



HOW TO ATM YOUR WAY TO SIX FIGURES USING FACEBOOK

with *John & Nadya Melton*

HOME BUSINESS EXPERTS
& SOCIAL MEDIA STRATEGISTS

How Would You Feel?

- If your Facebook inbox was filled with people who want to know more about your products or business?
- If you knew exactly how to create a million dollar team using Facebook?



What You'll Discover:

- 5 Steps to Building Your Home Business Empire with Facebook (without having to do home meetings if you don't want to)
- Power Prospecting and Attraction Marketing Strategies to Help You Generate More Leads, More Sales and Build a Bigger Team Using Duplicatable Methods
- How to Leverage the Power of Facebook Groups to Create Unstoppable Momentum in your Business



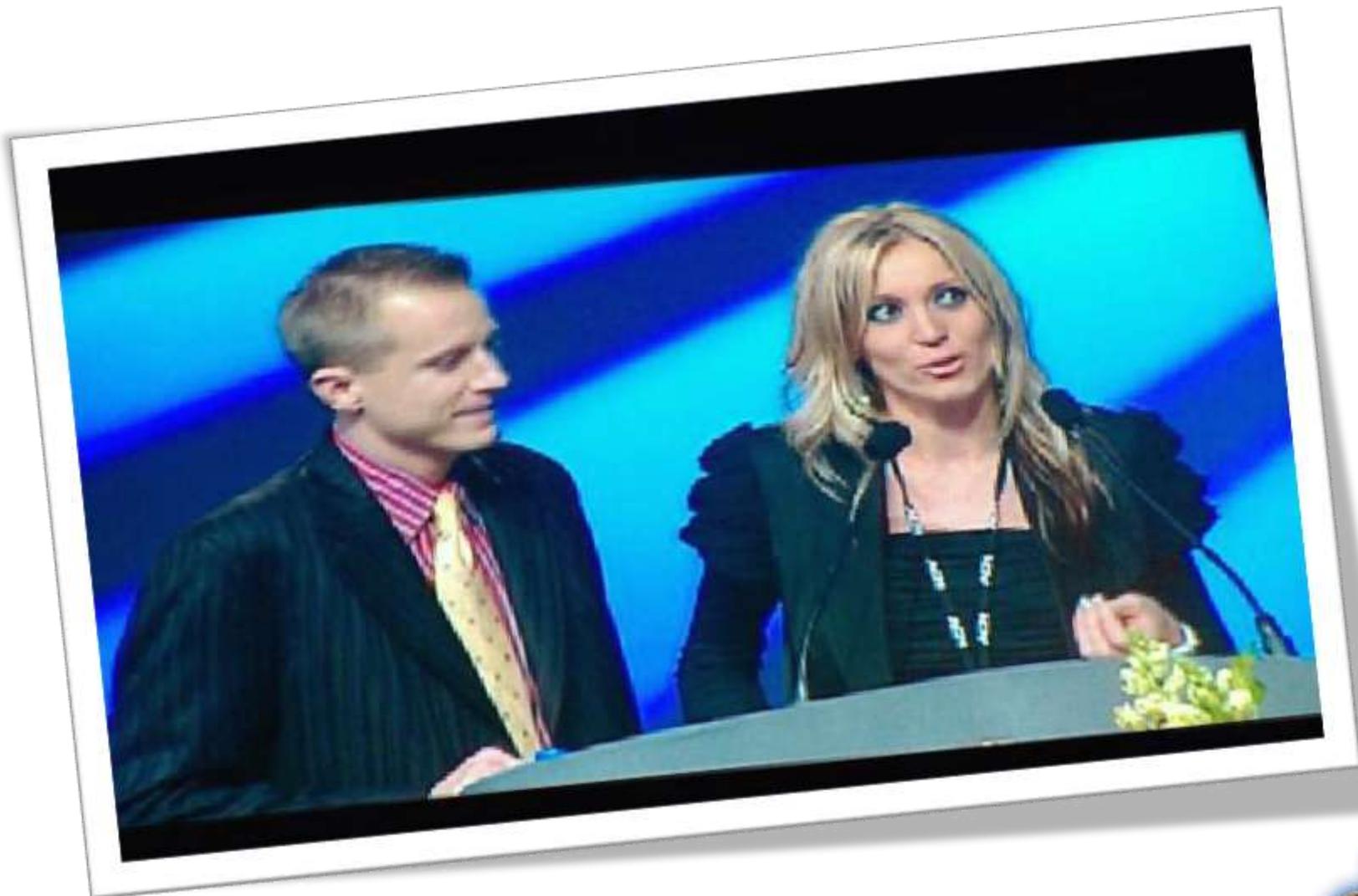
BONUS

3D-W Facebook Live Launch Formula

MY *Lifestyle*
ACADEMY

HOW TO ATM YOUR WAY TO
6-FIGURES





MY *Lifestyle*
ACADEMY

HOW TO ATM YOUR WAY TO **6-FIGURES**





MY *Lifestyle*
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MY *Lifestyle*
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We #OBEY -ed

- Top Position in our Company
- \$2 mil/month organization
- Multiple income streams
- Built a following of over 65,000 on Facebook
- #WorkFromAnywhere Lifestyle



MY *Lifestyle*
ACADEMY



Social
Celebrity
ACADEMY

Tell us

On a scale of 1-10, how passionate are you about creating your home business empire?



Million Dollar Team Blueprint

- I. **Prospect/Attract the Lead**
- II. **Connect with the Lead** (be a human first, a marketer second)
- III. **Invite Your Prospect to “See” the Opportunity** (use a process other than yourself to “present” your products or your business)
- IV. **Follow Up & Close** (sort, don't sell and stay in touch)
- V. **Plug Your New Social Marketer into Your Company's System**



Power
Prospecting



Attraction
Marketing

Hybrid
Building

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Attract/Prospect – Connect - Convert



MY *Lifestyle*
ACADEMY

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A black spotlight is positioned in the top left corner, casting a bright yellow beam of light onto a white, rectangular sign with rounded corners. The sign is the central focus of the image.

Visibility + Credibility
= Profitability

MY *Lifestyle*
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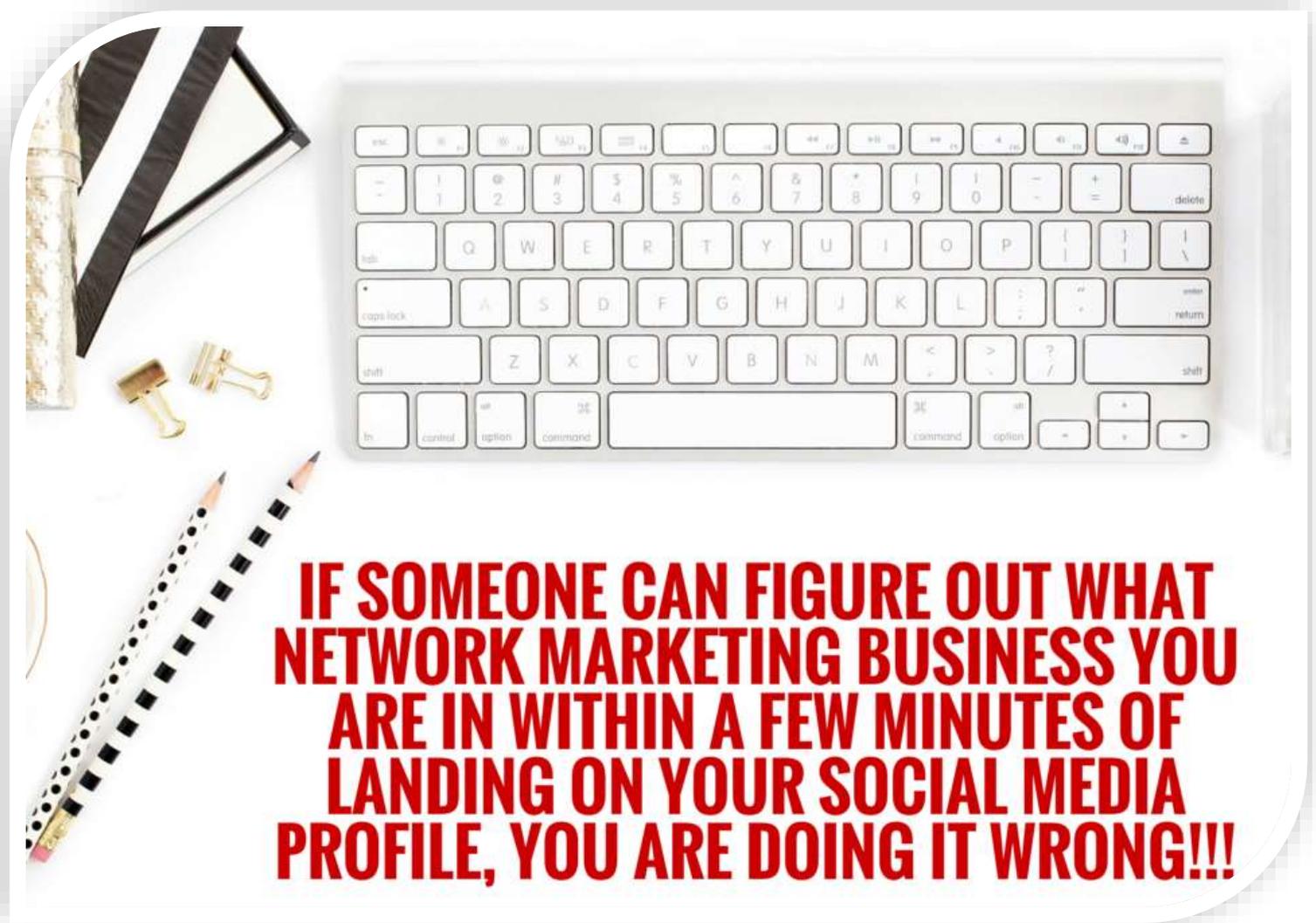
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Education + Curiosity = Leads

- Bring them value & make them wonder
- Your goal is to get them to reach out to you
- Why would they contact you if they think they know everything?
- Market what it does, NOT what it is
- Activate your “Followers” button





IF SOMEONE CAN FIGURE OUT WHAT NETWORK MARKETING BUSINESS YOU ARE IN WITHIN A FEW MINUTES OF LANDING ON YOUR SOCIAL MEDIA PROFILE, YOU ARE DOING IT WRONG!!!

MY *Lifestyle*
ACADEMY

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Where and When to Talk About Your Business



Create **10** posts/week that are fun, personal, lifestyle or generic value

Create **4** posts/week that showcase nonchalant promotion of your business

Create **1** power post/week that's a direct promotion of your product/business



**OMG!!! I just had a non
scale victory!! My size 14
pants zipped up with
ease! (I WAS an 18! 🤯)**



Body Fat Muscle Money



MY *Lifestyle*
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**HOW TO ATM YOUR WAY TO
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text

image

video

MY *Lifestyle*
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If You Hate Money, Don't Do This

- The fastest way to become an authority is by teaching
- It's not just about the information, it's about connection!
- Live videos create a deep connection





*I'm amazed at the attraction marketing concept and how quickly it starts working! **I signed 2 new business partners, got 5 new customers, and have several prospects I'm currently talking to that were strangers a month ago!** Thanks John and Nadya Melton So glad I picked up your courses!*

Monday W.



*I am in awe of how this challenge stretched me, challenged me, got me out of my comfort zone and opened me up to a new way of doing life. **I've signed on 2 new business partners this month and 3 new customers.** Again, thank you!!!*

Michelle S.

*Whoohoo! It was a superb exercise that definitely got me out of my comfort zone. My biggest takeaway is the provide "content value" and it's been so incredible for my business. **I ranked up last night and achieved the "white cadillac" level in my company!** THANK YOU MELTONS!!! XOXO*

Arlene M.



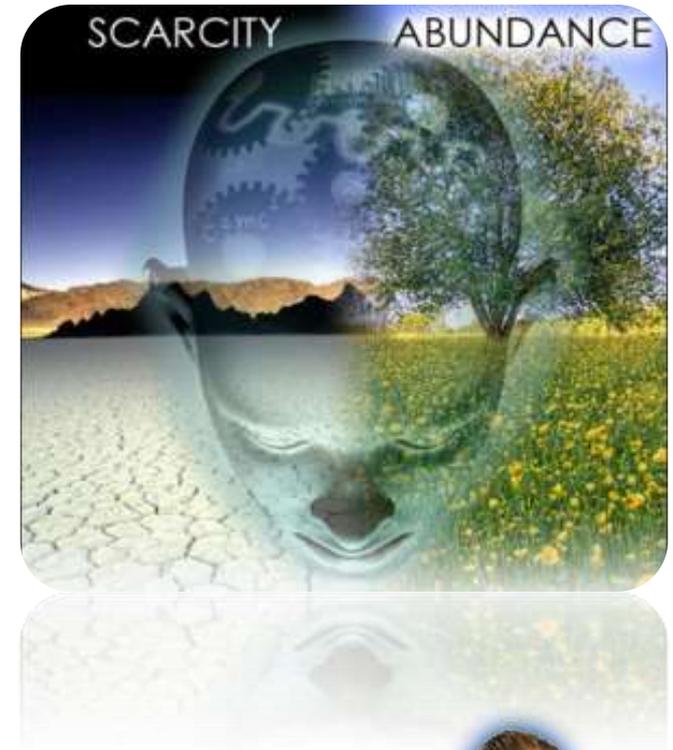
MY **Lifestyle**
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Facebook Prospecting Secrets

- Your mindset needs to be that you are a professional conversation starter, not a sales person
- ~~Commission Breath~~
- Nothing great happens until you get excited (and tell your face)



High Tech + High Touch

- Set aside 30-60 min/day to identify and connect with your ideal prospects
- Send a PM to everyone who likes, comments or shares your Facebook Status Updates



Friend up **5** new
people/day

Pique/ Invite **5** people/day

Have **3** people/day go
through the presentation or
try your product

MY *Lifestyle*
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How to ATM Your Way to 6 Figures

- What if you could leverage the power of Facebook groups to create massive momentum in your business?
- A well-run Facebook group allows you to leverage the excitement of others (social proof)
- Your prospects will join your team faster if they experience what it will be like before they join
- Your existing team will be more successful if they have support available to them 24/7



ADD

TAG

MESSAGE

MY *Lifestyle*
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ATM (Product) Invitation Script

- *Hey, Mary! I wanted to run an idea by you ...*
- *I just joined a FB community that is focused on ... that I'm getting a lot out of.*
- *This is a really positive group that already has 10,000 people in it. I thought some of my friends would enjoy it too.*
- *I am down 14 lbs. so far ... Let me know if you would like to check it out and I'll add you. If not, no worries. =)*



Your Friend Says, “Sure, Add Me”

- Add them, tag them in the pinned post and send this message
- *Great news! I have connected you as my guest in the ABC community. Here you can learn more, get your questions answered and see the results people are having.*
- *If you like what you see, I am happy to enter the order for you. Let me know ...*



ATM (Business) Invitation Script

- *Hey, Mary! How are things? (catch up)*
- *I found a way to make money using Facebook. OMG, you have to see this ...*
- *I can add you to a private FB community with over 20,000 members that you must check out. It's blowing up right now and I'm already experiencing success (share your results and/or your reason WHY)*



Your Friend Says, “Sure, Add Me”

- *Add them, tag them in the pinned post and send this message*
- *Check this out, Mary... I have connected you as my guest in ABC FB community. I tagged you in a couple of videos that explain more about the compensation plan, the system to build your entire business from Facebook and the results people are having.*
- *I'm also gonna add to 1 (or 2) more groups where you can learn more ...*



3-Way Facebook Message Script

- *Hey, Mary! I'm glad you liked what you saw! I'm working with some pretty incredible people.*
- *I want to introduce you to a couple of them so you can hear their story and they can help answer some of your questions since I'm pretty new ... hang on. I will set it up now. =)*



3-Way Facebook Message Script

- *Hey, Lisa (your upline)! This is Mary. She is a great friend of mine. Right now she is running a daycare business and is looking to potentially start a business leveraging Facebook.*
- *Hey, Mary! Meet Lisa! She is very knowledgeable about ABC business and is a perfect person to answer your questions. Matter of fact, she's build a multi-million dollar organization here. She is married with a few kids and she is ...*



WELCOME TO MLA NATION

JOHN & NADYA'S PRIVATE BRANDING
AND ONLINE MARKETING MASTERMIND

My Lifestyle Academy Mastermind

Closed Group

Joined

Share

Notifications

...

GET IN THE LOOP

- ▶ Watch the Welcome Video (pinned post)
- ▶ Add this group to your favorites
- ▶ #OBEY

Discussion

Members

Events

Videos

Photos

Files

Search this group

Q

Write Post Add Photo/Video Add File More



Write something...

PINNED POST



Nadya Melton

January 31

You're a Genius for Joining this VIP Community!

Hey, John and Nadya here ... we are very excited to welcome you to this private community of super entrepreneurs. Please watch this welcome video for juicy details!

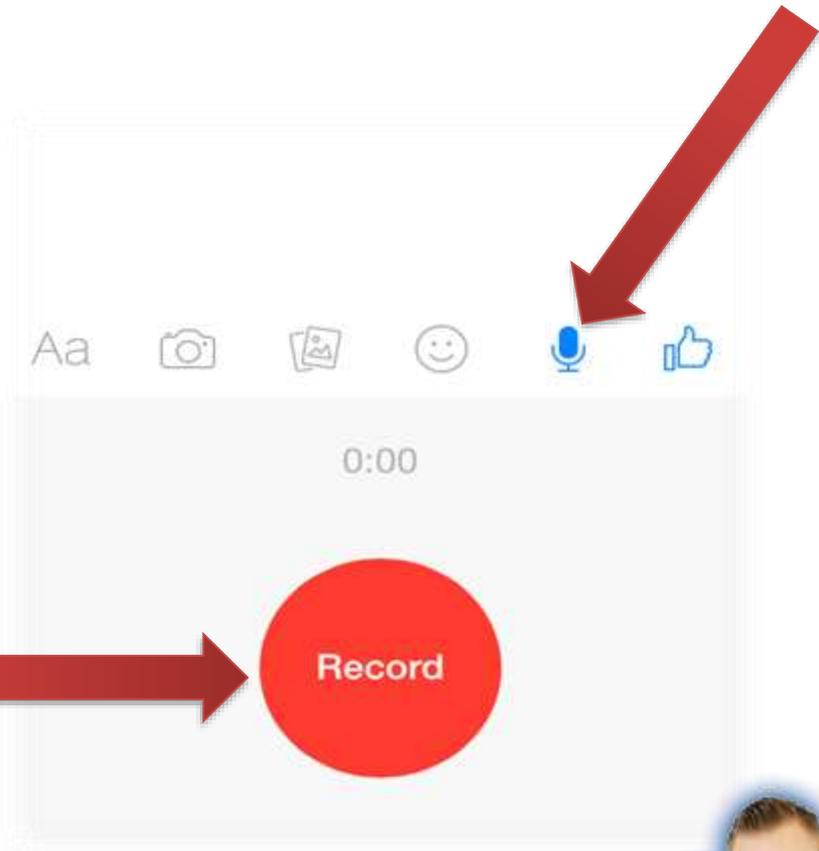
ADD MEMBERS

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Skyrocket Your Conversions



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Wendy

23 hrs · Spring Hill, TN

The other day I heard John and Nadya's tip on using the voice memo feature in messenger rather than sending text. I'm blown away at what a difference it's making!!

A few thoughts.

1) it's a lot easier for me to send those messages because I don't keep proof reading or hesitate sending after I type because once you record the voice message it's gone! I have sent more messages in the last two days than I ever have in the same time period. And in a lot less time.

2) people are intrigued when it arrives so they have a harder time ignoring I can see they're all listening

3) I feel much more authentic when I send and I can make it a lot more conversational

And the biggie...

4) my response rate has gone from 1/20 to 9/10!!! In fact... I have two appointments next week with people I never thought would be interested in my business. The best part? I didn't even mention my business. They brought it up after my voice message.

Loving this!!

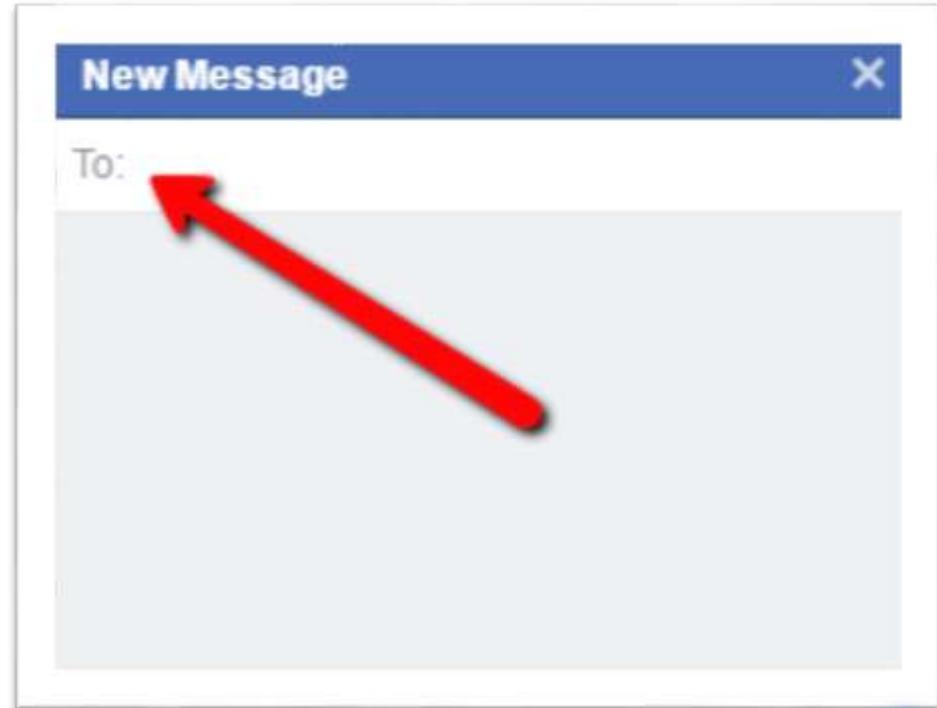


MY *Lifestyle*
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3-Way Facebook Chats are GOLD!

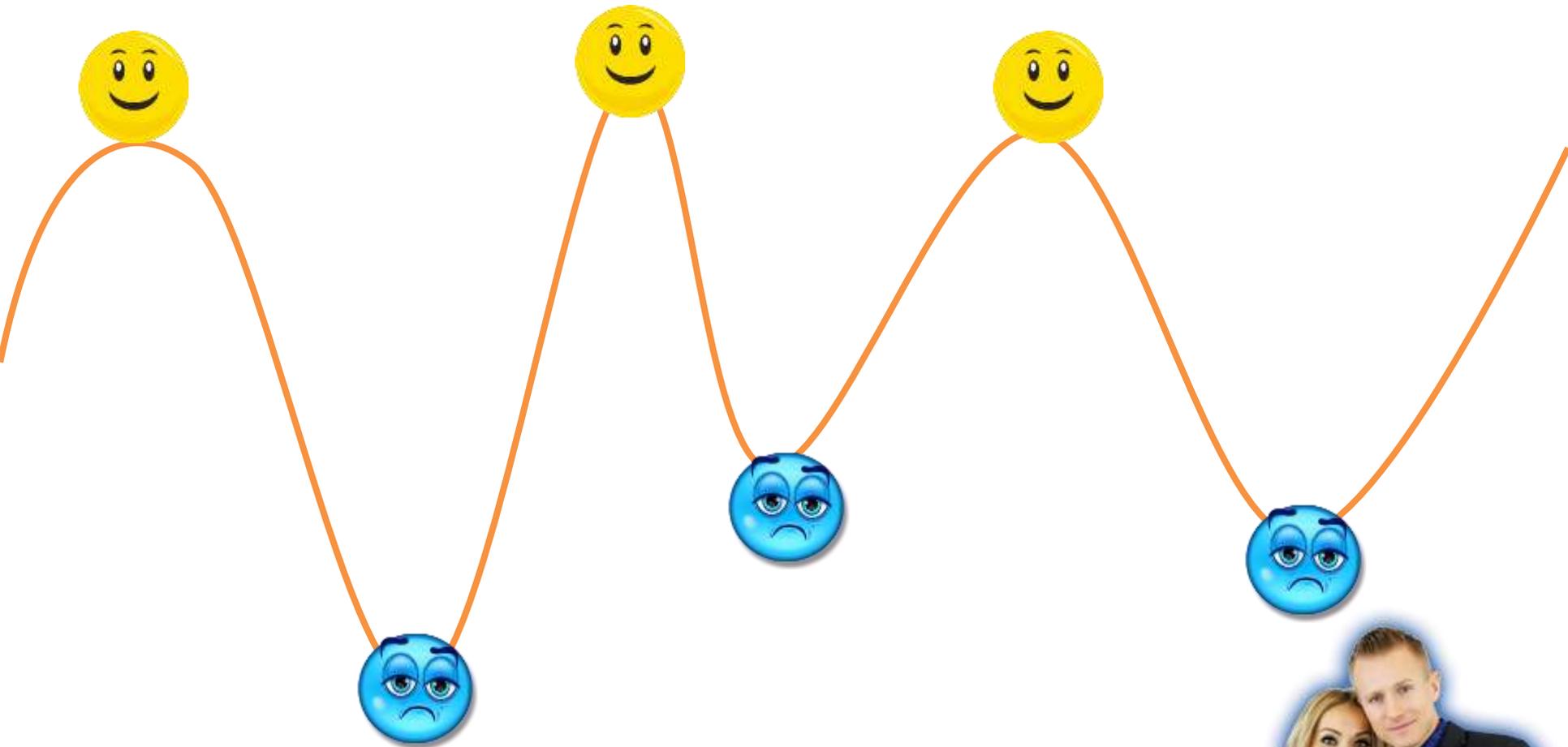


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Nothing Great Happens Overnight



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HOW TO ATM YOUR WAY TO
6-FIGURES



The Struggle is Real



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What You Learned:

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- Power Prospecting and Attraction Marketing Strategies to Help You Generate More Leads, More Sales and Build a Bigger Team Using Duplicatable Methods
- How to Leverage the Power of Facebook Groups to Create Unstoppable Momentum in your Business



Are you getting
value so far?

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3D-W Facebook Live Launch Formula

- Simplest, fastest and most effective method to launch your business online from scratch!
- You can either do a grand opening in your living room or you can do a virtual launch on your Facebook wall (aka. your online living room)
- Thanks to Facebook Live, you can get in front of more people than ever before with a click of a button
- Why – What - WOW



Q & A

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