

Recruiting One A Day Guide

[Turning \\$1.97 Into \\$500+ Weekly](#)



Okay, okay, that was a bit of a trick question because if you're anything like me, you picked option E — None of the above.

Being on the go, meeting people face-to-face, and constantly hustling 24/7 can

be exciting at first. But soon, it starts to take over your entire life. You get tired and frustrated, and start thinking, "There has to be a better way!" Are we right? Hey, Erving here!

I wanted to share My story with you because — being the ambitious and committed marketer that I Am — I figured you're probably going through a similar journey of our own.

About 28+ years ago I started in network marketing. And what can we say about it? It was love at first sight! Making great money and helping people at the same time? It was AMAZING! Who could ask for more!

And the best part?

Now, that's not to say it was all easy peasy. NOT. AT. ALL. In fact, the first few years, even though I Was incredibly frugal, I spent way more money than we made!

No matter what we did, we just couldn't make it work. Finally, I left the industry...

But just as with other great love affairs, I couldn't stay away for long. And this time it was working!

We spent 3+ years with one company and made it to the Fifth highest level there!

We were earning thousands and building a gigantic team. On paper, our lives looked PERFECT!

Except for one thing... I WAS WORKING. ALL. THE. TIME.

Quality family time? Nope. It felt like I Was never saw my children. Date nights?

Are you kidding? We felt guilty if we took even one night off to spend some quality time with each other. Vacations? Forget about them. We were always in a meeting, or hosting a training, or doing something else that never let us get away.

We had ZERO personal life and grew increasingly frustrated. What's the point of making money, if you don't have time to enjoy the fruits of your labor?

There had to be a better way!

And we were right

I was seeing all these online marketers who seemed to be making SO MUCH MONEY without working NEARLY as hard as we were. So we knew — we had to learn their secrets!

What we discovered was MOST strategies that worked for traditional businesses, didn't work for network marketers because they weren't duplicatable. THIS is why we were working so hard; we weren't maximizing our efforts!

We doubled down ON our efforts and worked to climb that VERY steep learning curve. I spent \$Thousands on our business education and countless hours researching, testing, and perfecting! Luckily, all that investment paid off!

The result?

I increased My income (that's right — !) Thousands, generated more leads than we could handle, and in the last couple of years, we've recruited more people using Facebook, than we

ever did in 15+ years building offline! How amazing is that?
But the most rewarding part? We're finally able to work 90% from home and spend time with our children, family, and friends whenever we want. We also get to go on holidays and travel the world! #BOOM!
We're finally living our dream! And now, we want to help you do the SAME!



Welcome to the

In this guide, we're going to share with you our inside secrets to the basics of Social Media prospecting and how you, too, can grow your business while spending quality time with friends and loved ones!

Disclaimer

We prefer to work with SKOOL & Social Media as it's the platforms we used to build our business. However, the same strategies can work on

All Social Media platforms

Are you ready to CRUSH it? Let's get started!

Marketing vs. Prospecting

Understanding the Difference

Marketing

Marketing is an excellent way to get people to reach out to you, but it's passive. You're just making people aware of you and your brand.

Prospecting

Prospecting, on the other hand, is an active money-making activity that has to be part of your DMO. Both are important, but if you're spending more time marketing than prospecting, that might be a reason why your inbox isn't

blowing up.

Disclaimer

Don't stop prospecting until your inbox is flooded with leads!

5 Steps to Building a Profitable Home Business on Social Media using Duplicatable Strategies

STEP 01

Prospecting & Curiosity Marketing to generate leads

STEP 02

Connect with them to identify a need that your product or opportunity can solve

STEP 03

Invite them into your ATM group to learn more about the company, products and/or the opportunity **#ATMyourFaceOff**

STEP 04

Follow up and Close (Use Group chats to introduce your upline leaders to your business prospects)

STEP 05

Plug your new teammate into the system so they can launch their business

Branding Yourself vs. Branding Your Company

The BIG Decision

A few years ago, I made an executive decision to start branding and marketing My selves, rather than our company. And that has been, by far, the BEST business decision we've ever made! We met so many amazing people and generated thousands of leads, all because of this one single choice.

Do you have to do the same to be successful in network marketing?

Of course not! But in our experience, branding yourself and having a consistent online presence gives you an extra edge over the rest of your competition. Even if you do many face-to-face meetings

people are still going to go home and look YOU up

Step #1:

Choose your primary Skool And Social Media platform

Build Your Skool Community And Don't try to conquer every social media platform out there at the same time.

Instead, start by focusing on your primary platform, and turn that into your very own online home. Develop it. Make sure it's warm, inviting, and fun! Turn it into a place where people will want to hang out with you because if they don't know you, they won't do business with you.

Step #2:

Upload your best photo

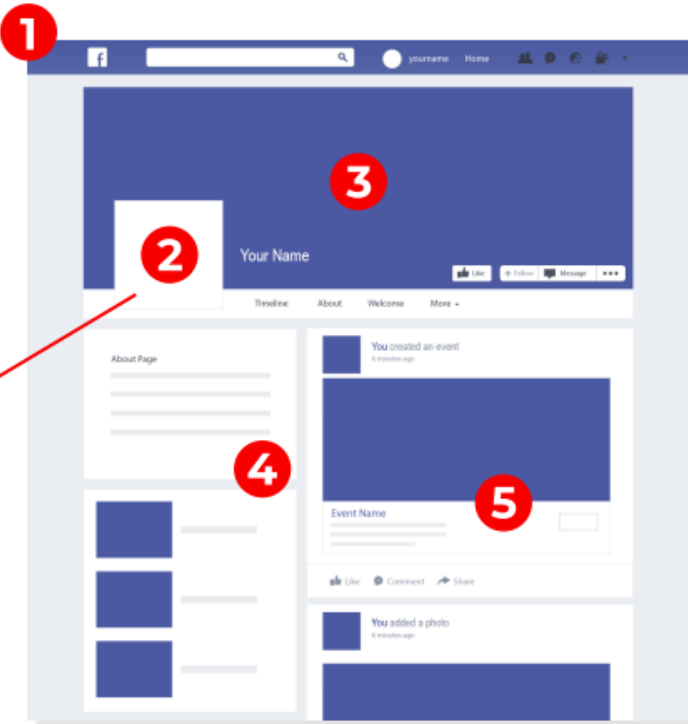
One of the first things people see on your profile is your picture. So make sure it's a good one. They want to know who they're interacting with, so the happier you look, the better for your brand it will be! A smile goes a long way

Step #3:

Brand your cover photo to you

Imagine that you walk into a networking event and you shout out what you do before you introduce yourself or let people know you. Sounds crazy, right? The same is valid for social media. Brand your cover photo to you, not your business

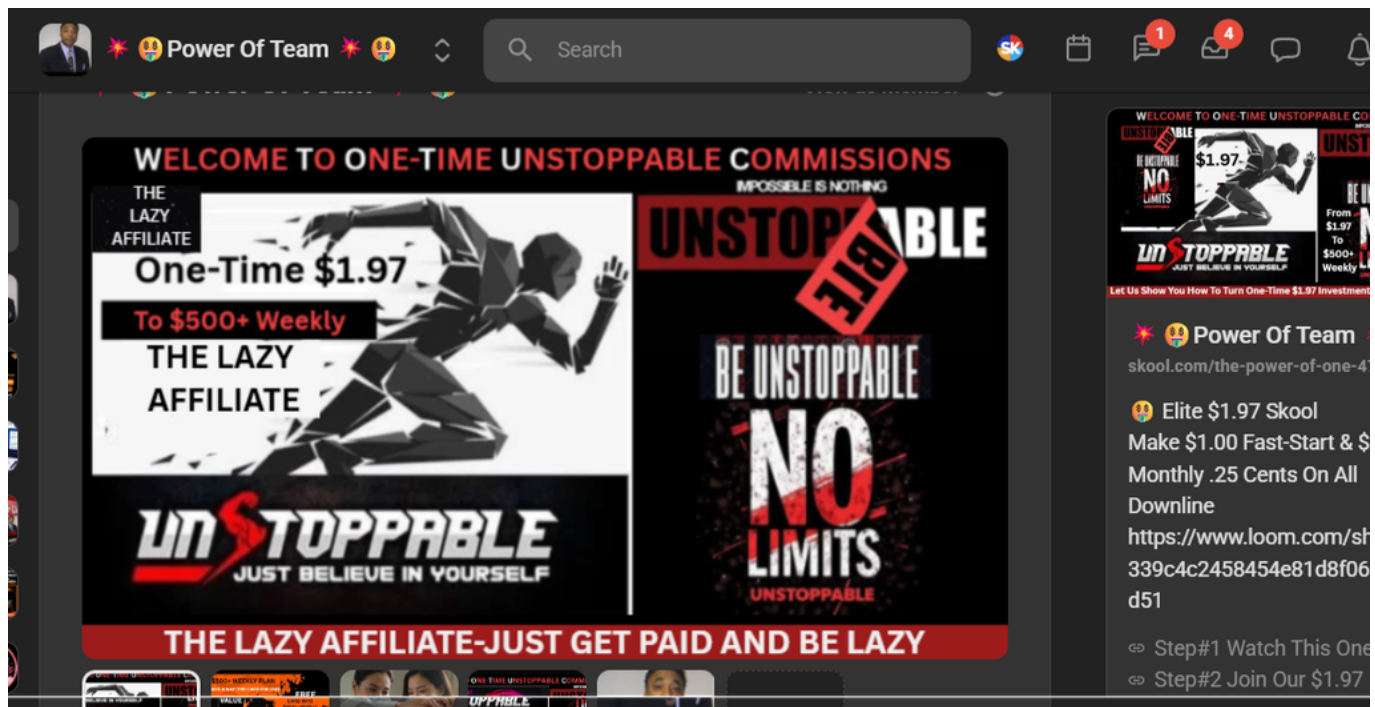
Remember: if people can figure out what network marketing business you're building within a couple of minutes of being on your profile — you're doing it wrong!



Profile Picture

► **Step #4: Provoke curiosity with your About section**

YOUR SKOOL



Fill out your About section in such a way that you pique people's natural curiosity. Don't name your network marketing company because that way you'll close the loop before people reach out to you. And we don't want that to happen. You should always close the loop yourself by talking to your prospects!

If you don't, they will just Google your business, and they will make their decision based on the opinion of someone they don't know. And what we want is for them to make up their mind based on YOU!

Step #5:

Run your Newsfeed like a TV channel

Create A Strategy For Your Content

Define your topics

Pick out 6 words from the list below that best describe what you stand for. This will help you think through your content strategy. Remember: if you're passionate about your content your audience will be too!

- | | | | |
|--------------------------------------|---|---------------------------------------|---|
| ☐ Money | ☐ Fitness | ☐ Diversity | ☐ Leadership |
| ☐ Success | ☐ Spirituality | ☐ Generosity | ☐ Learning |
| ☐ Status | ☐ Friends | ☐ Adventure | ☐ Peace |
| ☐ Family | ☐ Love | ☐ Authenticity | ☐ Respect |
| ☐ Giving Back | ☐ Service | ☐ Balance | ☐ Recognition |
| ☐ Integrity | ☐ Relationships | ☐ Beauty | ☐ Wisdom |
| ☐ Change | ☐ Inspiring Others | ☐ Courage | ☐ Intelligence |
| ☐ Challenge | ☐ Laughter | ☐ Creativity | ☐ Belief |
| ☐ Loyalty | ☐ Music | ☐ Fairness | ☐ Responsibility |
| ☐ Reputation | ☐ Personal Growth | ☐ Growth | ☐ Optimism |
| ☐ Health | ☐ Connection | ☐ Knowledge | ☐ Purpose |

► Post strategically

Stories is one of the hottest Social Media features. They allow people to get to know you, and ultimately trust you, much faster. That's why you can run Stories as your very own reality TV show!

IMP Save your premium and evergreen content for your Newsfeed!

HOT TIP People do business with people they know, like and trust!

► Use hashtags

Depending on the platform you're using, you need to add hashtags to your posts, so people will be able to find them when they search for a specific topic.

Curiosity Marketing

Don't just create content, create curiosity!

Create a sense of mystery, with a hint of urgency, and bam! You've got yourself a recipe for EXCITEMENT! Your people [Turning \\$1.97 Into \\$500+ Weekly](#) will be saying "Hey, can you tell me more about your product, your company, etc.?" faster than your bank account can grow!

But what piques people's curiosity?

The lack of a specific bit of information!

Think of your business as a movie, and your Social Media posts — the preview. You want to give people enough information to get them excited to “see the movie” but you don’t want to give away the ending!

Curiosity Marketing

DO's

- Consistently connect and build long-term relationships with your friends and followers;
- Create content that will be relevant today, tomorrow or a month from now;
- Mix things up — use Live Videos, short-form videos (TikTok/Reels), Stories, text posts, text + picture posts, etc.

DON'Ts

- Say the name of your company publicly (only share privately)
- Use links in the descriptions of your videos and posts;
- Tag or add people to groups before talking to them;
- Do the “Copy & paste” pitch!

15/7 Weekly Newsfeed Formula

The core of Curiosity Marketing is creating and posting valuable content that sparks the interest of your prospects. In its nature, it’s passive, so be sure to apply the 5-5-3 Prospecting Formula daily!

Now, let’s get on with the Weekly Newsfeed Formula. What do the numbers 15/7 mean?

Here is how it works:

Commit to posting at least **15 times** throughout **the week** (1-2 times a day)

10

Create **10 posts** that are fun, personal, lifestyle or provide value.

4

Dedicate **4 posts** to showcasing nonchalant promotion of your biz or product.

1

Wow everyone with 1 power post: direct promotion of your product or business (without saying the name of your business or product)!

5-5-3 Daily Prospecting Formula

Prospecting is an income-producing activity that you should do every single day. In a nutshell, you identify and connect with people who have the potential to become your customers and/or teammates.

How many friends do you have?

How many of them have you spoken to about your company?

We've asked these exact same questions to thousands of people and you know what most of them say?

They've talked to less than 10% of their contacts. Less than 10%!

Question: How can you expect to achieve all those big goals if you haven't spoken to the majority of your contacts?

So what's your %? If it's less than 70%, we have a challenge for you! Implement the 5-5-3 Daily Prospecting Formula for 30 days straight and let's see what impact it will have on your business!



Friend up or
reconnect with **5**
new people/day.



Pop the question
to **5 people/day**.



ATM
3 people/day.

TOP PRODUCER TIP

If you're in launch mode and you want to build FAST,
quadruple those numbers!



PRO-TRAINING ONLY

2-2-2 Prospecting Formula



A Proven Skool And Social Media Strategys

ATMF-ADD-TAG-MESSAGE-FOLLOW UP

When we decided to start building our business online, we knew one thing:
we couldn't replicate the complicated strategies that regular marketers were
using. Why? Because they were simply not duplicatable.
That's why we rolled up our sleeves and got to work. After spending sleepless

nights testing various strategies, we finally optimized the ATMF Prospecting Strategy! Because of it, in the past 8+ years, our organization has brought in over \$Thousands in sales and Thousands new customers. All without home parties, meeting presentations and three-way calls!

Why does the ATMF system work?

The ATMF formula works because it allows YOU to:

- ✓ Leverage the tools and other people's stories and results;
- ✓ Automate the exposure process;
- ✓ Duplicate the strategy within your team!

HOW DOES THE ATMF WORK

ATMF is an abbreviation that stands for Add, Tag, Message And Follow-Up. All you have to do is:

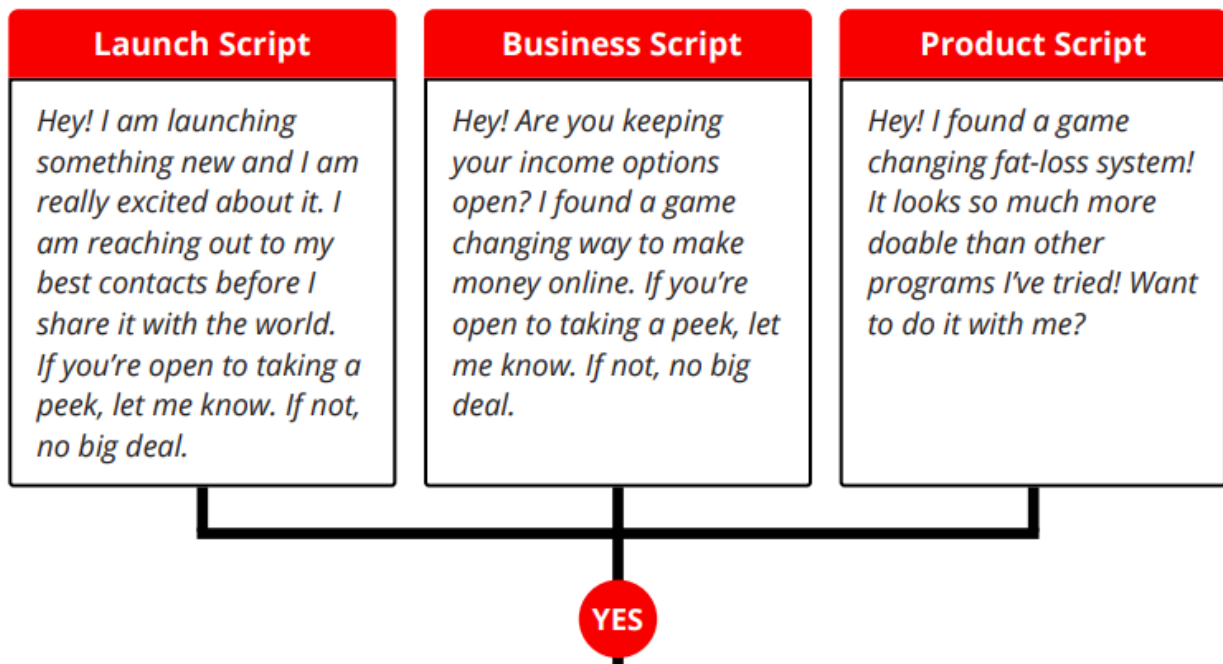
Add people to an ATMF Skool Or Social Media Group;

Tag them in a post or a video you want them to see;

Message them to see what they liked best Follow-Up 24 Hours

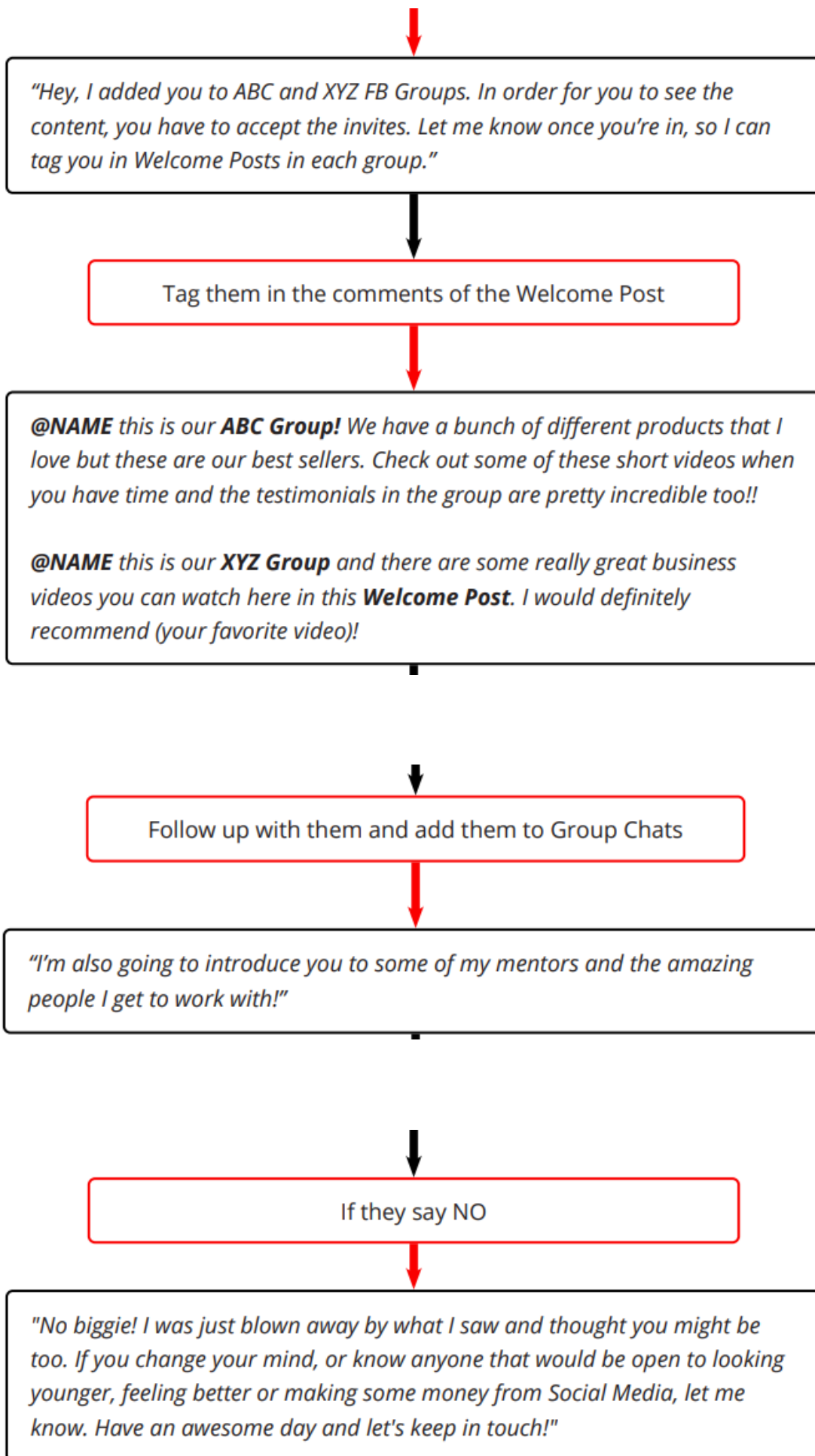


Conversation Flow



“Ok, awesome! I am going to add you to a couple of different Facebook groups. One is all about the brand and the products, and one is about the opportunity and how we make money.”

Add them to your ATM Skool Or Social Media Group



A Few Key Reminders:

Make them your own - these scripts are just a guideline. Tweak them to fit your personality and speak how you would speak to your best friend. Be Excited + Tell Your Face Your Story = Energy is contagious! It's better to be ignorance on fire than knowledge on ice. When you're talking to prospects, share your story and why you're excited! People don't join companies, people join people.

Use Audio Or Video Recorder - you will be so much more impactful in your conversations because they will hear the tonality and enthusiasm in your voice.

That's it. It's that simple!



Disclaimer

We like to use Public Skool Community And Private Facebook Groups for the ATMF process because

they allow you to track who is adding whom to the Group.

Can you use other Social Media platforms for lead generation? Yes! We do as well! However, especially when it comes to our business leads, we prefer to bring them back to Our Skool Community Or Facebook, so we can ATMF them



The anxiety you feel before talking to prospects is NATURAL. It happens to everyone (yes, even us!). You worry about what you're going to say or about what they might think. Sometimes, even a casual chit-chat can feel awkward. We've been there and we're here to tell you—it gets easier. That's why we want to answer two of the most commonly asked questions that we get.

Q1: Should you build rapport or should you go straight for the jugular?

A: It depends.

We like to say that you should **build rapport on purpose**. However, before you go ahead, ask yourself this:

👉 *Who are you talking to—a complete stranger or a friend (a.k.a cold market vs warm market)?*

Of course, you would approach them differently.

👉 *When was the last time you reached out to them?* If it's been 6 months or longer, it's always great to catch up and see how they're doing first before you pop the question. We're in the People Business, after all!

PRO TIP

Don't spend too much time catching up because you've got goals to smash! Pending on the conversation, you can decide whether or not to pop the question regarding the products or the opportunity.

Q2: Should you lead with the product or the opportunity?

A: It depends again.

In our experience, **leading with the product** has proven to be more duplicatable and easier for the average person to create results. Why? There are more people in the world who are open to your products vs the opportunity. However, you should first ask yourself:

👉 *Are you talking to an entrepreneur who already has experience owning a business?* Then he/she would probably be more interested in the opportunity.

👉 *What excites you the most?* The truth is, people feel when you're genuinely excited about something. So share more of what makes you happy!

And don't worry – we're not going to let you wander in the dark. In the pages below, we'll share with you our tried-and-true, practical scripts to invite, follow up and close like a **PRO!**



Follow up and Close

Your job is not to sell/recruit every person you come across. You're interviewing people to identify individuals who would be a good fit for your team. Remember, you have to work with these people.

Best Closing Questions:

- 1 ***What did you like most about what you saw?***
- 2 ***What would your goal be getting started?***
- 3 ***Where are you on the scale of 1 to 10? 10 being "you're ready to get started right now with one of our top kits", 1 being "you just want to be a customer".***



How to Handle Objections like a PRO

First things first - don't get defensive! Questions are there to test your belief. And usually when people have them, that means they're interested! Ask, ***"What do you mean by that?"*** Make sure you are clear on exactly what the objection is before you begin handling it.

Remember: qualify the objection before you spend time handling it. And when in doubt, reply with,



"I don't know about that, all I know is Sammy got started a few weeks ago and has already acquired customers and is generating commissions. Are you ready to get started?"

"I don't know about that, all I know is Susie got started on the products, followed the system and lost X lbs. in X weeks. Are you ready to get started?"



Objection Handling Scripts



I'm very busy. Don't have enough time.

“ **Well, how much time do you have?** (let them respond)

“ (whatever they say) **Great, that's perfect!** It's not about their time. It's about who they know.

I don't have money to get started.

“ **Well, that's exactly why we're having this conversation so we can help you get into a better financial situation.** Help them creatively come up with ways to find the money. Maybe offer a less expensive kit for them to get started with.

“ **I totally get it! How much money do you have?** Depending on what they say, you can offer a less expensive option to get started.

I need to talk to my spouse.

“ **Great, let's add your spouse to the groups so he/she can take a look at the information in the same way that you did. Also, feel free to set up a group chat with all of us if you would like and I can help you answer questions.**

Let me think about it.

“ **Ok cool. What would you like the next step to be?**

“ **Great! Most people want to take time to think about their decision before making it. Can I ask you, on a scale of 1-10 where do you stand? What would make it a ten?**

How much money are you making?

“ *I don't know. I am not done making it yet.*

“ *You wouldn't believe me if I told you! haha ...*

“ *I'm just getting started and I am not doing this for the short-term income. I am building this for long-term residual income so I can _____ (share your reason WHY). **When do you want to get started? Now or later today =)***

Follow up

It's true what they say. The fortune is in the follow up.

Most people don't join after the first exposure. They have questions, doubts or concerns. Maybe it's not great timing or they subconsciously want to see how you do first on the products or with the opportunity.

The majority of people we've enrolled, we had an established relationship with or they followed us for months or even years. Stay the course and some of the no's will become yes's later on.

Let's help you create an effective follow up system so you can stay in touch with your best contacts and avoid having superstars slip through the cracks.

3 Key Principles to Effective Follow up

1 Keep your promises

Always do what you said you'd do. If you told your prospect that you'd follow up with them on a specific date, make sure you do that on that exact date. People appreciate that.

2 Get organized

Use a planner or a digital calendar - whatever works for you. Put reminders in your phone about every follow up. You can't run your business like a hobby and expect to get million-dollar results. It just doesn't work like that. So be methodical and success will come.

3 Keep them in the loop

Create a relationship with your best prospects! Connect with them on Social Media, give them a call or even meet with them in person, if they live close by. Make sure that you keep them updated on special offers, big events, new product launches, etc. Even if they don't buy now, they might come around later

► When your prospect stops responding

Never assume that someone is avoiding you. Maybe they have something going on or they accidentally missed your message.

Follow up with ...



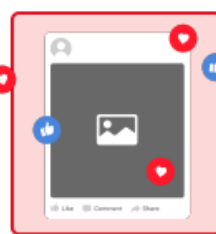
"Hey, are you OK?"

or



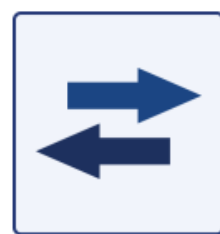
Send them a funny GIF

or



Go love on their posts

or



Simply change the subject

► If still no response:

Hey, ! It looks like you have a lot going on right now. No big deal, I

can totally relate. I can just cross you off my list for right now. If you have any questions or need anything, you know where to find me.

And there you have it! #BOOM #MicDrop

Our complete blueprint to attracting, converting, and closing leads like a PRO — all by leveraging the power of Or SKOOL & Social Media.

How would you like to dive deeper into using the ATMF system and making it your own?

Better yet...

How would it feel to have a profitable online business with a truly duplicatable system so you can create not just financial freedom but also time freedom?

Then enroll into our ATMF Skool Academy!

Here's what you'll get

SOCIAL MEDIA

Prospecting & Recruiting Guide

+ Scripts

1+ Sign-Up A Day
THE 3-STEP FORMULA
TO GET BETTER RESULTS IN LESS TIME



Module 1: The ATMF Creation And Optimization

- ✓ Discover the basics of the **ATMF Formula** what makes it so powerful and duplicatable
- ✓ Find out the step-by-step process of setting up your very own **ATMF Formula**
- ✓ Get clever content ideas to increase your conversions

SOCIAL MEDIA

Prospecting & Recruiting Guide

+ Scripts

1+ Sign-Up A Day
THE 3-STEP FORMULA
TO GET BETTER RESULTS IN LESS TIME



Module 2: Launching Your Business using the **ATMF** Formula

- ✓ Launch Your Opportunity With Skool & Social Media In 3 Simple Steps
- ✓ Learn the power of branding yourself and take your Facebook profile to the next level
- ✓ Get a breakdown of exactly what you should be posting on Social Media every day in order to attract qualified leads

SOCIAL MEDIA

Prospecting & Recruiting Guide

+ Scripts

1+ Sign-Up A Day
THE 3-STEP FORMULA
TO GET BETTER RESULTS IN LESS TIME



ATMF 3-STEP FORMULA

Module 3: **ATMF** Prospecting, Follow up & Close + Scripts **Add-Tag-Message-Follow-Up**

- ✓ Discover the 5 steps you need to take in order to build a profitable business online
- ✓ Got only **30** min/day to work on your business? Find out how to use them effectively and still produce tangible results
- ✓ Get the exact scripts we use to recruit **Hundreds+** become a PRO at handling objections

SOCIAL MEDIA

Prospecting & Recruiting Guide

+ Scripts

1+ Sign-Up A Day
THE 3-STEP FORMULA
TO GET BETTER RESULTS IN LESS TIME



Module 4: Leadership: Team Building, Onboarding, Culture, and Duplication

- ✓ Get your new team members started and creating results with our 24-Hour Getting Started System
- ✓ Discover the best way to train, motivate and manage your team without losing your sanity
- ✓ Learn the power of true leadership and how YOU can become the leader your team needs

SOCIAL MEDIA

Prospecting & Recruiting Guide

+ Scripts

1+ Sign-Up A Day
THE 3-STEP FORMULA
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Module 5: Social Media for Lead Generation **ATMF-ing** 3-Step Formula

- ✓ Get your main Social Media platform dialed in (hint: we have a simple test to see which platform is best for YOU!)
- ✓ Find out how to handle the most commonly asked questions that prospects have and when the right time to pop the question is
- ✓ Genius ideas to help you with your content creation process

SOCIAL MEDIA

Prospecting & Recruiting Guide

+ Scripts

1+ Sign-Up A Day
THE 3-STEP FORMULA
TO GET BETTER RESULTS IN LESS TIME



MODULE 6 Email-Gmail for Lead Generation **ATMF-ing** 3-Step Formula

- ✓ Get your main **Email-Gmail** platform dialed in (hint: we have a simple test to see which platform is best for YOU!)
- ✓ Find out how to handle the most commonly asked questions that prospects have and when the right time to pop the question is
- ✓ Genius ideas to help you with your content creation process

MODULE 7 Turning \$1.97 Into \$500+ Weekly

SOCIAL MEDIA

Prospecting & Recruiting Guide

+ Scripts

1+ Sign-Up A Day
THE 3-STEP FORMULA
TO GET BETTER RESULTS IN LESS TIME



ATMF-ing
3-Step Formula

- ✓ Team Rotating Commissions Boards
- ✓ One-Time Small \$1.97 Investment
- ✓ Team Fast-Start And Monthly Commissions

**FREE
Bonuses**



Enroll in our brand new ATMF Skool Academy right now and get



**FREE
Bonuses**



One-Time \$1.97
Claim your spot right here!
Take Your Free 5-Day Challenge
Before Paying \$1.97
\$500+ Weekly Plan
Click Here

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