

# HOW CAN I RECRUIT ON FACEBOOK?



Let's talk about word of mouth ... in 2014. Paraphrasing social media guru Gary Vaynerchuk:

1. Word of mouth is the best sales force on the planet.
2. Facebook is word of mouth on steroids.

That's why we're collecting advice and example posts from your fellow Consultants. Messaging that has proven successful for others in your position. Take a look at them, find the messages that resonate for you, and share them online! Chances are if the message is compelling to you, your Facebook friends will like it too.

## ADVICE FROM YOUR FELLOW CONSULTANTS:

- So, I've found sharing my love for the company and the fun I have with it is my most successful post. Tonight I posted how excited I am for the summer incentive and lots of non-consultants "liked" it. I then messaged them about joining and got a few more on the fence that I will gently nudge once I can share with them the details of the summer incentive.
- Would you believe that 90% of Frontline asked ME about joining, versus ME asking them? I just share what a blessing Scentsy is in my life – daily. That's how I sponsor new team members. Kind of hard to bottle it up for reproduction. It's random consistency and tenacity. I have a mission, a "why," and that is the driver behind my passion for Scentsy (both the product and the company).
- Why Consultants choose to promote the opportunity on Facebook:
  - o Promoting on Facebook helps you reach so many potential recruits! You can share your Whys, your Joys, your Goals and your Promotions as they happen! This makes them want to be like YOU! They feel your positive energy and that feeds their desire even more to Join!
  - o You can also have your friends do some of the work for you, too. Tag your Friends and have them share your site with their friends.
  - o Example: Hey Scentsy Fans! Interested in learning more about Why I choose Scentsy Family? Like this post and I'll share my story with you. Do you have Friends that you think would be interested in learning more about this great opportunity? Simply "share" this post with them or "tag" them below in the comments.
  - o Facebook moves so fast so don't be afraid to post daily about the business opportunity!
  - o If you do fundraisers, be sure to share how you are giving back! It's a great feeling and deserves a shout out! Before Scentsy, I was never able to donate money, items to a raffle for a good cause, etc. BUT now, because of Scentsy, I am able to! I do one large school fundraiser every year; I give my commission to the school which allows the kids to go to Washington, D.C. for a week! How cool is that? And it cost me NOTHING out of pocket! Share how you are giving back on Facebook and reach that person, who like me couldn't. Until I clicked JOIN!

## POSTS FROM YOUR FELLOW CONSULTANTS:

"Set a personal goal of changing 4 people's lives this month by introducing them to the Scentsy family! Could you benefit from a couple extra hundred dollars each month? Message me. Low startup costs and HUGE potential on the horizon. I would love to have you on my team!"

"Scentsy payday is coming up and I'm SOOOO excited to get my check!!! This one is paying for the boys' school some other bills, and spending money for my sister from another mister's wedding... IN VEGAS!!!! I love my job!!!!"

"Need a little (or a lot) of extra money for gas? Join my Scentsy team today for \$99 (plus shipping and handling) and start making some extra cash! Contact me or like this status for more info :)"

"Raise your hand (by liking this post) if you have more than 1 Scentsy Warmer. If you have more than warmer, why not join my team to support your Scentsy habit?"

"What would you do with a little bit of extra income each month? Make a car payment? Take your kids on a road trip? Pay off medical bills or school loans?"

"If I can do this, so can you. How many of you have ever thought about joining my Scentsy team? What is holding you back?"

Sometimes I am funny and say things like: "Either I can continue to sell to your friends and family, or you can join my team and sell to them."

I use DIY map websites to create a team map. Then I'll post the map to my Facebook wall and say that I'm looking for team members in the white states (the states with no team members). I'll ask my friends and family who they know in those specific states. (<http://www.amcharts.com>)

"I just helped a team member \_\_\_\_\_ and I can help you too! Come join me!"

"Feeling so grateful I get to \_\_\_\_\_ thanks to my Scentsy business. What can Scentsy change for you? Come join me!"

"Can't wait to \_\_\_\_\_ with my team tonight. Come join me and get in on all the fun!"

"I've been challenged to talk to 5 people about Why I choose Scentsy! Please help me ROCK this challenge by Liking my post and I will share with you my story! Have Friends that need to hear this opportunity? Send them my way by simply sharing this post or tag them in a comment below. Thanks for your Help!"

"Get paid to PaRtY! Invest \$99 today and Change your life forever!"

"Need extra CASH? Want to work from HOME? How about set your OWN hours? Need more FAMILY time? Want to get PAID to party? How about going on an All-Expenses paid Vacation? You can do all the above when you JOIN MY TEAM TODAY!"

"This \$99 Starter Kit from Scentsy has everything you will need to be a Successful Independent Consultant! And after your first party of \$500, you have earned your investment back and are from here on out, you are MAKING money! Scentsy has only 2 catalog changes per year so there is little cost to you in supplies to promote the New products! Scentsy offers Consultant Only deals to help with Monthly Promotions, if you choose to take part in, you receive commission on these Monthly kits! How Cool! And they also offer FREE Training to help you grow your business. Choose Scentsy Family Today! You will be so glad you did!"