

How to Generate 100 Or More Leads

A Month Using Social Media

- **INCREASING YOUR FRIEND BASE IS THE KEY TO THIS WORKING!**
- Add 2 **OR MORE** friends a day! **A MUST!!**
- If you add 2 friends a day that increases your friend base by 730 people each year
- If you add 5 friends a day that increases your friend base by 1,825 people each year. The more you add, the faster you grow!
- Make sure they are quality adds. Visit my website for a video tutorial on that.
www.ValissaMoore.com/entrepreneur
- **Create a SHORT birthday video wish.** You can sing it or speak it, get as creative as you want, but make sure, it's **NOT TOO LONG** less than 60 seconds.
- Locate, events/birthdays on Facebook and send the video out each day to your friends who are celebrating birthdays.
- If you miss sending someone the birthday video **on** their birthday, still send it anyway, even if it's a little late. The thought is what counts, remember you're trying to make contact and create a friendship.
- When they reply, make sure you reply back.
- This is their day, so make it about them. Create replies that cause them to type more, which provides you with more information but don't be too aggressive or pushy.
- Your replies should show them you're interested in them, not your own interest.
- **Day 2**, visit their page, to like, love, comment and discover. Go to their photos.
- Doing this helps you discover information about them that could help you offer what you have.
- **Day 3, if it feels right**, send an invitation to your overview/presentation, event, etc. and address them by name.
- **Note:** Everyone is NOT going to reply to your birthday song, so don't get offended.
- Everyone that responds to your birthday song is NOT going to respond to your invitation, don't get offended.
- If they accept your invite, say, "Awesome, can't wait to talk to you more and then send them the zoom information.
- Provide them with information to help their future encounter with you run smoothly.
Example: Overview or event details
- I would also message them and say, "If you don't mind sharing, let's exchange emails or cell numbers in the event changes occur for either of us." Now you have their contact info.
- After they have attended an overview follow up and close.