

CHAT CONVERSION TEMPLATES

Connection = Conversation = Conversion

The following Flow Chart is the sequence used to **transition a person who is engaging in your content** (via likes, comments, and shares) into a **phone conversation with you** where you will have the opportunity to **enroll them into your coaching program**.

This phone conversation is in essence a **'sales' call** which is marketed as a **discovery/taster/strategy/blueprint/clarity coaching session**.

Disclaimer:

Reframe: You can never "bother" someone when you send them a message because the people who would be "bothered" by you messaging them aren't the kind of people who would be ideal clients anyway. Reframe this in your mind and when you reach out to someone, you're looking to provide value and serve to Transform Their Life!

Create Authority on Personal Facebook Page

Add the following pictures:

- Professional Profile
- Speaking to a crowd or Live Teaching
- E-book/book Cover
- Celebrity Shots with Influential People
- High Social Status
- Beautiful Backgrounds
- Family, Relationships, Pets
- Model my Profiles: you can see all the places I share my business, mission and Call to Actions (CTA)

www.facebook.com/AJFit

www.instagram.com/ajmihrzad



Add Friends from Groups that have your target market.

Search hashtags of your target market. ex. #mom #dad #entrepreneur



Deliver Content on Personal Facebook Page

- Post (3-7x/week)
- Ideal (4 Written, 3 Videos/Lives)

ONLINE

- SUPER COACH -

Posts that Build Authority and Grow Your Following

- Milestone Posts: reflecting on something you are grateful for or how you overcame a challenge
- Personality Posts: Family, Hobbies, Passions
- 4x Problem Solving Posts with one of them having a CTA
 - Their Problem
 - Your Process (Proof helps)
 - CTA
- Stories sell the best! If you can share more stories you will engage more clients from your social media!
- MILK EVERY POST!



Follow up with a Private Message to Engagers within 24-48 hours

FOLLOW UP SEQUENCE #1

(For New Friends)

Follow up with DM to Engagers



Hi (First Name)!

Just personally thanking you for liking/commenting on my post.

Means a lot.



<p>If Closed Short Response: (High-five emoji) Wishing you an amazing day!</p>	<p>If Open Positive Response: We've never really spoken before. =) Curious, what exactly do you?</p>	<p>If No Response: (The next time they engage) Hey (First Name), once again, really appreciate you for liking/commenting/sharing my post/video. Wishing you an amazing day!</p>
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We've never really spoken before =)
Curious, what exactly do you?



Cool, how did that come about?
(OR) How's it all going for you?

ONLINE

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Awesome! So what's this month about for you?
Is there something you're moving towards?



Cool. How's progress been?



<p>If Really Good Response: That's awesome to hear! Hey (First Name), you may not need this, but I think this might benefit you. =)</p>	<p>If Not Good Response: What's been slowing you down or getting in the way? ↓ I'm hearing you. I've got this free ___ that I would think would help you. Would you like me to send it to you?</p>
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**Send PDF/E-book/Value Video Solving Their Problem (1-5 mins)
Or a Link to a Free Facebook Group etc.**



Here you go.
Can you let me know once you've read/watched/joined it?



No problem! Happy to help!
I handle this (**problem**) every day.
I've got some other ideas that I think would really help.
Would you like to jump on a phone call to brainstorm some ideas together?



Book in Sales Call within 24-48 Hours!

FOLLOW UP SEQUENCE #2

(For Friends You Already Know)

Follow up with DM to Engagers



Hey (First Name), how are you?
Just personally thanking you for liking/commenting/sharing.



(Chat how you would normally chat to them)



Awesome! So what's this month about for you?
Is there something you're moving towards?



Continue Follow Up Sequence #1

FOLLOW UP SEQUENCE #3

(For CTA Posts)

Follow up with DM to Engagers:
Message everyone who liked, commented or engaged with your Post this week!



Send an icebreaker message:
Hi (First Name), thank you for liking/commenting on my post/video.
So I can best support you, can you share with me a bit about your situation?



Got it. Is this something you're looking to move forward on right now or is it more of a later thing?



If Yes: Cool. So apart from knowing how I can help, is there anything that would stop you from moving forward right now?

If No: No Problem!
How about I follow up with you about this in *(timeframe)*.

ONLINE

- SUPER COACH -



<p>If Yes: Awesome! Let's lock in a quick chat to discuss more. How does (time/date) work for you?</p>	<p>If No: Understood! Let's touch base in about a month's time to check where you're at. Sound cool? (Add to your calendar)</p>
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Book in Sales Call ASAP!
Follow up if they don't book!
I typically follow up for weeks!

Customize and text this to your lead on the morning of the sales call:

Hey (First Name)!

AJ from OnlineSupercoach here.

I've got our call booked in today.

Looking forward to brainstorming with you.

I have a busy schedule.

Would you please text me back if you need to reschedule our session?

Talk to you at 2pm EST.

- **This simple confirmation has reduced my no shows like crazy.**
- **Save it on your phone, feel free to customize to your name, company and voice!**

BONUS: (Social Spy) Reach out to random people on your social media, look at their most recent posts and send a message to spark a conversation.

Examples:

Hey Joe, I just saw that you got a puppy he's so cute! What kind of dog is he?

Hi Suzie congratulations on your new car. How do you like it so far?

Hey Roberto I love the quote you just posted! Just curious, where is it from?

- **Use the framework to go back and forth on a DM and set up a quick call with them!**

Time to Serve with your Superpowers and Transform New LIVES!