

# **"Why ChatBots are the Next Big Thing in Multilevel Marketing"**

**Monday June 17, 2019**

- Facebook Bot training starting the week of June 24 – Registration is available on <https://www.mannatrain.net/messenger.html>
- Purge: Results are awesome!
- Mannapaloosa: Dallas...June 22..."Be There!!"  
Run your Own Live Party at Home! Here is a link to a sample flyer:  
<https://www.dropbox.com/s/om3kikhrr199kz1/MannapaloozaSample.pdf?dl=0>
- Are you in the Achievers Club?  
<https://mannatech2.s3.amazonaws.com/mtlibrary/107262904840689.pdf>
- Next TNL, June 25<sup>th</sup> at Mannatech Corp offices or [www.allaboutmannatech.com](http://www.allaboutmannatech.com)

1. We just finished drooling over infographics and Mobile aps and now: BOTS!
  - a. Masses of networkers are using them already successfully.
  - b. Why so powerful? Because Private Messaging has overpowered Social Networks Messaging Apps have surpassed Social Networks!
  - c. FB is also providing analytics to thousands of Chatbots, and introducing Fbstart.
  - d. Following FB the likes of Viber and Slack and many others have ventured into Bots
2. Choosing a business model for your BOT is vital.
  - a. You cannot just create a BOT and throw it out there for the public.
  - b. Possibilities are endless only if you know which business model to vouch your Chatbox for.
  - c. Most original BOTS were set up for support for companies customers.
  - d. With billions of users on Messenger why wouldn't every company want to use BOTS to reach out to their customer base.

Here are 5 TOP Reasons for you to embrace this BIG thing in Marketing...THE BOT!

1. Chatbots have a lot of untapped potential
  - a. Although they have been around for a few short years, we are still at the tip of the ice berg as the number of applications are increasing daily.  
More innovation comes out all the time.
  - b. It will take time for the consumers to get use to BOTS...and we can test what works best for our target markets.
  - c. BOTS will educate us on what potential customers are truly looking for
2. Chatbots are EASY
  - a. Chatbots are very inexpensive to develop and sustain.
  - b. Manychat is great resource
  - c. You can integrate it with a messenger platform to your taste and needs, tweak some features and the BOT is ready.

3. Chatbots portrays the Essence of the Brand
  - a. The tech side is not the hard part with BOTS..it is already there.
  - b. The individual personality and your distinctive brand conversation style is what will be the challenge.
  - c. Once developed, and tested with your customers, every word that the Chatbox speaks will represent your brand.
  
4. Chatbots display Concise Content
  - a. Customers ONLY get the information that they specifically ask for
  - b. Helps segment the exact interests of your potential customer
  - c. Chatbots are so far the best tool for keeping users on a certain platform longer and keeping the content flowing by starting and maintaining the conversation.
  
5. Chatbots are Proactive
  - a. Greatest virtue: it is selfless...
  - b. A chatbot will always be just one click away...fully dedicated to you at anytime, every time.

**BOTTOM LINE:**

It is totally up to you if you want to recruit a Chatbot to your marketing approach, and/or your customer support team, or any other business model in your niche.

# Sample 1

1:20 PM

Hey there, Emmabel Tamil!  
Officer Judy Hopps, ZPD

Are you ready to make the world a better place?

Yes! I'd love to! But how would we do that?

Let's test your skills first and see if you are ZPD material

But before we get into the case, what kind of Zootopian mammal are you?

I'm human - I think

Wisecracking, recruit? I like it! But really, what are you? A giraffe, lion, otter, sloth, fox...

Hello!

I'm human - I think

What if I said I was a bunny??

You could make a great police officer one day, like me! ;D

Now, I'm gonna test your detective skills with a case. Are you ready?

Yes! Maybe! Ok!

You can do it, I believe in you! Clawhauser has a bowl of "Lucky Chomps" cereal every morning, but today it went missing! Your first clue: the culprit is a ZPD officer

Message Zootopia...

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Message Zootopia...

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## Sample 2

