

"How To START and STEER Conversations On Social Media"

Before we dive in, let's look at how and where we use conversations in our business model, and take note of the difference between incoming and outgoing conversations. (show biz mind map)

This training is focused on INCOMING conversations.

The goal of these conversations is to:

Turn them into a paying customer (get them to buy the SLO)

- Once the conversation is started you will determine where they are in the process. If it makes sense for them to purchase now, then you can try to lead the conversation to get them to buy now. If they are NOT ready to buy now don't push it. Instead, get them into your lead magnet. (because the job of the lead magnet is to sell the SLO anyway)

Those of you going through the 14 day Attraction Marketing Challenge know this already:
conversations = conversions

So the goal is to have more of these front end conversations.

So the first thing you need to do is establish a DMO for your favorite social media platform that puts you into MORE conversations... Let's explore that further now:

A 10 Minute Facebook DMO That Will Get You Into 10+ New Conversations Daily

Think about that for a moment:

How many more sales would you make if you were having 10 new conversations each day?

More than you're currently making or less?

- 10 new conversations per day = 70/wk
- Let's say, you use what I'm about to teach you to steer HALF of those conversations into a potential sales conversation (where you are talking specifically about how your PSO might (or might not) be a good fit for them)
- That's 35 new sales conversations PER WEEK. (140 per month)
- How many sales conversations are you currently having every month?

Important: By "sales conversation" I do not mean high pressure closing calls. I'm talking about simply chatting with someone and asking them real (specific) questions to find out if what you sell is even a fit for them or not. If it is, you simply ask them if they are open to take a look at what you got. If it's NOT a fit, you nicely end the conversation and make a good impression with them.

My FB DMO: (live demo)

1. Open all BD's up in new windows
2. Determine, are they active on the platform or not
3. If no, delete them
4. If yes, message them HBD

That's the entire process.

From there, a few things will happen:

- You'll clean up your "active friends ratio" and start seeing more engagement on your posts
- You'll "clean" your audience (more of your friends actually paying attention to your posts)
- A good number of them will respond and give you an opening to start the dialogue

I'll show live examples in a bit, but who here can do this? If so, type "I can do this!" in the comments.

Once the dialogue has been started, the next step is to STEER them into a sales conversation.

How To STEER (and track) Your Conversations

1. Write down the persons name and note that the conversation has been started
 - a. I use the "3 dot" system
 - b. Tracking the conversations are important so they don't fall through the cracks
2. Go to their profile and find a connection point
3. Ask them an open ended question that expects/implies a response from them
 - a. I see you're involved with ___, how long have you been doing that?
 - b. I see we have friends in common, do you mind if i ask what you do?**
 - c. I see you live in ___, how long have you been there? Do you like it?
4. Once they respond back you are in a dialogue. That's when you start STEERING
 - a. There is no magic question to ask
 - b. Sometimes you have to just talk to a human for a bit before you see the opening

2 things to remember:

1. If you want to get into a sales conversation, you must POP the question at some point
2. You DO NOT have to build rapport for 6 months before you "pop the question" ...

10 min of examples (from Jan 20th time frame)

Recap:

- MORE conversations is better than less
- Use the social birthday DMO to start more conversations
- Use open ended questions to steer those conversations
- Track your conversations so nobody falls through the cracks
- Ritualize this process

Important note: You DO NOT need tons of engagement to make lots of money. If you're doing it right, you can KILL it on social media with just a few likes and comments per post.

That's all for now.