

THE 4 PHASE ROADMAP

***A Guide for Social Sellers to Get their First Customers,
Keep MOMENTUM Going and continue on in their
business building success!***

4 PHASE ROADMAP

Phase 1: Begin With Posting

P *step 1*
POST

Post daily. Show your audience you are here and you're open for business. Don't stop posting.

P *step 2*
PIQUE

Pique interest. DO NOT show/say the name of the product or Modere on your wall. Curiosity is the one thing you have working for you.

L *step 3*
LEAD

Lead them to the tools. Add them to your FB group, add them on your list and get them more info.

Phase 2: Capture Your Lead

A *step 1*
ADD

Add them to your FB group, your chat, your group text, whatever system you are using to capture your leads and continue getting them info.

T *step 2*
TAG

Tag them in the FB group and send them info in chat; videos, screenshots and a handful of bite sized pieces of info are best.

M *step 3*
MESSAGE

Keep messaging with them and keep communication open. Be natural, make them feel comfortable and ask questions. (3-way chat here)

Phase 3: Follow Up and Close

48 *step 1*
48 HOURS

Follow up in 48 hours with more info. Say, "Hi! Check out this success story, I think you'll like it..." and send them a screenshot etc. *or TAG them on another post in the group.

5 *step 2*
FOR 5 DAYS

For 5 days show up on your wall and in your stories LIKE A BOSS! They are watching you, show them you're a BOSS!

ASK *step 3*
ON THE 5TH DAY ASK:

I'd love to help you get a DEAL on my products. You were interested in the XXXX, is there any more info I can get you to help you get started?

Phase 4: BUILD YOUR TEAM

Take the next step and begin building a team. Building a team is incredibly fulfilling. It's a journey of helping others grow and achieve their goals beyond just health and wellness. As a team leader, you get to mentor, support and cheer on friends that join the movement to be empowered and generate an income themselves as well.

Not only is building a team fulfilling, but it's also the key to unlocking higher income potential. When you build a team you will begin getting paid not just off of your own customers sales but off of your teams customer sales as well. The collaborative environment nurtures growth, enabling everyone to excel and work towards achieving six-figure earnings!

Tips to building a team:

- Once a week do a business post to your wall
- Keep a running list of anyone who comes across your content on social who you think would be a good fit to join not just as a customer but also as a team member.
- Add them to the business FB group.
- Tag them on success stories of other Social Marketers
- Send them info about income that can be earned
- Invite them to any live online presentations that are held



My Lead List LEAD TRACKER

HOW TO USE THE LEAD TRACKER



As you begin posting on social and sharing with your following what you have, you will have people who are interested and when they expressed interest, you will add them to your lead tracker. Start using your lead tracker during your 7 day launch!

- **When someone expresses interest add their name to the tracker and ATM.**
- **48 hours later follow up with more info**
- **Keep showing up on your wall and in your stories**
- **5 days later ASK**
- **Continue showing up on your wall and following up till they are ready to order!**

Using the Momentum Tracker

1. POST AND INVITE

When someone is interested in what you share, add them to your FB group (info funnel) and tag them on info. Also send them simple bite sized pieces of info that they can easily look through in PM. Videos, images and screenshots work well. *Make sure they accepted the group invite. *Add their name to the tracker

2. FOLLOW UP 48 HOURS LATER

48 hours later follow up with them by sending them more info. DO NOT FOLLOW UP WITH "hey just checking to see if you have any questions." NO! That's the worst way to follow up and yet so many people do it. Follow up by getting them more info ex: Heyy, how are you, I wanted to share this success story with you because I found it so inspiring (then send screenshot.) *Note on tracker that you followed up.

3. FOR 5 DAYS KEEP SHOWING UP AND ON THE 5TH DAY "ASK"

During those 5 days, continue to post to your wall and show up in your stories. It's all about timing and if you are consistent they will order from YOU. Keep showing up on your wall and stories, like and engage with their posts to keep you in front of their minds and when they see your posts they'll remember they have info from you to take a look at and a group to check out.

(Of course you are going to use your judgement)...but if you strike while the iron is hot, get them info while they are excited, and they are looking, ask this: I'd love to help you get a GREAT DEAL on my products. You were interested in the XXXX, is there any info I can get you to help you get started?

If they are a business prospect you can ask **"Heyyy I'd love to know what you liked best about the info you seen?"**

The goal is to keep the momentum going and ASK. If you don't ASK you will never GET! So If you're prospecting them for products, ask what more they want to see to help them get started. If you're prospecting them about the business ask them what they liked best about the info you sent to them, or the info they seen on the presentation.

If you never ASK, you'll never know. And you want to strike while the iron is hot. They will ultimately let you know when they are ready and you will be here for them when they are, BUT FOLLOW UP EARLY ON and they will remember you when they are ready. *Note on tracker that you ASKED

4. FOLLOW UP WITH NEXT PROMO

80% of people will not order immediately so don't be discouraged if they don't immediately order...even if they expressed interest! It's all good. Follow up with them when you have the next promo, tag them in the post in the group and also drop them info in PM. Comment and engage on their content at least once a week and when they are ready to order they will come back to you. Don't ghost them. Keep connected and social media makes it so easy for us to do that.

5. KEEP ADDING MORE NAMES TO YOUR LIST

PPL, ATM, FOLLOW UP AND CLOSE! **add the date of order to your tracker*