time. Send me a text at any time if you have a question, and make sure you're (using the product, following the system, etc) Taking action is KEY. Thank you!

#2 They Say:

"I need help with traffic."
Or…
"I need help with getting leads."
Or…
"I need help with getting started."
Or…
"I need help with X, Y, Z, just about anything."

What You Will Send Back:

Thanks for getting back to me!
(Your business) has the exact way to solve (insert question or problem they are facing) You can start using it whenever you wish.

Is there anything else I can do for you?

People's Responses to Introduction #2

#1. They Say: "My name is "their name". "What do you need?"
Or… "What can I help you with?"
Or… "What can I do for you?"
Or… "Yes this is "their name"... Who is this?"
Or…"Who is this?" Etc…

What You Will Send Back:

My name is "Insert Your Name" and I simply wanted to make sure you were able to get started with (business or product)
It's my responsibility to take care and make sure you have what you need. Your progress is my #1 priority.
What can I help you with?

IF they say **NO**, you will send them.

"Thanks for getting back to me. I'm excited to work together with you! Let me know if there is ANYTHING you need.

IF they say **YES** and say what they need help with. Send them the appropriate answer to their question.

People's Responses to Introduction #3

#1.1 They Say: (This applies for if they mean today, or tomorrow)
"You can call me at, 3 p.m."

What You Will Send Back:
"Sounds great! What time is it for you now?"

#1.2 They Say:
"It's currently 11 a.m."

What You Will Send Back:
"Thank you for getting back to me. I'll call you in 4 hours!"
(Whatever the time difference is, you say you will call them in that many hours)

Example:

They say " Give me a call at 7 P.M.

And you send back " Sounds good, what time is it for you now?

And They Say " It's 9 A.M.

The number of hours, or difference, between 9 A.M. and 7 P.M. is 10 hours. So you last response will be. Thanks for getting back to me! I'll call you in 10 hours!

Now at this point. You can send any one of these people, after using any of these introductions. All updates, trainings, links, files, and anything else you can dream of…. You're goal is to build a relationship with this person, and give them all of the assistance they need to move forward. This in turn, will help you **drastically increase** your downline, **your reputation**, and **your income!** Here's what you should **continue sending these people** after your initial conversation.

- Training videos on How To perform a specific task. Such as How To Send Traffic, How To Send A Broadcast, etc

- Updates on the team or company

- Periodically send them a text asking if there is any way you can help them and then solve their issue

- Lastly…Schedule a call!

YOUR TASK:

Apply everything you just learned, NOW. Yes I mean, right NOW.
Get started and you'll see your income, reputation, and lifestyle begin to change!

Step 1. Add all of the numbers you have to your contacts as I instructed above.

Step 2. Text all of the numbers you added to your contacts as I instructed above.

Step 3. Follow-up with these people, as I instructed above.

Get started! Right now! GO!

Once and only once you have completed the above, then continue with…

Part 3: How and What To Say On A Call With Leads Or Customers

The "dreaded call" that so many people hide from, is their savior and way to directly and instantly increase their revenue, reputation, and integrity!

Calling your leads and customers has been shown in multiple studies, personal experience, and from every leader to be one of the most direct ways to become reputable, see much faster and larger results, and to have progress like none other. I'm going to show you exactly how simple and easy it is to have an enjoyable, efficient and effective call every time!

Step #1: Add Them To Your Contacts

Type the person's phone number into your phone and add them as a contact. *Add a 3 to the beginning of their first name, so you know that everyone on your phone with a 3, is someone you are going to call.

Step #2: Continue this process until you have gone through and added each person that you want to call.

I suggest calling both leads and customers at some point.

Step #3: Start at the top of your list, and call your way down!

Dial those numbers and call!

Once you're on the call, the beginning of the conversation should start like this…

"Hey my name is "Insert Your Name" and I'm your (sponsor, upline, owner of, in business name) I am calling to see how I can help you move forward and make some more progress. What can I do for you?"

You're going to be met with a large variety of responses and writing them all out is nearly impossible. Here's some general things most people may respond with…

They say:
"What's (business name) Again?"

Respond:
(Explanation of what the business is and what it does for them)

They say:

"Sounds great, I'm looking for help with traffic, getting started, etc."

Respond:

"Awesome to hear. (give them direction on how to get started, to purchase a product, to find out more information, to follow a system, etc)

*IMPORTANT NOTE: If you have your own training, traffic resources, etc, send them to those places! Solve their issue!

They say:

"I have no idea what I'm doing, and just need some help."

Respond:

Alright great I can help you get started. (Explain what the business is, what it does for them, and how to get started)

They say:

"I don't know at all."

Respond:

That's fine no worries at all! I can very easily help you get started. (Explain how to get started)

You always will want to talk with

1. **Positivity**

2. **Reassurance**

3. **Reinforcement**

It's **YOUR responsibility** to help your lead or customer reach forward and to the next level of progress. It's highly recommended that you... **Tell your leads,** if you call them, that it would be a great idea for them **to become a customer** So they don't miss out on ANY benefits.

It is highly recommended that you **tell your customers** to continue with some kind of training, to make sure they have what they need, and to possibly upsell them to another product or service that they might like.

Now Get To It!

You're now able to go ahead and text / call, all of your leads and customers to see more results, create duplication, and start creating a massive action taking team! I have some last tips for you though, before you immediately get started with texting and calling your downline!

#1. Give true value to your team and customers as you can.

Why? This **will lead** to them taking action, seeing results too, and everyone benefiting. <u>How?</u> By sending them How To videos, traffic resources, and instructions on how to get started.

#2. Always encourage Leads/Free Members to become Customers, or to take a specific action forward.

Why? This will drive your team forward, their results forward, and have everyone winning!

How? When you're texting them and calling them always try to mention their current status and how they can easily move forward to the next level.

#3. Even if someone doesn't answer your call or your text within 12-24 hours.

Continue calling or texting them, once a day. The reason for this, is to make sure that they have the tools and resources they need to continue building.

You can continue calling or texting this person until they specifically tell you to not call or text them again. As well, whenever you are calling or texting someone, make sure you continue to reinforce that you're continuing to call and text them, because it is your responsibility to make sure they see results because you actually care about them.

#4. If the person you were texting or calling, is very receptive and you can work with them very easily… Continue working with them!

You need to make sure that you are nurturing and truly taking care of your leads and customers, this will help the both of you produce better results.

Write down a time and schedule for you to continue calling and texting these people. By making sure you follow up, you'll inspire them to continue forward, and they will become leaders.

#5. Always, always MAKE sure you leave a message when you call someone.

This lets them know who's calling and why. If you don't leave a message, they of course have have no reason to give you a call back.

*Your message should be similar as to an introduction. "I'm (insert your name) and I'm calling you (from specified business). I am calling to offer you some help to move in the right direction. Give me a call or text back, and have a great day!"

*Secret #1

When someone states an objection, a negative response to what you say, there's a lot of bad ways to deal with the issue. But there's also one very powerful right way, to deal with the issue.

Example of an objection:
"I don't have the time."
"I'm not sure."
Etc.

Now, this way to handle objections, ensures that you're on their side, which means they're more likely to follow your instructions and information. Whether you are texting or calling someone, you're going to address this response once they come up with an objection…by saying or texting back…

"You're absolutely right I completely understand." "I get it." Etc…

Followed by, an explanation of how your product, service, company, or proposition, doesn't cause the issue that the objection was talking about. By addressing and acknowledging the issue, you knock down their defenses. This may not work every single time that you try it, but it can lead to more conversions and more people following through with the rest of the process.

*Secret #2

Don't just follow up with texting and calling!

Of course texting and calling is going to drastically help you convert more people, but if you do this as well you'll see even more conversions and more results.

What you need to do to raise conversion even more, is to go ahead and add these people as well on Facebook and any other social media site that you are a member of.

#1. These people are more likely to join because of exposure. They are now going to see what you post on each social media profile as well. *You can message them about the call or text you sent too!

#2. A good portion of these individuals will like, and follow, what you post about as well. Building your brand and allowing you more exposure to others.

#3. Email your list daily...This keeps them active, alive, and ready to move forward. All business is done, through communication. If there's no communication, your business is dead. So keep it alive and thriving!

The more people hear and see you repeatedly, the more likely they are to follow and join what you're a part of.

Your last step… Is…

Taking action, and texting / calling all of your Leads and Customers. Right now!

Those who have previously been taught this training, and who used it, see more customers and more retention, then someone who didn't follow the training. Make sure you start taking action and make this your priority.

You're going to love the results, and your downline, team, and list will love the help, and see you as the true leader you are!