How to Deal With Your Facebook Leads

The very first thing you need to run a Facebook advertising campaign is a Facebook page for your business, if you haven't yet got one set up, please watch this short video for guidance (10.01 minutes running time): https://youtu.be/3XE6Y9U0DvM

We also recommend that you download WhatsApp for your phone, and if possible your desktop/laptop too: https://www.whatsapp.com/download

Once you have placed an advert, preferably with your sponsor(s) help and guidance, the next thing you will need to do is to access and download the leads, this short video shows you how to do this (3.37 minutes running time): https://youtu.be/S7nUXTZlwNo

Contacting Your Leads

We recommend initially sending them an email **and** a **WhatsApp voice message**. We recommend you use **both** methods as some people do not check their emails regularly, but they do use WhatsApp more (and vice versa), so this doubles you chances of being successful in reaching out to them.

Firstly, you will need to add **ALL** the phone numbers from your leads into your phone (in international format) to your mobile phone so WhatsApp can establish a connection, this video will show you how to do this (2.23 minutes running time) https://youtu.be/TPzMKAO7kho

We highly recommend you watch this video (10.26 minutes running time) to show you how to effectively do this: https://youtu.be/VKBhsv8FaI4

Firstly, personalise and send this message via email to each contact that **has not booked into a class** via email:

Hi_____ (their name)

*You replied to our social media advertisement about joining us on one of our **FREE** online essential oil classes.*

Thank you for supplying your details... however it looks like you haven't selected the date and time yet...

It only takes about a minute or so to do, please click here (insert your website address) to reserve your place.

Just so that you are aware, you will be able to see us on the presentation... but we won't be able to see you!

We hope you find it useful and informative.

Your Name(s)

Independent doTERRA Wellness Advocate

Also, we recommend you send a **WhatsApp voice message** to them and say this…

Hi _____ (their name). I hope you are well, my name is _____.

I'm just sending you this very brief voice note, as I see you have recently made an enquiry with us via Facebook about attending one of our online essential oil classes.

The reason for the message is to say thank you for supplying your details… however unfortunately it seems like have missed the part to select the date and time that suited you best!

I will put a link under this message that will take you directly to the booking page for the class, it only takes around a minute to complete.

I hope you find the class presentation really useful – and I hope to hear back from you soon.

All the best!

Then copy and paste this under the voice message inserting your website address:

Here is the link I mentioned on the message www.YourEssentialOilWebsite.com

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If they have already booked straight into the class (via the link on your advert), then send them this **WhatsApp voice note** approximately 24 hours before the scheduled class (just adapt the times):

Hi _____ (their name). I hope you are well, my name is _____.

I'm just sending you this very brief voice note, as I see you have booked in to attend one of our online essential oil classes this evening- which is great to see.

Firstly, just to confirm the time is at 7pm that the class starts - you can join anytime up 20 minutes before the call. (If they are in another country, of course check the time in their country and adapt it)

I thought I would let you know a couple of things about the class.

You can view on pretty much any device you choose, a laptop, PC, phone or tablet.

The class lasts around 50 minutes and we use a very popular programme called Zoom, you will have probably heard of. It's really easy to use… and just so you know, you will see the presenter – but no one will see you at all!

I will send a bit more information tomorrow to help the class go smoothly for you – make sure you look out for the message.

All the best – I hope you enjoy the class.

Before The Class

Around a couple of hours before the class starts, we would recommend you send this message preferably via text on WhatsApp or if they are not on WhatsApp, then email:

Hi _____ (their name), here are a few extra things about today's online class to help things go smoothly for you.

As you know, we start the online presentation 'An Intro to Essential Oils' at 7pm.

On a laptop/desktop, all things should work fine, it should automatically install the Zoom app when you login. However on other devices such as phones and tablets, you will need to download it (takes a few seconds).

If you haven't already got Zoom installed on your device, please download it here www.zoom.us/download .

After downloading the app (if you needed to) just LOGIN HERE by clicking on www.LearntheEssentials.info from 6.40pm, it is a good idea to get on earlier just in case there are any technical problems.

By clicking the above link you should NOT need an ID or password for the meeting, however if you do receive a request, just enter this number: 939721238 and use password 1607.

IMPORTANT: Should you be asked for permission from the room to use your devices audio, ensure you click 'allow'.

Just so you know, you will be able to see us, but we won't be able to see you, unless you choose to switch your webcam on of course.

I hope you find the class both interesting and informative.

When the Room Opens

When the room opens (20 minutes before the start) – it's worth sending them a last minute reminder message via WhatsApp:

Just to let you know the room is now open – you can login by clicking www.LearnTheEssentials.info

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Follow Up

We recommend you send these message via WhatsApp or email as soon as possible after the class, firstly send this:

Hi (their name), just seeing if you managed to get on the online class? Did everything work OK for you?

If they say they didn't make it, offer them an opportunity to rebook, if they did make it, follow up with…

"Ah that is good to hear. Did you have any questions, or were you interested in anything you saw?"

If they are, endeavour to have a voice conversation with them to establish their interest and find out which of the 4 options they saw on the class that they would be interested in joining with.

If you need further help or advice – speak with the person who introduced you for guidance.