

# Money Making Messages



CREATIVE  
SUCCESS  
SYSTEMS

## Money Making Message

1. Why
  - a. It's how communication is done
    - i. Messenger apps are used more than social media apps
    - ii. Phone isn't picked up
    - iii. We have to get them to reply
    - iv. Paranoid monkeys
      1. Don't reply quickly
  - b. Body Language
    - i. Words are only 10% of a message
  - c. Think of what you do face to face
    - i. Get to know them better
  - d. What can't you see via messenger that you can in person
    - i. Hesitation
      1. Lean back
      2. Slow to respond
      3. Cross arms
      4. Show uncertainty
    - ii. Excitement
      1. Lean in
      2. Smile
      3. Oh and awe
      4. Ask more questions

### Notes and plans



CREATIVE  
SUCCESS  
SYSTEMS

Michelle Withers  
michelle@creativesuccesssystems.com  
www.creativesuccesssystems.com

# Money Making Messages



CREATIVE  
SUCCESS  
SYSTEMS

## 2. End with a question

- a. There is no reason for people to reply without a question
  - i. They can't see your body language or hear your tone of voice
- b. People feel a pull to respond when they can talk about themselves
- c. Learn more about them
- d. Open ended
- e. Keep the conversation going and more likely to close deals

## 3. Ask an open ended question

- a. People hate to say no
  - i. Give them a question that doesn't force them to say yes/no
  - ii. Clients will often stop messaging
- b. Inquire - Use these key words instead
  - i. Thoughts
  - ii. Feelings
  - iii. Plans
  - iv. What is a good fit
  - v. If this situation was \_\_\_\_\_, what would you like to have happen?
  - vi. How often do you \_\_\_\_\_?
  - vii. What is your interest level in \_\_\_\_\_?

## Notes and plans



CREATIVE  
SUCCESS  
SYSTEMS

Michelle Withers  
michelle@creativesuccesssystems.com  
www.creativesuccesssystems.com

# Money Making Messages



CREATIVE  
SUCCESS  
SYSTEMS

4. Keep it short
  - a. People don't read long messages
  - b. People don't reply to long messages
  - c. It's better to have several short message than one long one.
  - d. Request one piece of information at a time
  - e. They shouldn't have to scroll to read it
5. Words you should never say
  - a. Words with multiple meaning
    - i. Sure
    - ii. Fine
    - iii. Good
    - iv. Okay
    - v. Alright
    - vi. Thumbs up
  - b. Always reply
6. Words and ways to express what you are thinking
  - a. Body language shown via messenger
  - b. Leave no doubt
    - i. Absolutely!
    - ii. I'd love to do that!
    - iii. I'm so excited to hear that!
    - iv. That's a fantastic idea
  - c. Use the thesaurus to change things up and expand your vocabulary
  - d. Punctuation and all caps
  - e. GIF
  - f. Emojis
  - g. Videos
  - h. Voice recording
  - i. Stickers

## Notes and plans



CREATIVE  
SUCCESS  
SYSTEMS

Michelle Withers  
michelle@creativesuccesssystems.com  
www.creativesuccesssystems.com

# Money Making Messages



CREATIVE  
SUCCESS  
SYSTEMS

## 7. Initial touch

- a. How to Win Friends and Influence People – on Social Media
  - i. People love to talk about themselves
- b. Why do you not instantly reply to messages?
  - i. Busy
  - ii. Phone died
  - iii. Driving
  - iv. Too much to read
  - v. Too much information requested
- c. Perks to doing initial touches
  - i. Are they busy?
  - ii. Keep your virtual foot out of your mouth
  - iii. People like to talk about themselves, they are more likely to reply
  - iv. They bring up product or business on their own
- d. What to say if they don't bring up business
  - i. Do you have a quick moment that I can ask you about ...
- e. 24 hours – initial touch again

### Notes and plans



CREATIVE  
SUCCESS  
SYSTEMS

Michelle Withers  
michelle@creativesuccesssystems.com  
www.creativesuccesssystems.com

# Money Making Messages



CREATIVE  
SUCCESS  
SYSTEMS

8. Ask permission
  - a. Find out if they have time to chat
  - b. The only time you can ask a Yes/No question
    - i. Create curiosity
  - c. Polite
  - d. Request “body language”
    - i. Tells you how they “feel”
    - ii. Tells you what they are truly thinking vs only words
    - iii. Move forward with confidence
      1. Share product
      2. Close deals
      3. Book parties
      4. Sign up recruits

## Notes and plans



CREATIVE  
SUCCESS  
SYSTEMS

Michelle Withers  
michelle@creativesuccesssystems.com  
www.creativesuccesssystems.com

# Money Making Messages



CREATIVE  
SUCCESS  
SYSTEMS

9. Things to take into consideration
  - a. Who “spoke” more?
    - i. Review messages and colors
  - b. Respond based on what they said
    - i. In the order they shared things
    - ii. Always validate and respond
    - iii. Show you care more about them than sales
  - c. When they don’t respond
    - i. Check their social media accounts for life situations
    - ii. Try again in three to seven days
      1. People forget to respond
    - iii. Remember you are busy too. Don’t take it personal.

## Notes and plans



CREATIVE  
SUCCESS  
SYSTEMS

Michelle Withers  
michelle@creativesuccesssystems.com  
www.creativesuccesssystems.com

# Money Making Messages



CREATIVE  
SUCCESS  
SYSTEMS

## 10. Closing deals

- a. Request to know what they are excited about
- b. Optional closes
  - i. Several levels of options
- c. If it's a maybe/think about it, always agree to a follow up date
  - i. Get back to you on \_\_\_\_\_ date
- d. Responding to "no"
  - i. Immediate "I understand"

## Notes and plans



CREATIVE  
SUCCESS  
SYSTEMS

Michelle Withers

[michelle@creativesuccesssystems.com](mailto:michelle@creativesuccesssystems.com)

[www.creativesuccesssystems.com](http://www.creativesuccesssystems.com)

# Money Making Messages



CREATIVE  
SUCCESS  
SYSTEMS

## SPECIFIC TYPES OF CONVERSATIONS

### 11. Follow up on sales

- a. Initial touch
- b. Do you have a quick minute that I can find out how your product is working for you?
- c. Ask their interest level of hearing about new release product.
- d. Find out if they've ran out of anything or wants an additional product of a different size or color
- e. Follow question tree.

### Notes and plans



CREATIVE  
SUCCESS  
SYSTEMS

Michelle Withers

[michelle@creativesuccesssystems.com](mailto:michelle@creativesuccesssystems.com)

[www.creativesuccesssystems.com](http://www.creativesuccesssystems.com)



# Money Making Messages



CREATIVE  
SUCCESS  
SYSTEMS

## 12. Booking parties

- a. Initial touch
- b. Find out about how their product is working for them.
- c. Discuss what's on their wish list.
  - i. Use the Question Tree
- d. Ask their interest level of hearing about new release product.
- e. What are your thoughts on hosting a party?

## Notes and plans



CREATIVE  
SUCCESS  
SYSTEMS

Michelle Withers

[michelle@creativesuccesssystems.com](mailto:michelle@creativesuccesssystems.com)

[www.creativesuccesssystems.com](http://www.creativesuccesssystems.com)

# Money Making Messages



CREATIVE  
SUCCESS  
SYSTEMS

## 13. Potential recruits

- a. Initial touch
- b. Using the recruit script - reveal motivational styles
  - i. If this is a follow up, use the recruit script but adjust questions with the phrases;
    1. Tell me more about ...
    2. What were you saying about ...
    3. How are you feeling about ...
  - ii. Show you listened but give them the opportunity to expand
- c. How are you feeling about the business opportunity?

## Notes and plans



CREATIVE  
SUCCESS  
SYSTEMS

Michelle Withers  
michelle@creativesuccesssystems.com  
www.creativesuccesssystems.com

# Money Making Messages



CREATIVE  
SUCCESS  
SYSTEMS

## 14. Team members

- a. Initial touch
- b. How are you feeling about your business?
- c. What would you like to see happen in the next 30 days
- d. Use the empowerment script

## Notes and plans



CREATIVE  
SUCCESS  
SYSTEMS

Michelle Withers

[michelle@creativesuccesssystems.com](mailto:michelle@creativesuccesssystems.com)

[www.creativesuccesssystems.com](http://www.creativesuccesssystems.com)