

# HOW TO BUILD YOUR BUSINESS WITH REFERRAL POSTS

## HOW TO CREATE A NEVER ENDING SUPPLY OF QUALITY LEADS



### WHAT IS A “REFERRAL POST”?

A Referral post is when you have one of your friends/customers publish a post you’ve **custom created** for them to post on their FB/Instagram wall. The purpose of this post is for your customer to share how excited they are about the product they’re using, to show their results (or someone from 100% Epic Group Results) and to tag YOU in the post. This will let their friends/customers/followers know that if they want more information, YOU will reach out to them. The BEST type of referral will always come from someone you know because you instantly have something in common with the prospect which is your friend!

You may be thinking to yourself....WHY would your customer do that? Because they love the product and would LOVE the chance to **WIN** something or even get their product **FREE!!!** You can even do additional incentivizes such as giving them \$10 per person (*since you will be doing ALL of the work that signs up*) or a gift card. There is true POWER in tapping into other people’s network and the relationships THEY have built to help build YOUR business as long as you show how it will benefit THEM.

### WHY ARE THE REFERRAL POSTS SO IMPORTANT?

Well, most people who start out in Network Marketing oftentimes don’t have a very big network especially on social media. Referral posts can give you and your fellow brand partners a TON of exposure and FAST results! When your customer does the post, YOU are the person who’s ATMing the prospects, NOT them.

That means YOU are the one that will **ADD** the person to the Group, **TAG** them in the announcement post & testimonials, give them more information as needed and follow up to make the sale. Then following the ATM system, you will **MESSAGE** them in order to follow up and see if they have questions and get them signed up. (If they are not into FB you can send them to our product website at [www.ProductsWithImpact.com](http://www.ProductsWithImpact.com))

### HOW DO I BEGIN THE REFERRAL POST PROCESS?

**STEP 1:** After the customer has placed an order, set a reminder for approximately 10 days AFTER they get their product.

**STEP 2:** Call or send a FB VOICE message to the customer and say...“Hey Mary! I know you are loving your products. I would love to know what you like BEST about them so far. (**Pause and Wait For A Response**). That’s incredible! I have a quick question for you. Would you possibly be open to learning how you can save some money on your next purchase or even get those products for FREE?”

**IF YES:** Great! Here is how it works.....

I will simply give you a NON SPAMMY/NON SALESY post specifically created for YOU that you can put up on your Facebook page. We have had a lot of engagement on this post and people tend to be pretty responsive to it. I will write it up for you, you post it and TAG me and I will do ALL the work for you.

I will make sure anyone that asks for information or wants to order gets taken care of and I will answer all of their questions and get them signed up. So for every person that joins, I will give you \$10 EACH towards FREE product, cash or a gift card. How does that sound?

**IF NO:** I totally understand. Would you be open to sending some folks my way that could benefit from these products or even connecting us on Facebook if I did all of the work and you got all of the benefit? :) (If yes, follow the “How To Ask For Referrals” & “What To Say When You Call Referrals” script)

## HOW TO SET UP A REFERRAL POST?

It's best to do at least 2-4 referral posts per WEEK. That way, you'll have a never-ending supply of qualified prospects. Even if only ONE person comments on your customer's post, you should have the mindset that, “This is ONE person who I wouldn't have had the opportunity to talk to, had it not been for this person or their post. I'm building this ONE relationship at a time!”

The **BEST** days to do Referral Posts are **Wednesday** through **Friday** because people get paid on **FRIDAYS!!!** This will also give you enough time to ATM them, and get them excited! The best **TIME** to post for **MAXIMUM** exposure is typically 9 a.m., 1 p.m. and 3 p.m. EST

## WHO DO YOU ASK TO DO A REFERRAL POST AND HOW DO YOU APPROACH THEM? (CALLING OR USING FB VOICE MESSAGE IS ALWAYS BEST)

**1. Friends, Family & Co-Workers** - This is a great option, especially if you're just getting started. Say to them....

*“Hey (name of friend/family), how are you? Listen, I just wanted to reach out because I'm sooo excited and I had to share!! I just started this new business and I'm (looking to hit a new rank/pushing to win this challenge). I was wondering if you could do me a HUGE favor and help me out with something. Would you be willing to put up a “pre made”, NON SPAMMY/NON SALESY post that I will personally write for you and post it on your Facebook wall and tag ME? That's all you have to do. I'll give you the exact post, I'll do ALL the work and anyone that responds, if they decide to join, I will either send you some cash or FREE product. Can you do that for me please?” (Pause. Wait For A Response)*

**2. Influencers** - Think of people in your network who are experts in something or who have a large number of followers who TRUST them. Ask them to do a Referral Post. The worst that can happen is they say “no”. But they might also say “yes!” Make sure to interact on their posts for a few weeks FIRST but don't make it too obvious. Then reach out and say....



*“Hey (Name of Prospect), how are you? Awesome! So if you don’t mind I will just be straight with you. I know we have never officially met before but I’ve been following you for a while. You’re awesome and I love your positive vibe! I just launched this new business and I’m super excited about it. I know you love what you do (name a few things that you see them promote or say from PREVIOUS weeks) and it’s clear that people highly respect you. I was wondering if we could create a mutually beneficial situation for both of us. I would love to see if you would put up a pre made NON SPAMMY post for me on your wall and TAG me in it and in exchange I will send you free product from my company or even CASH if you would like? Anyone that responds I will personally take care of them so you literally have to do nothing! Please let me know if you’re open to it, I surely would appreciate it. If not — no big deal:)”*

**3. Prospects who say the products are too expensive** - (These are the people who say they can’t afford the products right now)

*Say to them.... “That’s all right (Name of Prospect), I totally understand. I’ve been there so I get it:) Things are tight for a lot of people right now. Let me ask you a question. How would you like to get your product for FREE which means you are getting healthy on my dime right now remove to start or even make some CASH!?” If they say “yes”, follow script above.*

**4. Current customers** - These are the **BEST** people to do Referral Posts for you. They’ve already been exposed to the product, so most likely they know how good they are! It’s important that you are **GREAT** at following up and knowing what results they’re getting on the product as well!

*You should say....“Hey, (Name of Prospect)! How are you? I know you’re loving the (Name of Product). I would love to know exactly what you’re experiencing :)!” (Pause. Wait For A Response) “I’m so excited that (repeat what they’ve told you). This is amazing! Let me ask you a question. Would you be open to hearing how you can start getting your product at a discount or even FREE? (Follow the script above)*



**It is important that you DO NOT pre-judge someone that may only have a few hundred friends/followers. ANYONE can be a good candidate as a “poster” because you never know WHO may respond to their post that could completely EXPLODE your business.**

## **HOW TO PREPARE THE REFERRAL POST -**

**NOTE:** It’s important to **FIRST** understand the “**GPS Formula For Framing A Referral Post**”.

- 1. Gratitude** - Starting off with an enticing first sentence of gratitude goes a very long way. This means being grateful for a **DECISION** you have made.
- 2. Pain Points** - The connection is made at this point. Vulnerability is the **KEY** to connection. It’s important for people to be able to relate to a pain point **FIRST** so they may think to themselves...“*yeah so do I!*” or “*hey I know someone with the same challenge.*”
- 3. Solutions** - What does the product **DO**? What problems does it solve?

Once they say YES they are willing to do the referral post, this is how you pull the GPS system together. Say....

***“ Great! I have a have a couple of questions for you to get your post ready!***

1. What do you usually struggle with when it comes to losing weight (living a healthy lifestyle etc.)?
2. What’s inspiring you to start this healthy lifestyle journey? (write what they say down). Great! I appreciate you sharing that.
3. Next I want to have you tell me 5 things from this list that resonate with you....  
  
➤ Improve joint discomfort • increase fat loss • cleanse and detoxify • boost energy • improve sleep • improve muscle tone • curb cravings • diminish bloating • decrease wrinkles • improve gut health & digestion • improve hydration • decrease inflammation • suppress your appetite • boost your immune system, elevate mood, soothe tense muscles and stiff joints • relieve aches and soreness • enhance mental clarity • boost memory and focus • combat fatigue • increase stamina and improve hair growth (Feel free to add more and attach an emoji to each line).
4. Lastly we want to **“warm up your Facebook Algorithm”** so you can have the most success possible because more people will see it. The way we do that is for you to COMMENT on 20 friends post (**start with those that get the most engagement**) while I get your post ready please.

## WHAT SHOULD THE POST SAY?

Make sure you add a picture and the post you create and place above it should say...

**Someone That HAS Tried The Product** - *“I’m so grateful for this new product I’m using!!! For the last few years I’ve been suffering from (ex: lack of sleep, low energy, dry skin etc.). I just started on this product and I’ve never had more more (ex: energy, better sleep etc.). My friend, [@YOUR NAME], introduced me to this. Drop a [fire emoji] for her to send you the deets and a discount ;)”*

**NOTE:** *It’s important that you copy the words that they gave to you from the questions you asked them. This makes it much more authentic and personal.*

**Someone That HAS NOT Tried The Product** -

**Option #1:** *“OMG! I cannot wait to get my hands on these “magic beans”. I struggle with energy to get through the day OR I decided I needed to make a change in my health. I saw my friend post about this stuff and she lost 6 lbs in the first week!!! So I made a commitment to join the B60 Better Health/Weight Loss Challenge. If you want to join me, drop a (emoji) and my friend @YOUR NAME can hook you up and send you the details!” (They can also just share a testimonial of someone in the group).*

**OPTION 2:** *I have been watching from the sidelines for weeks (months) and after seeing everyone’s success and doing my own research, I’m ready!! I cannot wait to try this stuff! ( list a handful of benefits with emojis) If you are interested and want information drop a (fire emoji) and @YOURNAME will send you a message with info.*



### IMPORTANT TIP #1:

When people start commenting that they want more information, you will need to (❤️ **NOT** 👍) every individual comment and **REPLY** by saying.....“Please check your inbox.” Then ATM the prospect. Sometimes you may have to respond with “Please inbox me” because FB will think you are spamming people if you inbox too many people in one day.

**\*\*\*Remember....you will need to become FRIENDS with the individual that you want to be add to the 100% Epic FB group PRIOR to adding them.**



### IMPORTANT TIP #2:

If the post gets a lot of response, inbox the “poster” and say *“Hey there! Your post has had a lot of response. 😊 Would you like to know how to do this as a business or would you rather me keep doing the work and give you a referral fee?”*



### IMPORTANT TIP #3:

**GIVEAWAYS** - You can do Giveaways amongst your customers. You can create your own personal customer group or post the giveaway on your personal FB/Instagram Profile. You will want to have clear instructions about how people can enter the drawing such as...

*“Spend at least \$50.00 and be entered into a drawing for a Gift Card OR copy this post on your timeline and TAG the person that shared it with you to be entered into the giveaway.”*

**Master this strategy and you’ll have a never-ending supply of qualified leads! It’s a win-win!**