The Ultimate Network Marketer's Guide to Connecting and Recruiting on Social Media

CLICK HERE to Discover How to Create a Massive Recruiting Surge in Your Business with Social Media…in Just ONE HOUR A DAY!

Social Media Recruiting Frenzy

By Julie Burke

The Ultimate Network Marketer's Reference Guide to Connecting and Recruiting People on Social Media
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I’m sure you heard this statement before...

"Time is Money and Life’s Most Precious Commodity."

Well, I know this to be 100% accurate and I’m sure you will agree.

Here’s how I know...

My name is Julie Burke.

And I’m a busy “mompreneur” running 3 businesses from the comfort of my home...

...all while raising 2 boys, and running the day-to-day operations of our household.

Sometimes, I’m even trying to keep my days straight.

If you are a busy “multi-tasking” parent, you know exactly what I’m talking about.

We must make the most of our time.

And running all over the place, having 1-on-1 meetings at coffee shops, doing luncheons and meetups, is not always...
going to be the best way to meet people with the limited hours we have.

When I started in Network Marketing 4 years ago, I didn’t hunt down my hot market or even my warm market...

**I went to straight to the cold market first, both online and offline.**

Some people might ask why?

My answer is simple, I was ready to build a BIG business and I knew I wouldn’t do that with my sweet aunt Mary.

*(No offense, aunt Mary!)*

Yes, eventually many of my friends and family joined once they realized what I was doing, however...

**They came to me, not the other way around.**

Fast forward 4 years later...
I've created a hefty, multiple 6-figure income and recruited and sponsored 80% of my downline through Facebook.

I started utilizing this platform as a strategy to make connections and engage with more people from the comfort of my own home.

It allowed me to tap into a more global audience in less time.

**I didn’t utilize Facebook to sell.**

Instead, I went there to network, make connections, and go through other people’s networks all while building relationships and boosting my friends list.

**I created a TON of curiosity.**

Which encouraged people to reach out to *me* and *ask* what I was doing.
Facebook is only one piece of the puzzle to prospecting and recruiting, but I know how to do it the right way, and I want to share that with you.

I get messages on my Fan Page every single day about my Facebook trainings, so I put together this manual for you.

The great news is that you can generate LOTS of business on Facebook!

So make sure to implement what I teach you today!

And by the way, if you find value in this guide & want to create explosive duplication with your teams...

Share this link with your team or friends in the industry, so we can all grow together.

Duplication is the key to making these strategies work and you can start today by simply sharing this guide!

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The **Dos and Don’ts** of Facebook Networking

<table>
<thead>
<tr>
<th><strong>DO!</strong></th>
<th><strong>DON’T!</strong></th>
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<tbody>
<tr>
<td>✓ Complete your profiles completely</td>
<td>✓ Spread yourself too thin (only pick 1 or 2 platforms)</td>
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<tr>
<td>✓ Create curiosity around your company</td>
<td>✓ Create a commercial on your personal page</td>
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<tr>
<td>✓ Engage with your audience</td>
<td>✓ Spam your feeds with your products</td>
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<tr>
<td>✓ Be interesting, add value, &amp; ask questions</td>
<td>✓ Plagiarize</td>
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<tr>
<td>✓ Make your content standout</td>
<td>✓ Forget about visuals</td>
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<tr>
<td>✓ Be respectful, complimentary, positive</td>
<td>✓ PM unsolicited links to your opportunity</td>
</tr>
<tr>
<td>✓ Facebook Live</td>
<td>✓ Use text posts only</td>
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<tr>
<td>✓ Repurpose content</td>
<td>✓ Share from other people’s pages</td>
</tr>
<tr>
<td>✓ Brand you first!</td>
<td>✓ Brand your products and opportunity</td>
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Social Media Posting Guidelines: “12x6x2 RULE”

Here’s how often you should post on social media...

✓ Post at least **20 times a week**

✓ Use the **“12x6x2 rule”** when posting these 20 updates

✓ Shoot for posting at least **3 times a day**

✓ **“Prime posting hours”** in your time zone will be 7:00-9:00am & 8:00-10:00pm

On the following pages are specific examples of what types of updates correspond to the 12x6x2 formula...
YOUR 12 “BRANDING” POSTS

These 12 posts should relate to your branding.

These posts will be non-business related.

Mix up variation:

- Random fun posts (about your day, what you are doing, etc.),
- Asking questions,
- News/media,
- Asking advice,
- Inspirational and motivational quotes
- Photos from Google Images,
- Photos of you, your kids, your family, your friends, and...
- **You should always be VERY POSITIVE!!**
YOUR 6 “INSPIRATION” POSTS

These posts should focus on the following...

- Team recognition,
- Success stories,
- Transformation,
- “Before & after” pics

ALL WITHOUT saying Company name or Product name!

Here’s a great way to provide all of the above...

- Share a person’s testimonial by copying their photo and text and repost it like it’s your own status update.

Example:

Here is my friend _____’s testimonial about my product.

If you’re ready for a change then private message me NOW to learn more!

Important: take out the company name if listed.
YOUR 2 “POWER POSTS”

A “Power Post” paints a picture for your audience of what their life could be like.

To accomplish this, use emotional and inspirational language, etc.

Here are some specific examples...

Sample Lifestyle Post:

*Can you imagine not waking up to an alarm clock ringing in your ear anymore? No stress banging around in your head. Just complete peace of mind. No job that you have to rush off to and no boss to deal with. You get to spend all day with whoever you want in the most beautiful place in the world. You live like you’re on vacation everyday with money still coming in. I’m so thankful that I stepped out of my comfort zone and am now living the life of my dreams. I’m happy and so are those who are joining me on this exciting ride.*
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Sample Recognition Post:

Today, we’re celebrating a massive achievement for our amazing friend and partner Mary who is helping give other’s the greatest gift possible, freedom! She helped her friend Jessica walk away from a 10-year career in the Finance Profession and Jessica now gets to stay home, raise her children while building a dream business in the pockets of her time. The ability to be free in all areas of your life is truly a blessing. This is a well-deserved reward Mary! The freedom train is rolling on.. who is ready to up level their life and take charge?

To summarize my social media posting guidelines...

Each week you want to:

✓ Post **20 times** a week using the **12x6x2** rule!
The 5-Step Facebook Recruiting Strategy

Here’s my 5-step formula for recruiting on Facebook...

Step #1: ADD NEW FRIENDS ON FACEBOOK

I do this as much as possible.

The more people you are friends with, the more people you’re exposing your brand to.

So don’t be SHY!

It’s okay if they don’t accept you, but realize Facebook is such a social network that the majority of people WANT more friends on their profile.

- Go to each of your current friends profiles, click on their friends, and if you know someone on the list, click "Add Friend."
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Where to Find Your Friend’s Friends

You’re probably connected in more ways than one, so friending them wouldn’t be “weird.”

Once they accept your request...

✓ Send them a quick message to thank them!
Step #2: COMMENT, LIKE, & USE FACEBOOK MESSENGER

This is probably the most important thing to do.

If you don’t interact with people in their newsfeed, they don’t see your posts.

That can mean that only 1/4th of your friends actually see all the great things you are posting.

So here’s a tip...

✓ Make it a point to "Like" and “Comment” on people’s photos/posts like it’s a mini part-time job!

Seriously, I know it sounds crazy...

But when you go to Facebook, you want to execute a clear strategy and be intentional.

✓ Set aside 20-30 minutes in the morning and 20-30 minutes at night to go through your Feed to “Like,” “Comment,” and send “Happy Birthday” messages.

PLEASE make sure you don’t get “sucked in.”

If you do, it’s a total time zapper.

So don’t get lost.
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You can avoid getting distracted like this...

✓ Set an alarm, if you need to, and jump off Facebook once it goes off.

Here's probably my #1 tip for you...

✓ Utilize Facebook Messenger to record your voice and send PERSONALIZED birthday messages!

People LOVE this.

And guess what?

Then they start to follow and interact with you.
Step #3: SUPPORT YOUR TEAM MEMBERS

Just because your friends are not liking and commenting on your posts, doesn't mean they are not watching.

Most people are "silent" Facebook users.

They “stalk” and “lurk” until that day you unexpectedly reach out.

Possibly you will LIKE or COMMENT on one of their posts and all of the sudden they open up.

Remember that many people are sitting in quiet desperation and unhappy.

They WANT change!

So show support for your fellow team members and NOT just those on your own team.
✓ Compliment others on Facebook; give “shout outs” and “thank yous” about success, promotions, and just because it feels good!

People want to feel like they are part of a community.

Comments are what makes your posts go back into newsfeed...

So don’t be lazy with the Likes!
Step #4: MESSAGE 1-3 NEW PEOPLE EVERY DAY

Always be connecting!

And make sure you stay organized.

- Keep a running list of all prospects you connect with and through which social media platform.

Every single person I message, email, speak with, or has bought from me gets put on that list.

Establish a relationship with people first.

DO NOT spam out links and videos without speaking to them first and seeing if there is an interest.

- Ask questions, compliment, or reconnect if it’s been a long time, etc.

Most times as conversation carries on...

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People will ask you what you are doing, or what you've been up to, or what's this thing you’re doing?

**This is NOT an open invitation to SELL!**

- Do not give too much information in your message.
- Keep it professional; short and sweet.

**Here's an example:**

**Julie:** Hey Sue, long time no talk! How have you been? What are you doing these days?

**Sue:** Hey there, things are good, I've actually just moved to Chicago and I'm near you now.

**Julie:** That's great, how are you loving it so far? We must get together for coffee and catch up.

**Sue:** Yes, for sure. What is this thing you’ve been doing? I see all these transformational pictures you post. I must inquire more about it.

**Julie:** LOL.. yes for sure. We can chat more about it at our coffee date. How does Tuesday work for you at the Starbucks in Lemont?

**Sue:** Actually that works. I can’t wait to catch up and learn more about what you’re doing.
Julie: I’m excited too. Can’t wait to hear more about what you’re doing too!

Do you see I *didn’t* slam her with information?

I set the appointment first.

She is really intrigued and still has **no idea what the name of my company is**, because I went straight to inviting her to coffee.

This is just one of many scenarios...

But the approach is always the same.

Finally...
STEP #5: BE MINDFUL

Social media is about being SOCIAL.

✓ If you see someone is having a bad day, send them a positive message.

✓ If you see someone is running their first marathon, congratulate them.

✓ If they are hosting a charity event, see if you can volunteer.

✓ If they just opened a new boutique, message them and ask how you can help spread the word.

Be mindful of others and how can you help them!

✓ If someone is complaining about a certain ailment and your product can help be the solution, message them and tell them you don’t know if it will be for them but share how it’s helped you or others.

✓ If you see someone got fired from their job, message them and ask what happened and if they need any help because you know people possibly hiring.

Whether they say yes or no...
This will immediately have them looking your way and they will probably reach back out to you asking you more details about what you’re doing after checking out your posts.

I know this to be a fact because it’s happened to me several times!

When you take the spotlight off you and put it on others, it’s amazing what can happen.

People want to work with and be associated with NICE people!
I am so honored and excited that we’re connected.

If you got value and learned some great stuff then like I said previously...

Please share this link with your team members & friends, so they can also download and benefit from this guide.

Also, if you’re ready to learn more...

Recently, my 8-figure mentor Ferny Ceballos and I put together an in-depth training course on social media recruiting, simply titled...

**Social Media Recruiter!**

It’s only available for a limited time...

So I encourage you to read all about it by clicking this link to secure your private copy today!

Plus...
A hefty portion of all sales will go towards Heifer International – an international non-profit organization committed to ending hunger in 3rd world nations and empowering people with the necessary skills and resources to thrive!

The first week we made Social Media Recruiter available, we raised over $20,000 for the cause!

Your investment in Social Media Recruiter will not only empower you with 6-figure social media recruiting strategies...

But will also empower entrepreneurs in 3rd world nations as well!

Our goal is to provide you with tremendous value, empower you to keep moving forward toward your dreams, and to let go of anything negative that comes your way.

We are NOT meant to be on this journey alone...

And we truly want to see you succeed...

And you CAN!
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Let’s reach your goals so you can take your business and life to the next level and make an impact in others!

**Cheers to your success!!!**

Julie Burke

P.S. If you know anyone that would find these strategies helpful you can [share this website with them so they can download it too!](#)

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P.P.S. Still looking for training?

Remember to secure your copy of Social Media Recruiter at a discount today.

This training is only publicly available for a limited time!

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