

What if you could use the power of Facebook Groups to create an MBA (Massive Bank Account)? What if you could use this strategy to build your home business empire 100% with Facebook without having to do home meetings or parties (if you don't want to)?

Why Leverage the Power of a Well-Run Facebook Group:

- Creates social proof and sales!
- Allows you to leverage the excitement of others
- Your prospects will join your team FASTER if they experience what it will be like before they join
- Your existing team will be more successful if they have support available to them 24/7
- Let's first understand the BIG picture of how this ATM strategy fits into your overall home business empire building plan.

5 Steps to building your Home Business Empire

1. Prospect/Attract a Lead (be sure to set up your Facebook presence in a way that gives you credibility, likability and provokes curiosity)
2. Connect with the Lead (be a human first, a marketer second)
3. Invite Your Prospect to "See" the Opportunity (follow the ATM strategy to effectively Add-Tag-Message)
4. Follow Up & Close (sort, don't sell and stay in touch)
5. Plug Your New Business Partner into Your Company's System

Nothing great will happen for you until:

- Your mindset is that you're a professional conversation starter, not a sales person
- You release commission breath
- You are in this for long-term residual income
- You believe in your product and your opportunity 100% because if you have 1% doubt, you are out!
- You execute your income-generation activities daily and over a long-enough period of time
- You get excited (and tell your face) and stay consistent!

Customer ADD TAG MESSAGE SCRIPTS (ATM)

Here is a private message script that you can personalize and send to your friends on Facebook. *This message is designed to create curiosity. Do not send this to random people. Do not post your link or try and "sell" them on the benefits of your products in this initial message. Your goal is to simply create curiosity and build value in the "product" community, then add them to the private ABC Facebook community, then tag them in the pinned post.*

For best response: Check out their profile to see what they've been up to, drop some likes and

comments. Chat them up a bit. Warm up that relationship.

Script (use the Audio Recorder if you can)

Hey, (name)! How are things?

(catch up a little bit and find out what they've been up to and how they're doing)

Hey, so I wanted to run a quick idea by you. I just joined a Facebook community that is focused on health, fitness & weight loss that I am getting a lot out of. This is a really positive group that already has over 100,000 people in it. I thought some of my friends might enjoy it too. I have a ton of energy and am down 16 lbs so far on these products.

Or, share a testimonial of a friend, ***"I am excited to start using some of the products. My friend is already down 5 inches. Let me know if you would like to check it out and I'll add you. If not, no worries. Either way, love seeing you on here.***

When your friend responds back with, **"what are the products"** or **"what is the community"** or **"sure, add me!"** Simply, Add them to the Facebook community. *Tag them in the pinned post and send them this private message.*

Do not try and begin answering each of their questions. Add them to the community and tag them in posts that will help get them the information they are looking for.

I have connected you as my guest in the ABC Facebook Community. Here you can learn more, get any questions answered and see the results people are having. If you like what you see, I am happy to enter your order for you. Let me know ... Also, if you are interested in earning income by sharing your results, let me know and I can get you that information as well.

Alternative Product Script

Hey, (name)! How are things?

(catch up a little bit and find out what they've been up to and how they're doing)

Want to hear something amazing? (wait for them to respond)

I found a new (anti-aging) product that reduces wrinkles from the inside out, lifts sagging skin, reduces cellulite and a lot more. It's basically a new revolutionary anti-aging product for the whole body (insert your testimonial here if you have one or use someone else's testimonial). You're going to be blown away! How about I add you into a group so you can look at it?

When your friend responds back with, **"what are the products"** or **"what is the community"** or **"sure, add me!"** Simply, Add them to the Facebook community. *Tag them in the pinned post and send them this private message.* Do not try and begin answering each of their questions. Add them to the community and tag them in posts that will help get them the information they are looking for.

I have connected you as my guest in the ABC Facebook Community. Here you can learn more, get any questions answered and see the results people are having. If you like what you see, I am happy to enter your order for you. Let me know ...

Also, if you are interested in earning income by sharing your results, let me know and I can get you that information as well.

Business Script

Hey, (name)! How are things?

(catch up a little bit and find out what they've been up to and how they're doing)

I found a way to make money using Facebook. OMG, you have to see this ... I can add you to a private Facebook community with over 20,000 members that you must check out. It's blowing up right now and I'm already experiencing success (share your results and/or your reason WHY).

When your friend responds back with, “**what’s the business**” or “**what is the FB group about**” or “**sure, add me!**” Simply, Add them to the Facebook community.

Tag them in the pinned post and send them this private message. Do not get into the Q & A before they've watched the videos.

I have connected you as my guest in the ABC Facebook Community. I tagged you in a couple of videos that explain more about the compensation plan, the system to build your entire business from Facebook and the results people are having.

I'm also gonna add you to 1 (or 2 more) Facebook Group(s) where you can learn more about the incredible products we offer.

3 way chat with your upline

Message to your prospect before you setup the chat:

Hey, prospect's name. I am glad you liked what you saw! I am working with some pretty incredible people. I want to introduce you to a couple of them so you can hear their story and they can help answer some of your questions since I'm pretty new ... hang on. I will set up a group chat =)

Message into the group with your prospect and upline (uplines):

Hey, Samantha (your upline name)! This is Mary (your prospect's name). She is a great friend of mine. Right now she is running a daycare business and is looking to potentially start a business leveraging Facebook.

Hey, Mary! Meet Samantha (your upline name). She is very knowledgeable about ABC business and is a perfect person to answer your questions. Matter of fact, she's built a multi-million dollar organization here in ABC company. She is married with a few kids and she is super down to earth.