



Activate
BREAKTHROUGH

**LEAD
SCRIPTS &
GUIDE**

GUIDE TO EFFECTIVE COMMUNICATION WITH POTENTIAL PARTNERS

Keep your messages short, direct, and authentic. Imagine having a casual conversation with a friend. Make them feel comfortable and engaged – they could be your future business partner, part of your professional community and possibly your next best friend!

Adjust the questions to your communication style and your voice

HOW TO RESPOND TO INTEREST IN YOUR POST OR DIRECT MESSAGE

1. Reply to their message by saying, "Hi (name)," "Appreciate you getting in touch...", followed by a question like, "What intrigued you about the idea of earning money online?"

2. Allow them to respond and validate their reply, for instance, "I totally get your wish to have more time with your kids. I felt the same way!"

(Ensure that you genuinely appreciate what they've revealed to you), but keep your response short and amicable!

Next, ask, "So, what's your current source of income?"

(We want to confirm the person's ability to make the required financial investment.)

3. Your 3rd response should aim to secure a micro commitment from them: 'If I _____ would you _____?'

Let them respond and acknowledge their answer; for instance, "I can give you the link to our latest webinar. It's about 45mins. If I were to provide you the link, would you be able to watch it within the next 48 hours?"

Usually, they'll agree; share the group/webinar link and tell them you'll follow up in 24 to 72 hours (remember to tag them in the videos or guide them to the correct videos to watch) If they're unemployed/lack the finances - use your judgement to convey that this involves an investment and if they still want to learn more, continue to share ABA - they will need to make their own choices too and if they're truly committed, they will find a way and you can support them as much as you feel aligned to.

4. Share your affiliate link and invite them to the Facebook group. Great! Here's the link to the webinar I'll invite you to our private FB group as well, I'll check in in a few days in case you have any questions, alright?

FOLLOW UP

Make sure to follow up within that timeframe, even if they haven't gotten back to you, for example: "Hi Jessica, what did you think of the workshop? I really enjoyed how Joey guided everyone through the discovery process, right!!"

Once they express interest and request access, repeat the steps with the "If I were to _____, would you?" tactic. Always strive for small commitments and stick to your boundaries.

And when they respond with a YES!

SHARING YOUR ABA LINK

I'm really excited for you to see the possibilities in the academy, your God given dream & life mission is accessible here and you're about to make it a reality!! (Remind them of their WHY and their vision)

Step 1: It's important that you invest time in the Renewal Process. Also, be sure to review the franchise course to understand the packages we have, and our high-ticket offer. This will help you decide if this business is a resounding 'yes' or a firm 'no' for you.

Step 2: Once you've completed the High Profit Franchise Course, I'll send you a few more videos for you to check out also. You'll also have a chance to get a call with a personal business advisor who can help you map out a business plan.

Looking forward to hearing your impression of the business model. (Please include your URL at the end.)

To find your link - Locate your unique checkout link in your ABA - Affiliates - Advertising Links - in the back office and place it at the bottom of your communication.

Don't forget to send a follow-up if they don't proceed within 48 hours. Even if its just a question mark “?”

DEALING WITH REJECTION & NO RESPONSE

If you face rejection or receive messages beyond the given script, capture a screenshot and share it with the group, along with your proposed response.

If you receive no reply after 72 hours, simply send a single question mark, "?". This often prompts a response.

Utilize your discretion to cultivate a positive team atmosphere for yourself and set boundaries. Aim to nurture leaders who are self-responsible and action-oriented. It's better to have a small team of go-getters than a large team of tire kickers. Remember, Jesus reached billions with only 12.

SIMPLE RESPONSES FOR FACEBOOK OR INSTAGRAM

First Response: Discover The WHY

What part of creating a Kingdom business online appeals to you the most? (Let them answer)

Second Response: Financial Goals

(Respond to their answer and relate and connect) Over the next 12 months, what are your financial goals? How could accomplishing these goals dramatically change your present situation? (Let them answer)

Third Response: Providing Valuable Resources

(Respond to their answer and relate and connect) You can definitely achieve that inside of the Kingdom Wealth Academy that I'm in. If you'd like I can send you a link to a webclass that can show you how. I'd be happy to invite you to the private group also if you'd like. Do you have time in the next two days to watch it? (Let them answer)

Confirmation of Interest:

Great! Here's the link. (Send your advertising link) I've successfully added you to our private page named Activate Breakthrough. To start, please accept the invite.

Once you've watched the webinar, please share your thoughts with me. Alternatively, I will reach out to you in a few days. If the academy aligns with you, I can get you trial access. Cant wait for you to see how amazing it is.

Here is the link to the page: [Insert Link]. Feel free to reach out if you have any questions.

IN-DEPTH LEAD QUALIFICATION INSIGHTS:

Starting a Dialogue

When engaging with individuals, strive to understand their goals, challenges, and current lifestyle. Get the micro commitment. The micro commitment should be made after 3 responses. Avoid getting engulfed in extremely long conversations. Once they express interest, send the webinar funnel link and follow up in 2 days.

Gauging Interest

Non-responsive or detached individuals might not be genuinely interested. Concentrate on those who display enthusiasm and active participation. Refrain from spending excessive energy on those who fail to respond to questions.

Qualifying via Ads

Using Facebook or Instagram ads to generate high quality leads is a great way to accelerate your business growth and learning. You'll be able to discern the attitudes of time wasters and great team members really fast.

Following Up is Key

Reach out a few days after they view your link. Assess their readiness for the next step or whether they need more information or dialogue to align with the business's vision.

Maintaining an Interactive Approach

Inquire about their impressions of the webinar and the elements of the page they favored the most. Evaluate if our opportunity aligns with their objectives and values. Highlight the automated characteristic of our business, demonstrating its advantages.

Active Engagement and Qualification

Have a flexible and attentive approach, allowing individuals to explore freely without pressure or promises. Qualify business partners who show motivation and match our community's values. A quick sale is not our primary objective.

THE 4 STEPS TO COMPASSIONATE SALES PROCESS

Step 1: Unearth Desires

What do you want. Aim to reveal 3-10 desires.

Step 2: Understand Motivations

Why do you want that?

Step 3: Tackling Hurdles

What's stopping you from having it?

Step 4: Provide Support and a Call-to-Action

If I could help you overcome **(step 3)** so you can get **(step 1)** and have **(step 2)**, would you **(CTA)**

EXAMPLE

1. What do you want? - Time and financial freedom to be with my family and pursue full ministry
2. Why do you want that? - Because I know it's God's calling for my life and I want to be able to see my kids grow up and be an example to them.
3. What's stopping you from having it? - My job has long hours and little pay which robs me of my time and ability to serve.

4. If I could help you create a Kingdom business online that can financially support your family and ministry and leverage your time, would you be open to watch a 45min webclass that can show you how?