

Facebook Networking "Message" Scripts

*These work well for written messages
and for audio messages.*



Networking Initial Message Scripts

1. Reaching out to a new friend:

Hey (first name)! Thanks for accepting my friend request! Nice to meet you!

2. As you start paying attention to who's liking and commenting on your Facebook posts, you'll find a few things: some of these people are your Facebook friends but you've NEVER had a one on one conversation with them:

Hey (first name)! I noticed we've been Facebook friends for a while but have never actually connected. How are you doing?

3. For someone you just haven't talked to in a while:

Hey (first name)! We've not talked in ages. How's it going?

Facebook Networking Scripts Con't



Continue the Conversation

Once you say hello, just continue the conversation as you would if you and Mary were sitting down at a local coffee shop drinking your favorite latte.

What you want to do in this conversation is ask questions and LISTEN.

Remember... you are NOT here to pitch your business!

You're here to have a real conversation like a real person, and if... and only IF during this conversation, you hear them mention a need that your product or business could solve, MAKE NOTE of it, then come back to them later (more about this in #3 Inviting).

There are certain conversation topics that are ideal for building relationships, and naturally lead to your prospect mentioning a need if they have one.

Facebook Networking Scripts Con't



F.O.R.M.

Use the handy acronym for your conversations:

F.O.R.M. = Family, Occupation, Recreation, Motivation

- So, tell me what you do?
- Are you married? Do you have any kids?
- What do you love to do for fun?
- Do you travel often?
- How long have you been a (nurse, teacher, stay at home Mom, etc.)?

We're not interrogating, be conversational but... remember the person asking the questions is in control of the conversation.

When your prospect asks what YOU do, don't avoid the answer, but always circle back to them.

Don't get weird... just have a normal conversation and a genuine interest in getting to know the other person.