

STEP 1: Ask someone to create a post on your behalf.

Every connection is valuable.

Anyone can make a referral post for you, even people who are hesitant to purchase a product. Referral posts involve no cost and require limited effort. Provide a photo and a caption. Once they post, you take care of the rest!

TIPS:

- Begin the conversation in a way that encourages a response before you make your pitch. If they engage, they're more likely to help you!
- Introduce the product at the same time that you ask for a referral post. Someone who posts for you could also become a customer!
- Prepare a photo and caption that would spark curiosity. Avoid explicitly mentioning the product's name to inspire more intrigue!

EXAMPLE:

Message 1:

Hey! I hope you're doing well. Would you be willing to do me a quick favor?

(Wait for response - What's the favor?)

Message 2:

So I started drinking this tea _____ **(fill in the blank with a period of time:** a few weeks ago, a month ago, a year ago, etc.) and _____! **(fill in the blank with how the tea has helped you:** "I lost ___ lbs" or "I feel a lot less bloated!") It's been a game changer for me, and I want it to help other people, too! Would you be willing to do a referral post for me? I would really appreciate your help getting the word out!

(Wait for response - Okay, what should I post?)

Message 3:

Great, thank you so much! Could you please post this picture and use this caption? Please don't tag me on the post. If anyone sends you a DM about it, just tell them I can get them more information! I'll take care of the rest. Thank you SO much for helping me out! Please post this:

I can't believe the results my friend saw from drinking this tea! She said it's had amazing effects on her body. I can't wait to try it!

(Provide a photo - example: a cup of tea, a pre-made gallon, someone drinking the tea, etc.)



STEP 2: Follow up with interested prospects.

Keep an eye on the referral post and reach out to anyone who expresses interest!

TIPS:

- Send friend requests to prospects to stay connected and build your network! Even if someone says no now, they may be interested later. Keep the door open for future communication!
- Avoid posting your shop link in the comments! Instead, respond to comments with “Sent you a message!” and start a conversation through a direct message.
- Be knowledgeable about the product so you can answer any questions they may ask! Don’t be afraid to share your personal testimony.

EXAMPLE:**Message 1:**

Hey there! I saw you were interested in our tea!

(Wait for response – Yeah! What exactly is it?)

Message 2:

It’s a cleansing tea that has helped me _____ (fill in the blank with how the tea has helped you: “lose ___ lbs,” “feel less bloated,” “go to the bathroom more,” etc.). A lot of people drink it to help with weight loss! If you’re interested, I could ship you a pack and show you how to brew it. If you want to give it a try, let me know!

(Wait for response – I’m interested ... but how much is it?)

Message 3:

I have a few options available! Each pack makes a gallon, and each gallon should last about a week. If you want to try it out, I can get you a week’s supply for \$25, 2 packs for \$45, or 5 packs for \$55. I’m so excited for you to try it! I think you’re gonna love it! (Whether your prospect purchases a pack of tea or not, they showed an interest. If they say yes, congratulations! You have a new customer! If they say no, stay connected with them. They may want to buy at a later date!)

