

Part 1: Initiate the Conversation

After they asked you about your product/service or liked/commented on any of your posts/videos or asked you about it in person:

- Add them to your GetOiling CRM
- Add notes - What did they like/love comment on?
- Apply the MSM Initiate the Conversation Follow-Up Plan to contact
- Initiate FORD Conversation
 - "Hey Girl or Hey (Name) I saw you liked my post/ video and wanted to check in with you. What do you think about ENTER WHATEVER YOU TALKED ABOUT IN POST OR VIDEO."
EX: What do you think of the product I use to help give me all the Mom energy?
- If no response after 3 days, reach out again to FORD (you'll get a reminder)
 - Make a note - 2nd FORD outreach
- If no response after another 3 days, reach out again to FORD (you'll get a reminder)
 - Make a note - 3rd FORD outreach
- Add Notes - Did they respond & engage? What happened? Add FORD notes
- Done with FORD and ready to move ahead? Did they open up and share what they need help with? Remove the MSM Initiate the Conversation Follow-Up Plan and add the MSM FORD to Focus Follow-Up Plan**
- If no response after 3rd FORD outreach, rate contact as 4 or 3 (you'll be reminded to reach out weekly/monthly).

Don't forget to use your FORD training from the Conversation Module in Modern Social Mama!

If they still don't respond, it's ok to move on. Don't see this as a loss, they just aren't ready for you YET. but they will be!

Keep these people on your list to connect with in your 5 messages a day rotation.

Next time you message them in the rotation just use the FORD method and check in with how they are doing, do not ask them about your post/video etc.



When they respond at any point and you FORD and find out what they need/how you can help:

- Initial Focus Outreach: After 24 hours, touch back on the convo you had (you'll be reminded) with an "I was thinking of you" regarding the problem they shared with you:
 - *Hey Girl, I know you asked for help managing your stress and i get it, i was watching the news this morning and girl I used this XYZ and it calmed me in seconds. I thought of you.*
- Add notes - did they respond? What happened?
- If they responded to Initial Focus Outreach, offer to connect them with information about the product that helps solve the problem they shared with you. Offer to add them to your lead group as well.
 - I have this really fun facebook group called XYZ where we talk about how this (product you recommend) changed our lives and I'd love to add you to it so you can peek around and read for yourself and see what others are saying. Would it be cool if I added you to it? If not, no worries :) I can also send you more detailed info via email.
- If they are in lead group, tag them in a post about the products you recommend for them, or in testimonial posts for the same. If they are not in lead group and want info, send a GROworkspace sway campaign about recommended products. Let them know you'll reach out in a couple of days to follow up.
- If they responded to initial focus outreach and accepted information/invitation to lead group, remove from MSM FORD to Focus Follow Up Plan and add to MSM Covert & Close Follow Up Plan**
 - Don't forget to add notes! If they don't respond to your initial Focus Outreach, you'll be reminded to follow up with them
 - in 3 day intervals by engaging on their social and sending brief messages. If they don't respond to the final Focus Outreach message, rate contact as a 2 to follow up with them quarterly.

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Next time you message them in the rotation just use the FORD method and check in with how they are doing, do not ask them about your post/video etc.



You've FORDed and they said yes to learning more info and joined your lead group! Here's what to do next:

- After 2 days (you'll be reminded) send Initial Convert Outreach - Follow up with an open ended question about the info they were tagged in or sent for review
 - *Example: Hey Megan, checking in with you to see what you thought about the information I shared with you about managing your head pain (PROBLEM) from severe to nonexistent (WANT). What did you think?*

 - Example: Hey Megan, following up with you as I promised to see your thoughts on the info I shared with you about how a cohesive morning routine has made a substantial impact on so many other Moms which has taken them from overwhelmed (PROBLEM) to thriving (WANT). What did you think?*
- If they engage with initial convert outreach positively and are ready to take next steps, share link to purchase based on info previously shared via email or in lead group.**
- If they engage with initial convert outreach and aren't ready, rate contact as a 2 and follow up quarterly
- If they say yes and sign up, congrats! Remove contact from MSM Convert & Close Follow Up Plan and add your preferred New Member Follow-Up Plan
- Don't forget to add notes! If they don't respond to your initial Convert Outreach, you'll be reminded to follow up with them in 3 day intervals by engaging on their social and sending brief messages. If they don't respond to the final Focus Outreach message, rate contact as a 2 to follow up with them quarterly.

If they still don't respond, it's ok to move on. Don't see this as a loss, they just aren't ready for you YET. but they will be!

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