

# **"Lead Conversion Mastery"**

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- Next TNL, September 24 at Mannatech Corp offices or [www.allaboutmannatech.com](http://www.allaboutmannatech.com)
- Mannapalooza, October 5<sup>th</sup> on Vancouver, Flower Mound, and Toronto or your living room
- Manapol Special = Buy 5 get 2 free
- Ambrotose Life Special?
- Weekend Events
- Corporate Updates

"It comes down to one thing...VALUE. Value must permeate everything in your business."

## ***Few Questions***

- a) What if you could send out 1 email to list and make whatever money you wanted to?"
- b) Have all subscribers to your emails asking for more of what you are offering?
- c) How would it change your and your family's life if your subscribers would pay for anything you promoted because they trusted you so much?

This business comes down to trust.

## ***Lead flow is the life of your business.***

- a) Another side is now that I have leads, how do I convert?
- b) This second side is equally if not more critical.

THE TOP 5 WAYS to convert your leads into sales, sign ups, and raving fans that beat down your door asking for more.

1. People need to convert leads online...you MUST have a personal BLOG.
  - a) This is your home online. Invite others in...they get to know you.
  - b) Ideas: simple to do BLOG...it is Your branding of YOU  
"People buy from those they know and trust" so they need a way.  
Your blog is the way...get product sales and get known.
  - c) Create content around what you are marketing and provide value for your prospects that solve their problems.
  - d) If you can't solve their problem, they will not buy from you.
  - e) You want to create content 3-4 times per week if not more.
- 1.1 How to set up your Blog
  - a) YouTube videos are great! ("How to set up a word press Blog" self-hosted)
  - b) Header should have your face on it. (use fiverr)
  - c) What is your brand? Blog is solely for branding you.
  - d) Install a basic theme for now. No need for perfection!
  - e) Make sure you have a My Story Page...as well as Products Page
  - f) Blogs are like your home..."no place more intimate than home"
2. Create Value Driven Content...articles, videos, etc.

Content creation has 2 purposes: Creates rapport with existing leads and prospects and puts new content on the web that can be found for additional exposure and lead generation Content is KING!

a) Informational posts:

Why health is so important today?

What actions create better health?

What mindset adjustments will overcome my bad habits?

The best educators make the most money. Be passionate about your space.

b) You Tube videos

These are some of the best ways to connect with your audience and today SO EASY!

You do not need lighting and cameras. You can do it from your cell phone.

Start cheap and down the line you can get better.

c) Interviews of leaders.

1) Presidentials in the field

2) Health practitioners in your area

3) Gig economy experts

4) Tax experts on value of home-based businesses

d) "How to" videos

1) How to market to...

2) How to shop in our 21st century grocery stores?

3) How to become a stay at home mom?

4) How to organize your day for optimal health?

5) How to create wealth just by building a TEAM?

6) How to easily add an additional \$500 to your monthly income?

Just ask yourself what you are passionate about and then do a "How To" video on it.

e) Review blog posts of others. You need to write how you talk.

f) Create educational content that makes the reader feel like an expert after reading it.

g) Write content that inspires your readers. You will start to become the GO TO person in your niche and people will buy whatever you are selling/promoting.

NO GET RICH OVERNIGHT...just continue providing value.

3. Value based emails that build confidence and rapport

a) People do not like to be Pitched! Be selling everything you do but the salesy is subliminal.

Think of your own buying habits.

b) Send emails without links that inspire and motivate your list.

Create goodwill. Put in value-based updates...or controversial to drive up conversation.

"People are blinded to Blatant Pitches"

c) Send free gifts to your lists. This can be trainings, articles whatever you have found online as another way to create goodwill.

Get in your mind that your goal is to better peoples' lives.

Pitch to value rate: 1 to 5 always heavy on the value side at least to start.

3.1 Things to understand about your leads

a) Your email list is your primary business asset and it needs to be treated as such. Create a "rolodex" of 500-5000.

b) Your list is NOT for spamming links or programs constantly. Provide more value...get more sales.

- c) Each email represents a person with whom you can build a relationship with. So, don't look at them as objects to making money rather your friends/connections.
- d) Every email must be value driven.
- e) Tell your story on how this industry has helped you.... get out of rat race. Stories sell!

#### 4. Special Offers and One on One Time

- a) Prompt your leads to reach out to you by putting your phone number in every email you send *"I'm totally into helping you in your business so reach out to let me know what I can do..."*
- b) Offer free coaching call to your subscribers or do a "Free Coaching Friday" and prompt them to reply back to you with questions.
- c) People love one on one time and if you can afford that, open up those possibilities.
- d) You can also have pricing around your coaching time...people pay for help and guidance.
- e) Your goal is to make this industry real to them.  
When you get first check it is real to you! Belief level shoots up and this is no longer a "rinky dink" home business anymore.
- f) Two books you must read to truly be a great influencer and relationship builder:  
Dale Carnegie "How to Win Friends and Influence People"  
John C. Maxwell "Winning with People"  
Your goal is to make this real to people.

#### 5. Do regular webinars

- a. Once or twice a month...this creates a group, a following around you.  
Give value and it becomes a drug.
- b. By far it is the best way to connect with leads regularly and see their faces.
- c. Provides greatest leverage with more people.
- d. You can sell on webinars and people will buy from you because you become real to them...they know you.
- e. "Hang out" webinars are by far the best webinars you can do on a regular basis...because of the personal connection they create.
- f. Do Free Webinars as it also brings VALUE to your people on your list.  
Give away a prize at the end and that even brings more value!

ALWAYS solve problems and people will flock to you!

***"How can you sleep at night knowing the possibilities of your business??"***

