



Step 1

LEAD WITH INTRIGUE, KEEP THEM CURIOUS

Give them a reason to want to message you. Create your post by thinking in terms of benefits. What problem are you solving for people? Keep the picture personal, we don't recommend posting a pic of the product(s) you are sharing about. Ask yourself "What will make people stop their scroll?"

Step 2

GET IN THEIR DM'S

When someone has a question, tell them, "Hey, let's hop into DM's!" This will give you a chance to connect and answer their questions. Ask them how you can help them? What questions do they have? Make this all about them. You're not there to talk about yourself, unless they ask.

Step 3

VALUE VALUE VALUE

If you have a freebie like the Simple Start to Natural Living ask them if it would be okay for you to send it to them. If you don't have a freebie yet, pass along a testimonial for them. If you don't have a personal one, search your team, search Lifesteps, google "YL testimonials for..."

Step 4

FOLLOW UP, FOLLOW UP, FOLLOW UP

Give it a couple days and connect back with them. This step is CRUCIAL. Followup is key in this business. A sample follow up could be something like " Hey there, name, I wanted to check back with you and make sure all your questions were answered. I'm happy to chat with you more and I have this and this time available. Would either of those times work for you? In the scheduled conversation, don't be afraid to Ask for the sale!