

The Big Picture (Why This Works)

These leads are **timing leads**.

They came from a Facebook ad about **getting in early**.

Early timing = momentum.

Late timing = chasing.

That's why **speed and positioning** matter so much.

What the Prospect Experiences

1. They see the Facebook ad

- The ad talks about timing and early position.

2. They fill out the form

- Facebook already fills in most of their info.
- They confirm twice.
- This means real intent.

3. They reach the download page

- They get the ebook.
- The ebook repeats the early-timing message.

4. They get an instant email

- Thanks them.
- Gives the ebook link again.
- Covers them if they didn't download it yet.

5. 14-day warm-up starts

- Email every 2 days.
- Each email reminds them:
 - They asked for this
 - Timing matters
 - A company rep will reach out

This sets expectations **before the rep ever contacts them.**

What the Rep Must Do (Non-Negotiable)

Step 1: Immediate Text (As Soon As the Lead Hits)

Simple. Short. Calm.

Example:

Thanks for registering on Facebook.

Just wanted to reach out.

When you have five minutes, I'd love to chat.

That's it.

No pitch.

No explaining.

No links.

Speed shows **competence.**

Step 2: Save the Contact the Right Way

This keeps life and prospecting separate.

- **First name:** First + Last name
 - Example: *Marshall Smith*
- **Last name:** Facebook Prospect

Now:

- You always know who is a prospect
- You can sort and follow up fast
- No confusion with personal contacts

This alone keeps reps organized.

Step 3: Light Follow-Up (If They Don't Reply)

Wait a day or two.

Example:

Just checking back.

Do you have five minutes to talk?

I've got some good info for you.

"Five minutes" lowers defenses.

Anyone can take a call:

- In traffic
 - Between tasks
 - During a break
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The Call (No Pitching)

The goal is **not** to explain the business.

The goal is to **listen**.

Question 1 (Most Important)

I'm curious — what caught your attention about the ad?

Then stop talking.

Question 2

Have you ever been involved in a business like this before?

Now they tell their story.

This is where gold shows up:

- Past network marketers
- People who did well before
- People looking to come back

Now **you are interviewing them**, not selling them.

The Magic Phrase

When they say something good:

Tell me more about that.

That one sentence:

- Extends the call
- Builds trust
- Turns 5 minutes into 25

People enroll people they **like and trust**.

Why Speed Matters So Much

Fast response tells the prospect:

- “These people are sharp”
- “They follow up”
- “They know what they’re doing”

Late response tells them:

- “This isn’t serious”
- “They won’t deliver”
- “I already moved on”

No one trusts a 5-day callback.

Final Truth

This has nothing to do with age.

Nothing to do with tech.

It’s about:

- Speed
- Simple contact

- Good questions
- Letting the prospect talk

This process works every time when it's followed exactly.

Create me a blueprint for the people buying into the lead co-op

Ron, here is a **clear, simple blueprint** you can give to everyone who buys into the lead co-op.

This is written so **anyone can follow it**, even brand-new people.

Lead Co-Op Success Blueprint

Simple Steps. Fast Action. Real Conversations.

Step 1: Know What These Leads Are

These are **timing-based leads**.

People opted in because:

- They care about **getting in early**
- They don't want to miss momentum
- They responded on Facebook **on purpose**

These are **not cold leads**.

They already raised their hand.

Your job is to **respond fast** and **start a conversation**.

Step 2: Respond Immediately (This Is Critical)

As soon as a lead hits your inbox, send a text.

Do not wait.

Do not think.

Do not overwrite it.

Text Script (Use This Exactly)

Thanks for registering on Facebook.
Just wanted to reach out.
When you have five minutes, I'd love to chat.

That's it.

Fast response shows:

- You are on top of things
 - You are serious
 - You are worth talking to
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Step 3: Save the Lead Correctly in Your Phone

This keeps your life organized.

Example name: **Marshall Smith**

- **First Name:** Marshall Smith
- **Last Name:** Facebook Prospect

Do this for every lead.

Now:

- You always know who is a prospect
 - You can sort and follow up easily
 - No mix-up with friends or family
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Step 4: If They Don't Reply Right Away

Wait a day or two, then send this:

Just checking back.

Do you have five minutes to talk?

I have some good info for you.

Five minutes feels safe.

People say yes more often.

Step 5: The Call (No Pitching)

Your goal is **not** to explain everything.

Your goal is to **listen**.

Question #1

I'm curious — what caught your attention about the Facebook ad?

Stop talking.

Let them answer.

Question #2

Have you ever been involved in a business like this before?

Now you learn:

- Their experience
- Their interest level
- Their story

You are now **interviewing them**.

Step 6: Keep Them Talking

When you hear something interesting, say this:

Tell me more about that.

This one sentence:

- Builds trust
- Extends the call
- Turns short calls into real conversations

People enroll with people they like.

Step 7: Share the Next Step (Light and Calm)

After the conversation:

- Introduce them to the upline **or**
- Share the next piece of info **or**
- Set a short follow-up call

No pressure.

No long presentation.

Just guide them forward.

Step 8: Why This Works

- They saw the ad
- They filled out the form
- They got the ebook
- They are getting follow-up emails
- They expect your call

You are not interrupting them.

You are **continuing a conversation they already started**.

Final Rule (Most Important)

Speed wins.

Fast contact = trust

Slow contact = lost interest

Follow this blueprint exactly and you will:

- Stay organized
- Sound professional
- Have better conversations
- Enroll better people

This system works when you keep it **simple and consistent**.