

*ABN*aturnals

a-t-m method
FOCUS

LAUNCHING YOUR
BUSINESS GUIDE
2018

“A leader is one who knows the way, goes the way, and shows the way.”

- John C. Maxwell



The A-T-M Method

**HOW TO SHARE INFORMATION AND TEACH
YOUR NEW MEMBERS WHERE TO FIND
INFORMATION EASILY!**

Duplication is key, if you teach them the skills they can be successful too. Learn to:

- Use the A-T-M Method
- Teach your new members a process that is easily duplicated
- Approach people using the A-T-M Method

A - ADD

Add members to the “Heart & Body Naturals Family” Facebook group

T- TAG

Tag them in the pinned post and other relevant information.

M- MESSAGE

Message them to follow up. Ask them what they liked most.

A close-up photograph of a person's hands typing on a silver laptop keyboard. The laptop is on a rustic wooden desk. The person is wearing a blue and white striped shirt. A diamond ring is visible on the ring finger of the left hand. The background is slightly blurred, showing more of the desk and some papers.

DUPLICATION

WHY THE A-T-M METHOD WORKS

The key to building a successful Heart & Body Naturals business that grows exponentially is **DUPLICATION!** Share your authentic story and allow the “The Heart & Body Naturals Family” Facebook group to share the information and facts.

Your potential customer/consultant may be interested in what you are saying and want to purchase the products and possibly would even consider sharing and selling the products to supplement their income BUT they are thinking to themselves, “I could never do this.” or “I could never learn all of that.” They begin talking themselves out of the opportunity and start creating objections in their mind.

This is why it is important to follow the system and continuously point people to the right information to get all of their questions answered.

EVERYONE CAN ADD, TAG, & MESSAGE. IT IS SIMPLE!

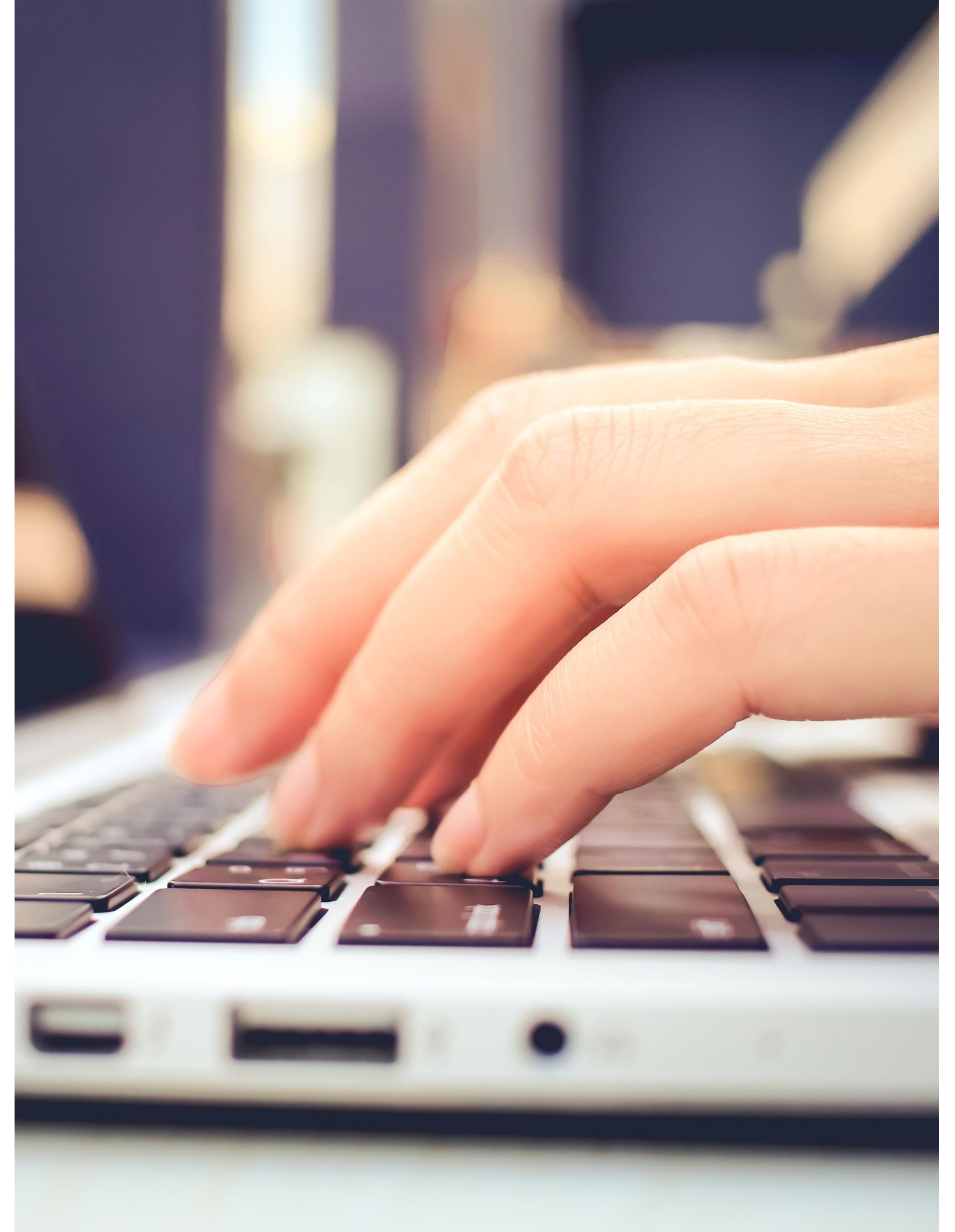
EVERYONE CAN SAY: “I am using these great products and I feel so amazing, etc.”
Then you can tag someone in a testimonial, research article, presentation, etc. Be an expert at tagging and pointing and not personally explaining all of the facts.

EVERYONE CAN SAY: “I am working with this great company that I love! I love the people I work with, they have products I love. I am excited and we are having so much success. I would love to have you join me. Now might not be for you, but I can tag you in some information to check it out for yourself.”

If they are interested in the opportunity, once you have shared information (by adding, tagging, & messaging) ask them:

“COULD YOU SHARE INFORMATION WITH OTHERS LIKE I DID WITH YOU?”

Make it a point to say how EASY it was and that you didn't have to know or learn all the information just share it with others by tagging them in posts!



The following is a private message script that you can personalize and send to your friends on Facebook. This message is designed to create curiosity.

DO NOT send this message to random people.

DO NOT post your link or try and “sell” them on the benefits of our products in this initial message.

DO NOT BEGIN ANSWERING EACH OF THEIR QUESTIONS. ADD THEM TO THE COMMUNITY AND TAG THEM IN POSTS THAT WILL HELP THEM GET THE INFORMATION THEY ARE LOOKING FOR. BE SURE THEY ANSWER THE QUESTIONS ONCE THEY ARE INVITED TO THE GROUP AND TO NOTE THAT YOU INVITED THEM.

For best response: Check out their profile to see what they have been doing lately, like and comment on some of their posts. Talk with them and warm up your relationship a little bit.



A-T-M METHOD

FOR A NEW CUSTOMER

FIRST MESSAGE:

“Hi, {name}! How is everything going?”

(Catch up with them and find out what has been going on in their life and how they are doing. Be interested!)

FOLLOWING MESSAGE:

“I wanted to run a quick idea by you. I just joined a Facebook community focused on health & wellness that I am getting a lot out of. This is a really positive group that already has hundreds of people in it. I thought some of my friends might enjoy it too.

“I have {insert a short testimonial} so far on these products. {Or share a testimonial from a friend “I am excited to start using some of the products. My friend Teresa started using them and she hadn’t been able to sleep in years and she is sleeping like a baby now.”} Let me know if you’d like to check it out and I will add you. If not, no worries. Either way, I love seeing you on here.”



A-T-M METHOD

FOR A NEW CUSTOMER ALTERNATIVE

FIRST MESSAGE:

“Hey, {name}! How are you doing?”

(Catch up with them and find out what has been going on in their life and how they are doing. Be interested!)

FOLLOWING MESSAGE:

“Want to hear something amazing? (Wait for them to respond)

I found these new (detoxing, superfood, Ayurvedic Healing) products that target inflammation, something researchers believe is at root of all diseases. The ingredients in the products are known to increase energy, improve sleep, help with weight loss, and a lot more. Since I {or friend's name} started using them {insert your short testimonial here if you have one or use a friend's}. You are going to be blown away! How about I add you into a group so you can take a look at them?”

AFTER YOU HAVE ADDED YOUR NEW MEMBER TO THE GROUP (THE HEART & BODY NATURALS FAMILY) AND TAGGED THEM IN THE PINNED POST, SEND THEM THIS MESSAGE:

“I have connected you as my guest in the “Heart & Body Naturals Family” Facebook Community. Here you can learn more, get any questions answered and see the results people are having. If you like what you see, I am happy to enter your order for you. Let me know.”

“Also, if you are interested in earning some income by sharing your results, let me know and I can get you that information as well!”



A-T-M METHOD

FOR A BUSINESS OPPORTUNITY

FIRST MESSAGE:

“Hey, {name}! How are you doing?”

(Catch up with them and find out what has been going on in their life and how they are doing. Be interested!)

FOLLOWING MESSAGE:

“I seriously found a way to make money using Facebook. You have to see this. I can add you to a private Facebook community with hundreds of members that you must check out! It is blowing up right now and I am already experiencing success {share your results and/or your reason WHY}.”



A-T-M METHOD

FOR A BUSINESS OPPORTUNITY ALTERNATIVE

FIRST MESSAGE:

“Hey, {name}! How are you doing?”

(Catch up with them and find out what has been going on in their life and how they are doing. Be interested!)

FOLLOWING MESSAGE:

“Are you happy?” or “Are you satisfied/content with your life?”

When they say, “No I am not happy.”

“Do you have a plan to change that?”

When they say “No.”

“Would you like to see one? It might not be for you, but you will probably like our products. And, if you see what I see, I think together we can crush it. I can add you to a private Facebook community with hundreds of members that you must check out.”

AFTER YOU HAVE ADDED YOUR NEW MEMBER TO THE GROUP AND TAGGED THEM IN THE PINNED POST, SEND THEM THIS MESSAGE:

“I have connected you as my guest in the “My Healing Trilogy Story” Facebook Community. I tagged you in a couple of videos that explain more about the compensation plan, the system to build your entire business, and the results people are having!”

Once you have mastered this skill you should be able to enroll new customers and consultants using the A-T-M Method, and show your new members where to find the information they are looking for so that they can use the A-T-M Method too!

