

P2P PLUS™ SAMPLE SCRIPT



INITIAL OUTREACH / RAPPORT BUILDING

If they've replied back to a post:

Message 1: Hey [NAME]

Message 2: Thanks for replying back to my post.

Message 3: I really appreciate it! 😊

- THEY REPLY BACK WITH SOMETHING TO THE EFFECT OF "YOU'RE WELCOME!" -

Message 1: I'd love to know, what type of clients do you work with / work do you do?

If they've requested the freebie:

Message 1: Hey [NAME]

Message 2: Thanks for requesting my [FREEBIE TITLE].

Message 3: Would you still like the link?

- THEY REPLY BACK WITH SOMETHING TO THE EFFECT OF "YES, I WOULD" -

Message 1: Sure thing. Here you go: [FREEBIE LINK]

- WAIT FOR THEM TO REPLY WITH "THANKS!" -

Message 1: I'd love to know, what type of clients do you work with / work do you do?

- WAIT FOR THEM TO REPLY -

Message 1: That's interesting. *[Ad lib a little to personalize, if you want]*

Message 2: Are you just starting out, or have you been doing this for a while?

- WAIT FOR THEM TO REPLY -

Message 1: Okay, cool.

Message 2: I'm curious, do you have any exciting goals you're working on for the rest of the year / next 6-12 months, [NAME]?

- WAIT FOR THEM TO REPLY -

Message 1: Nice. Sounds exciting! *[Ad lib a little to personalize, if you want]*

Message 2: I think it's so important to have goals in place, in order to grow consistently, don't you agree? 🙌

- WAIT FOR THEM TO REPLY -

QUALIFY THE PROSPECT

Message 1: Awesome.

Message 2: If you don't mind me asking [NAME], what is your current revenue like and where do you want it to be this time next year...?

- WAIT FOR THEM TO REPLY -

Message 1: Nice. That's a great target to have in place!

Message 2: So, what do you feel you need the MOST help with right now?

- WAIT FOR THEM TO REPLY -

RELATE & GAIN TRUST

Message 1: Okay, I've got you! *[Make an additional comment on what their struggle / pain point is, to relate directly with them]*

Message 2: Would you like some help [NAME], to overcome those struggles and start seeing results?

- THEY REPLY WITH SOMETHING TO THE EFFECT OF "YES I WOULD" -

MAKE THE OFFER

IMPORTANT: *When it comes to making an offer on your product / service, you have a few different ways to do so...*

1. *Send them details in a simple PDF document.*
2. *Book a call with them to discuss further.*
3. *Send them details in a video tour / pitch.*
4. *Send them directly to a sales page / cart page (last resort option!)*

Generally speaking, a PDF or call will work best. But all niches are different, so you should test all of 'em, and stick with the one that works best!

Message 1: Great. 1) I've got the details in a super simple PDF / 2) We can discuss everything on a quick call / 3) I've got the details in a quick explanation video. 4) I've got all the details on a simple webpage.

Message 2: Can I quickly send the link for you to check it out?

- THEY REPLY WITH YES -

Message 1: Here you go... *[SEND SHORT & EASY PRETTY LINK TO INFO SOURCE]*

Message 2: Give that a quick look over, and let me know if you're IN. I'll keep the chat open for you here!

CLOSING

- THEY REPLY WITH "I'M IN" -

Message 1: Awesome. Welcome!

Message 2: Let me get you a custom link to get started. One sec.

- WAIT HALF A MINUTE -

Message 1: Here you go... [SHORT & EASY PRETTY LINK TO PAYMENT PAGE]

Message 2: Let me know once you're in and I'll make sure you're all set up correctly!

- AFTER THEY'VE PAID AND CONFIRMED ALL IS GOOD -

Message 1: Good stuff. Great to have you on board, [NAME].

Message 2: I'm looking forward to working with you!

FOLLOW-UP EXAMPLES

If they go quiet at any point for 24hrs+, you want to 'wake them up' with...

Option 1: Still there, [NAME]?

Option 2: You can also send a fun GIF, if that's your thing.



Option 3: What did you think of the details I sent over, [NAME]?

Option 4: Did you manage to get in okay?

Etc., etc., etc.