

SOCIAL MEDIA MILLIONS

BOOTCAMP

MONETIZING YOUR
SOCIAL MEDIA
WITH IAN PRUKNER

LESSON 26



LESSONS & EXERCISES

LESSON 26: MONEY'S IN THE MESSENGER



PREREQUISITE: MAX OUT YOUR FRIENDS LIST TO 5,000 PEOPLE ON FACEBOOK IF YOU'RE NOT ALREADY THERE.

Step 1: Create a great Hunting Message (Direct)

This is used when taking a direct approach with a prospect, with the goal of creating a qualifying conversation.

- Your Hunting Message should:
 - Be less than 1 paragraph
 - Ask specifically for what you want
 - Gives them an out
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Step 2: Create a Farming Message

A farming message is used when taking an indirect approach with a prospect with the goal of creating a qualifying conversation, or generating a referral that leads to a qualifying conversation.

Your Farming Message Should:

- Be less than 1 paragraph
 - Does not come off as a solicitation
 - Gives them the ability to either refer you or engage with you
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Step 3: Create a Cultivating Message

A cultivating message is used to build relationships and create conversation. That's it. You're not making a pitch, or trying to generate a referral.

You are:

- Not making an offer/pitch
 - Touching base
 - Focused on creating a conversation
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