

# DUPLICATION MASTER CLASS

## Messaging Scripts

### **COLD MARKET**

(Location is typically better as your reason for reaching out, but for now, it's not ideal. Focus on occupation instead of location during the current Covid-19 crisis)

#### **General Cold Market Script 1**

"I know we don't know each other but I see you live in (Location). I am looking to expand my business there and curious to know if you would be open to taking a look at what we are doing. If not, no big deal."

#### **General Cold Market Script 2**

"Hey, with everything that's going on in the economy, I'm focused and productive in my home-based business. Listen... I realize we don't know each other but I see that you're in [profession]. We actually work with a lot of [people in that profession]. I'm reaching out to see if you may be looking for a way to make additional income from home, on social media. If you're open, I'm happy to share some info. If not, no big deal."

#### **Business Owners Script (meant for those who have employees)**

"Hey... With everything that's going on, I'm focused and productive in my home-based business. Listen... I'm reaching out to you to see if you or anyone that works for you, may be looking for a way to make some money from home. If so, great... I'll share some information with you. If not... no big deal."

NOTE: DO NOT attempt to build rapport with people in the cold market until AFTER you've asked if they're open. It's just weird to build rapport with strangers on social media. So when you've asked if they're open and they say NO, do not ask for referrals. Instead, build some rapport, ie. "... so how long have you been a hairstylist?"

### **WARM MARKET**

Warm Market that you've never reached out to before:

"Hey, with everything that's going on in the economy, I'm focused and productive in my home-based business. I've never actually reached out to you and told you what I do from home...are you open to taking a look at what I'm doing to make extra money from home, on social media? If not, no big deal"

[Leading with business is best for RIGHT NOW.]  
If they say no...DO NOT try to convince them. Say...

“Cool... no problem. Hey... do you know anyone that may want to make some extra money from home right now?”

**ANTI-MLM RESPONSE to one of the messages above:**

“Cool, no problem. I’m glad you’ve found a way to make some extra money during these tough times. Wish you the very best. If you know anyone who DOES want to make some extra money from home... let me know.”

OR

“You know what... I started network marketing because it was the only kind of business I could grow without a ton of overhead. But hey... I’m glad you’ve found a way to make some extra money during these tough times. Wish you the very best. If you know anyone who DOES want to make some extra money from home... let me know.”

**INVITE SCRIPTS:**

**SHOWN WV ALREADY:**

Hey (Name) hope your doing well. With what’s going on right now in the economy, I’m focused and productive in my home based business. I know what I do isn’t a fit for you based on what you said before. Do you know anyone that may want to make some money from home right now. Let me know.

**Cold Market: 1**

Hey (Name) I see we’re friends on Facebook. Just throwing this out there. With all that’s happening right now in this world just wondering if you keep your options for an additional source of income? My wife and I are part of something really BIG! I may be completely off base here, but I’m curious... would you be at all open to making some extra money on your mobile phone if it didn’t interfere with what you are currently doing? If not, no big deal. Here to help either way.

**Warm Market: 1**

I hope this message finds you and your family well despite today’s economy. I hope you don’t mind if I ask, but have you found a way to make money online yet?

**Warm Market follow up: 1**

Well I got my hands on something really big and there’s some serious money to be made. You free to jump on your phone/laptop for 15 min today or tomorrow?

**Survey follow up:**

Ok great! Please take this 5 second survey so we can qualify you as a good fit and then I will send you a 3 minute video for you to check out!

**Simple Text Invite (VIP Webinar or Private Travel Party)**

A friend of mine who is very successful is having a VIP get together for an hour. I can ONLY invite 2 VIP' s and I have you YOU down as one of them, you GAME?

\_\_pm Sharp @ \_\_\_\_\_. See you at \_\_\_\_\_

### **Warm Market Appointment setup examples**

Are you free for coffee this week?

Got some ideas I want to bounce off ya...

Hey, when are you going to be by a computer for 30 mins today?

Call me when you are, I have something big I'm working on...

Are you free for lunch this week?

Got a huge project, I need your direction on...

### **Your Chicken List**

I know your very busy and I respect you, I have a huge project and I was wondering if I could take you to lunch and get your direction on what I'm doing.

### **Direct Approach**

These are people who may look up to you. You're going to say,

"Hey, listen, I have something that may or may not be for you. You told me you wanted to move into a new house/get rid of that crappy car/take the kids to Disney Land but you couldn't afford it, I think I've got a way for you to do that."

### **Indirect Approach**

Indirect is, "Hey, listen. I have this project I want to bounce off of you. I need your support. I need your advice. I need your input. I need your guidance. I need your wisdom. Would you look at this and tell me what direction you would take this?"

You're asking for advice, support, guidance, direction. You're going to get together with them and educate them to the point that they understand it, and then ask them for their direction.

### **Super Indirect Approach**

"Listen. You're not a prospect; I know you're not a prospect. But I know you know a lot of people. I know that you're very influential in this town. I'm doing this project. I'd like to explain what I'm doing, and if you can help me with some of your influence and make some connections for me I can make it worth your time."