

Getting Started

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How to use your DRS to engage prospects



Your Distributor Recruiting Site is a key channel of communications between you, your team, and your prospects. Maximize the effectiveness of your DRS by putting your signature touches on it, and adjust it depending on changing business conditions.

We've all heard about the social media success stories of sites like Facebook and Twitter. You can leverage the functionality of these sites to engage customers and prospects.

- Most of the DRS designs have been preloaded with social media icons so you can easily link your DRS to your social media accounts.
- You can edit the social media icons to reflect your profiles by linking to an image from your account.
- Remember, only add social media icons to your DRS if you want your audience to follow you. And delete any social media icons you are not leveraging.
- To add social media widgets, click "Add to Page" and choose "Social Media."

Here are some more points to consider:

- Start thinking of ways to make your social media sites and blogs rich with content. Find ways to announce news and let people know about upcoming events.
- Make sure you practice good social media etiquette. That means writing properly, proofreading your content for misspellings, grammar and punctuation, and not overwhelming social media users with too much content.
- Facebook and Twitter are social media giants, but consider some of the lesser-known sites such as Instagram, Pinterest, and Blogger.
- Social media is powerful, but don't neglect traditional prospecting. Some people don't care for the Internet. And a smile, eye contact, and a handshake is frequently more effective than communicating over the Internet.

Millions of people use Facebook, and not just for personal matters. They use it for business too.

- Facebook is like a giant coffee shop where people interact all day.
- We recommend you post media-rich content such as photos and videos.
- Include a call to action. Like, "Contact me today for more information."
- Look for opportunities rather than plastering advertising-like content on your own page. For example, look for Facebook and Twitter posts from friends and family members who are trying to lose weight, complaining about their job, etc.
- Try to send two private messages or comment on posts twice a day to build your warm funnel.
- You can even create your own humorous or inspirational memes using widely available sites on the Internet.

Using Twitter is a little different.

- You should post even more media-rich content.
- You only have 140 characters, so your call to action will happen more quickly.
- It's more acceptable to post more frequently on Twitter.
- Search hashtags because hashtags help you find Twitter users who like the same things. For example, #business, #cosmetics, #webdesign, etc.
- Tag people, retweet, and hashtag. Interacting with the Twitter community makes you more visible to people with related interests.



Using Instagram

- Hashtag your photos to make them more discoverable.
- Search hashtags for opportunities.
- Filter your photos.
- Have your photos post to Facebook.
- Add a call to action.



Using Pinterest

- Create "boards" based on topic or interest.
- Pin photos to your boards.
- Add links for "Where to buy."
- Repin items from other people – update "Where to buy."
- Create an online dreamboard – include your DRS.

Understanding social media requires some knowledge of basic terms, such as:

Facebook:

- Share On
- Find Us On
- Facebook Like

Twitter:

- Tweet This
- Follow Us On
- Twitter Feed

Don't be intimidated by social media terms that you don't immediately recognize. With a little practice you'll be using social media sites like a pro in no time. And remember thousands of coders and programmers at social media companies are working every day to make their sites more usable. You might even find a social media site that's more to your liking, such as Google Plus or Plurk.

Remember, using a call to action with your DRS is critical. Interest generating is useless unless you have a call to action.

- Selling a product? Send them to Shop.com.
- Selling a business? Send them to your DRS.

There are also some initial events you can invite prospects to where they can evaluate the business.

- HBP (Home Business Presentation)
- UBP (UnFranchise Business Presentation)
- Basic 5
- UMO (University Major Overview)
- Specialty Trainings (WCT 101, TLS Day 1, Motives, etc.)
- Major Events (local seminars, regionals, World Conference, International Convention)

Once the event is over, you can refer prospects to your DRS to do further research and find all of the information they need to continue evaluating the business.

Bottom line, your DRS simplifies the follow-up for your prospect.