

Process Summarised:

There are 3 steps of lead generation in general:

1. **Finding** people to talk to.
2. **Talking** to those people.
3. **Converting** conversations into sales calls (if problem aware and wanting a solution) or into a mechanism to further warm them up.

Summary:

We use this process to find potential clients, to create authority and build trust (through basic conversation) then to invite them to a call (that they see value in).

Problem with alot of facebook group chat sequence models:

They target the market when the market knows what their problems is and are looking for a solution. The problem with this strategy is that EVERYONE is using it now! And its a massive red ocean.

We want to try and get ourselves into a blue ocean.

What is different about this process compared to others?

Well we aim to find the symptomatic problems that ppl have before they become deeper problem aware. By doing this we are targeting a completely different audience than the normal fb group chat sequence model.

FINDING PEOPLE:

1. Find relevant groups for your niche. Eg if your niche is helping people lose weight, then yes join the fitness groups, but also the dieting groups and even the business groups -> where does your ideal client hang out.
2. First use the badge method below to locate posts that have a high amount of likes and comments.
3. If the badge method isn't giving massive numbers of people and posts then also use the keyword method below.

Badge Method:

Groups have 'hidden' features that identify those that post the most in a group.

This is our group URL:

<https://www.facebook.com/groups/thecoachescornerlukehawkins>

You can add these url extensions to the above url:

[/members/badges/?badge_type=ACTIVE_MEMBER](#)

[/members/badges/?badge_type=VISUAL_STORYTELLER](#)

[/members/badges/?badge_type=RISING_STAR](#)

Eg

https://www.facebook.com/groups/thecoachescornerlukehawkins/members/badges/?badge_type=ACTIVE_MEMBER

https://www.facebook.com/groups/thecoachescornerlukehawkins/members/badges/?badge_type=VISUAL_STORYTELLER

Keyword Method:

Sometimes the above wont come up with much and you will need to search for key function words such as: how, what, where, when, why, who, struggle, help.

You can search for these in the search bar of the group.

4. Once located, move onto the next section below, engaging with the leads.

NB. With both the badge method and the keyword method you are looking for posts that have high engagement, ideally 50+ comments, but less can still work fine.

ENGAGE WITH THE LEADS:

2. Then we engage with the leads

In its most simple form, this method is all about identifying **prospects who truly need help with a specific problem**, then reaching out in a non-invasive and helpful way. Anyone who has actively made a post or comment identifying themselves to need help is a great candidate for reaching out.

1. Identify a post or comment thread of prospects asking about a certain problem
2. Begin adding as a friend the main contributor and then the commenters
3. Like the main post and/or comment so that they see you

Assessing the problem:

Script	
V1: Hey {name}, did you ever get a detailed answer to this? Or V2: Hey {name}, did you ever get a detailed answer to this? Might have some internal resources I can send you that helped me. Send the screenshot of the original post, so they know where you came from.	
[SEND]	[They Reply]
What have you tried so far? Think I can help.	
[SEND]	

The objective here is to ask non-invasive questions, which then allow you to diagnose the 'real reason for their problem'.

Every prospect you speak will fall into 1 of 2 categories.

In our niche we have created the 2 categories to be:

Person A: They have been burnt, let down, often have lower goals and never had a system that works.

Person B: They think they can do it all themselves, do not want to accept help even if they may truly need it. Will often just want a very specific problem solved and be on their way.

Your job is to identify:

- which person you're dealing with
- where they are in relation to being prepared to accept help
- If they see a future for their business.

We do this by asking specific questions to get clearer on the problem:

Script	
What is their current offer valued at?	
[SEND]	They reply
How many sales/clients are they gaining each month?	You should now be able to reverse engineer their revenue, and see whether they are person A or Person B.
[SEND]	They reply
How many clients are they aiming to bring in each month?	

Note:

Whether you are starting this outreach process or learning to teach your team, you will soon run into a bottleneck and that is **'people buy because of YOU not your service'**. This is great when getting to \$20k-\$50k per month BUT when you truly want to scale and build a team, a personality is not something you can transfer across to a sales rep overnight.

CONVERT TO SALES CALL:

script	example
<p>“Mind if I weigh in on this?”</p> <p>- Note: Always ask permission before giving advice.</p>	
<p>“So I deal with this quite often and it sounds to me like the reason your having [insert specific problem] is that you are/are not doing [knowledge gap].</p>	<p>“So I deal with people seeing weight plato’s quite often. Sounds like the reason you're unable to build more muscle is due to not being able to create mixed routines each session”.</p>
SEND	
<p>“That’s why most people [cost of doing nothing]”</p>	<p>“That’s why most people just end up burning themselves out at the gym, as they keep trying to work harder but they are actually doing damage to their muscle repair system the next day”</p>
SEND	
<p>“Makes sense?”</p> <p>- Always add this after, as they may need time to process. If you get this right you will have them agreeing with you, even asking what they should do.</p>	

CALL TO ACTION (convert to sales call):

Script

Script	example
“Okay I think I can help, let’s do this.”	
SEND	
“Let’s book a call but first I want to send you this simple training which shows a 45 minute routine we use to book 4+ apps per day. ”	
SEND	
“Then on the call, I can answer the questions you will have about it and assign some next actions.”	
SEND	
“Sound good?”	
SEND	

The Combined Script:

Script	
<p>V1: Hey {name}, did you ever get a detailed answer to this?</p> <p>Or</p> <p>V2: Hey {name}, did you ever get a detailed answer to this? Might have some internal resources I can send you that helped me.</p> <p>Send the screenshot of the original post, so they know where you came from.</p>	
[SEND]	[They Reply]
What have you tried so far? Think I can help.	
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Script	
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[SEND]	They reply
How many sales/clients are they gaining each month?	You should now be able to reverse engineer their revenue, and see whether they are person A or Person B.
[SEND]	They reply
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<p>SEND</p>	
<p>“That’s why most people [cost of doing nothing]”</p>	<p>“That’s why most people just end up burning themselves out at the gym, as they keep trying to work harder but they are actually doing damage to their muscle repair system the next day”</p>
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