



# “HOST A POST”

## Lead Generating on Facebook

This is so easy to get your friends to post a lead-generating post on THEIR Facebook page FOR YOU... getting you access to all of their contacts! And they can win prizes for it, if you want to give them a gift or do a drawing for a gift card or prize to incentivize them if needed.

Here are the steps for getting your friends to post for you, then how YOU will work the post/comments and convert! These 4 steps below are all IN YOUR PROSPECT APP so you can simply copy and send to each friend/prospect. Find them in RESOURCES, then scroll to bottom. (Be sure you have “pinnacle” group code added to your Prospect App profile.)

### **STEP ONE – Ask your friend to post**

*Hey XX, our company is helping people financially make ends meet right now. We are running a campaign called “Host a Post”. If you can post a “help wanted” post (I will give you) on Facebook for us, you’ll be helping some people out. And we will put you into drawings for tons of cool prizes... Kate Spade, Apple AirPods, gift cards. Can you pop a post on there for me today?*

### **STEP TWO – Send your friend the exact post**

Here is the post, just copy and paste this on your Facebook page:

*Anyone need help making ends meet?  
My friend’s company pays well, work PT from home online.  
Let me know if you want me to connect you. #helpingmyfriends*

### **STEP THREE – What to say in a PM (Private Message) to each person who comments (first, comment on their comment: “I will PM you now”)**

Opening PM: *Hey XXX, (Host name) asked me to reach out to you because you wanted more info on our side project. What do you do for work? (start a convo to learn about them, warm it up, go back and forth a few messages to show you are interested in them)*

Video Action PM: *If I send you a short video that explains what we do and how you get paid, at what time would you have 25 minutes to watch it today?*

OR

Live Zoom Action PM: *If I can get you into a live zoom at 3pm or 8pmET today to see what we do and how you get paid, which time works best for you?*

Nail down PM: *Ok great, let’s chat right after. I will jot [time 30 min after they said they could watch it] in my calendar, we will talk then. What number can I text the link to? (this is how you get their #)*

### **STEP FOUR – Get the prospect’s contact info, put into Prospect App, send a video or invite to a live zoom from Events tab**

*Here is the video, I can’t wait for you to see it. [LINK]  
Text me when finished. I look forward to chatting after to show you how I’ve done with it. [YOUR FIRST NAME]*