AUTOMATED MESSAGES
12 Conversations | Connect More, Make More
CREATIVE SUCCESS SYSTEMS

1. Messenger Code

    a. Page

    b. Groups

    c. Page events

    d. Parties

        i. Event

            1. On page

        ii. Groups

            1. Connect to page

2. Setting up your ManyChat

    a. Welcome message

        i. Add buttons

    b. Default Reply

    c. Main Menu

3. Create the perfect message

    a. Personalize by adding their name

    b. Thank them

    c. End with a question

    d. Options buttons

        i. Always offer two positive options

        ii. Messages on each button

        iii. Notifications so you can immediately go and continue conversation

    e. How many questions do you want to ask?

    f. Flow vs sequence

4. Step #1 – Get subscribers

   a. Individuals must *message* you to become *subscribers*

   b. Comment on post on your Page (only works on posts directly on page)

   c. Auto replies on Facebook Page Posts

      i. Comment on post for …

         1. Step 1 – Set up Growth Tool

            a. Keyword

            b. Reply message

         2. Step 2 - Schedule post

         3. Step 3 – Connect

            a. Click box

            b. Active

      ii. Facebook Lives

         1. Step 1 – Set up Growth Tool

            a. Keyword

            b. Reply message

         2. Step 2 – Start Live

         3. Step 3 – Connect

            a. Click box

            b. Active

   d. Content request

      i. Comment on a post created by your page

         1. Reply with code word

         2. Reply with content and end with a question to illicit reply

e. Send Message button

  i. "Send Message" button

    1. Share page post

  ii. Facebook page messenger code

    1. M.me/facebookpagename

  iii. Create a URL code in ManyChat

    1. Add button – instant subscriber

f. People only have to subscribe once. After they are subscribed you can add them to any sequence and send any message/broadcast.

g. Add tags to every keyword and action.

    1. Notifications

h. Action

  i. Select person to contact

  ii. Edit message

i. Broadcasts

j. Follow up

k. Party attendees

l. Team members

m. Fence Sitters

n. New recruit training

5. Deliver content

    a. Deliver immediately

        i. Send to the person who requested immediately

    b. Deliver with a keyword

    c. Types of content

        i. PDF

        ii. Tutorial

        iii. 5-30 day challenge

        iv. Reminder to attend

6. Start conversations

    a. Open ended questions

        i. Use a branch of the question tree

        ii. Use question tree

        iii. Show you care about them and are interested in them

        iv. Give them options to respond

            1. Buttons

            2. Quick response

            3. Delay timers

    b. When to start conversations

        i. Based on post comment

        ii. Based on content request

        iii. Based on 5-30 day series

7. Different Individuals in your business to make as subscribers and tagging

    a. Current clients

        i. Offer tips, tricks in group and on page (post as your page)

        ii. ABC#CC

    b. Potential client

        i. Offering in parties, on profile, on your page

        ii. ABC#UP

        iii. ABC#CLOSE

        iv. ABC#UPDATE

    c. Hostesses

        i. Instructions to click "Send Message" and reply host

        ii. ABC#HOST

        iii. ABC#Hostess initials with party date (day/month)

    d. Party attendees

        i. ABC#ATTHostess initials with party date (day/month)

        ii. Three call to actions

            1. ABC#ATT1

            2. ABC#ATT2

            3. ABC#ATT3

    e. New team members

        i. "Send Message" #NEWSTART

        ii. ABC#NTMONTH

    f. Current team members

        i. Get all team members added

            1. Post in group "Link"

2. Send private messages "Send Message"

  ii. ABC#TEAM

    1. Leaders

      a. ABC#TEAMLD

    2. 2nd, 3rd, 4th, etc...

      a. ABC#TEAM2

      b. ABC#TEAM3

      c. ABC#TEAM4

g. Page fans

  i. Free content (Start conversations with new leads and connect with past clients)

    1. "Send Message"

  ii. ABC#PAGE

  iii. Call to action

    1. ABC#CAPRODUCT

    2. ABC#CA5DAY

    3. ABC#CACONSULT

    4. ABC#CA10TIPS

h. Group members

  i. Offer tips and tricks

  ii. ABC#FB

  iii. Call to action

    1. ABC#CAPRODUCT

    2. ABC#CA5DAY
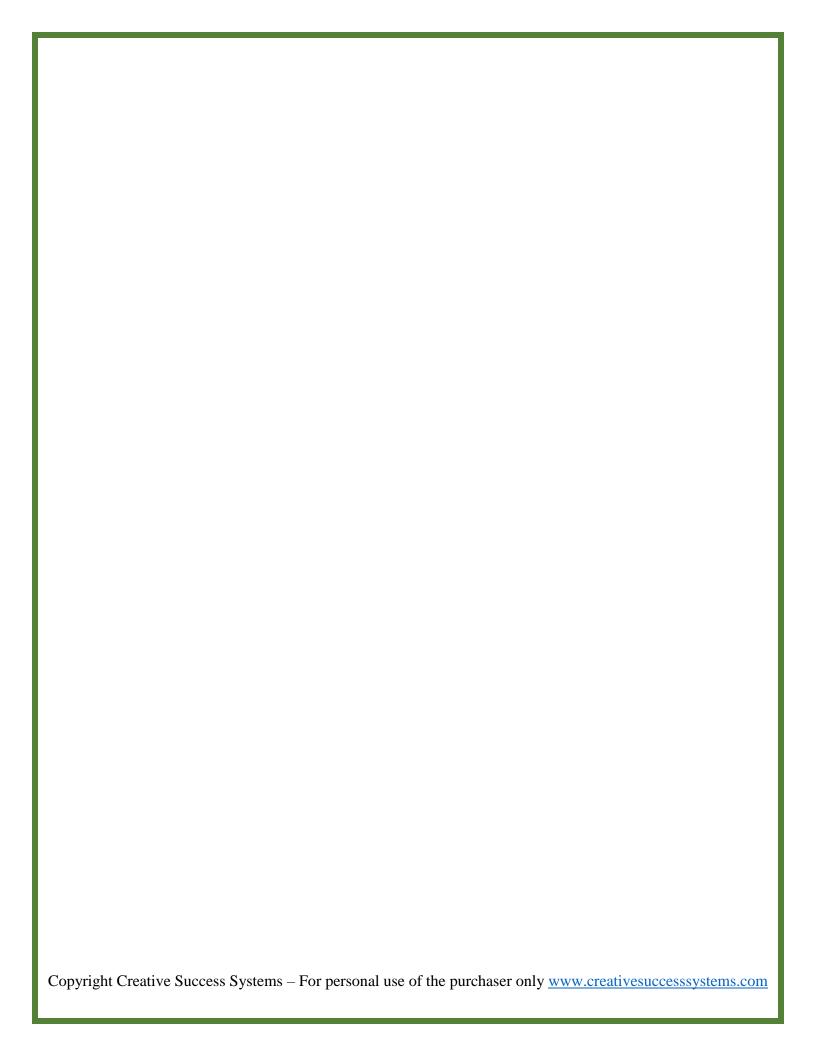
    3. ABC#CACONSULT

4. ABC#CA10TIPS

i. Broadcast (only tags, no need to subscribe)

    i. Monthly Newsletter

        1. Client

            a. ABC#NLMONTH/YEAR

            b. Share information with others

        2. Team

            a. ABC#TMMONTH/YEAR

    ii. Monthly Event (Only tags – no need to subscribe)

        1. Client (educational event)

            a. ABC#EVMONTH/YEAR

        2. Team Training or Opportunity Night

            a. ABC#TTMONTH/YEAR

j. Follow up (only tags)

    i. #UPIMM

    ii. #UPDEL

    iii. #UP2WK

    iv. #UP4WK

    v. #UP$$$

8. Keyword

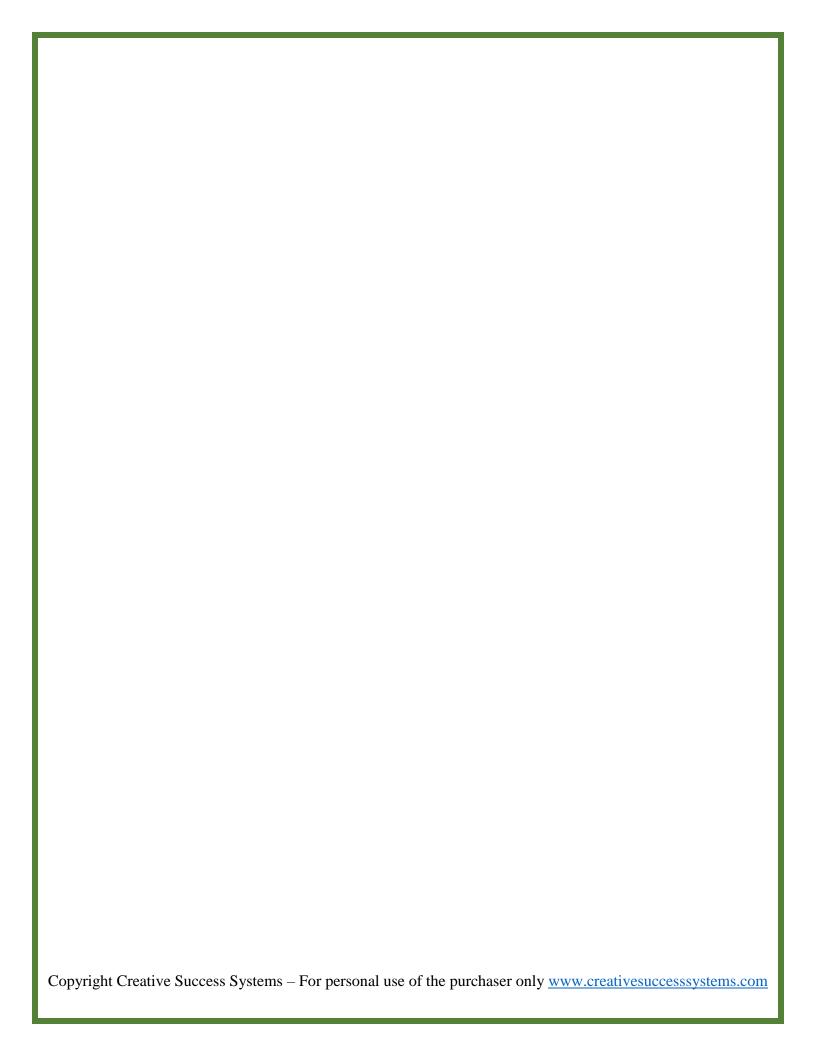   a. Create keyword

        i. Message is

        ii. Message contains

    b. Create Message

        i. Salutation

        ii. Personalize it (First Name)

        iii. Thank you

        iv. What is contained

        v. How to obtain it

        vi. Open ended question

    c. Actions

        i. Tag

        ii. Sequence

        iii. Notifications

9. Broadcasts

    a. Tips

        i. Keep it short

        ii. Use buttons for additional information

        iii. Image with your photo

    b. Monthly Newsletter to customers

        i. Warm fuzzy

            1. Thank them

            2. Compliment

            3. Happy _____

        ii. Free content connected to the time of the year

        iii. Specials - Buttons

            1. Customer - Notification (Name clicked on Customer MONTH button, connect with her)

            2. Hostess - Notification (Name clicked on Hostess MONTH button, connect with her)

    c. Monthly Event/Mystery Hostess

        i. Appreciation

            1. Thank them

            2. Compliment

            3. Happy _____

        ii. What's in it for them

        iii. Options - Buttons

            1. Attend mystery hostess event - Notification (Name clicked on Attend Mystery Hostess button, connect with her)

2. Be a Hostess - Notification (Name clicked on Be A Hostess button, connect with her)

   d. Team – Monthly updates

      i. Warm fuzzy

         1. Thank them

         2. Compliment

         3. Happy _____

      ii. Free content connected to the time of the year

      iii. Specials - Buttons

         1. Customer - Notification (Name clicked on Customer MONTH button, connect with her)

         2. Hostess - Notification (Name clicked on Hostess MONTH button, connect with her)

   e. Team Training or 5-30 day series

      i. Appreciation

         1. Thank them

         2. Compliment

         3. Happy _____

      ii. What the training will give them

      iii. Options - Buttons

         1. Attend event - Notification (Name clicked on Attend Training button, connect with her)

         2. Watch recording- Notification (Name clicked on Watch Recording button, connect with her)

10. Sequences
    a. Make them subscribers
        i. Send them a private message from your profile with a "Send Message" button that links to a Growth Tool – Ref URL
        ii. Connect to sequence
    b. Delay times
        i. Delay
        ii. Only allow to post in between start and end time
    c. Messages
        i. End with questions
    d. Redirect to back group area
        i. Client group
        ii. Event
        iii. Party
    e. Buttons that show interest
        i. Yes/yes options
        ii. Be very clear "Push the blue button below that says "_____"."
        iii. Notification
    f. Length
        i. 5 Days
        ii. 10 Days
        iii. 14 Days
        iv. 30 Days
        v. Custom to need

Follow up to Purchase Sequence – Product purchased once

Delay timer	Message	Buttons	Added content
Purchase follow up			
If client is not a subscriber	Send message with "useful tips" info when they click link as a PM from your profile.	N/A	Use Ref URL Growth Tool with a thank you for shopping message. Trigger the follow up sequence.
Immediate	Thank you for purchasing and care/use instructions		Image and PDF with instructions
After delivery	Wanted to make sure they received. Tips on how to use product and basic instructions.	Button to Facebook Customer Group	Did the product make it to your house? (Pict of product by door)
2 Weeks	How is it working for you?	1. Used it 2. Haven't used it 3.Need tips	How's it working for you (Image)
4 Weeks	What kind of results have you experienced? I'm curious, what other (things do you like/use)	3 button options - Notification (if purchase made, start over)	PDF - 20 ways to uses or tips on remembering to use it.
8 Weeks	Initial touch (future event), do you have a quick minute to chat? (Set reminder to change question)	Now or Later buttons - follow up on good time	Image holiday/seasonal
12 Weeks	Initial touch (future event), do you have a quick minute to chat? (Set a reminder to change up this question)	Now or Later buttons - follow up on good time	Image holiday/seasonal

Follow up to Purchase Sequence – Consumable product

Delay timer	Message	Buttons	Added content
Consumable product follow up			
If not a subscriber	Send message with "useful tips" info when they click link as a PM from your profile.	N/A	Use Ref URL Growth Tool with a thank you for shopping message. Trigger the follow up sequence.
Immediate	Thank you for purchasing and care/use instructions		Image and PDF with instructions
Delivery	Wanted to make sure they received. Tips on how to use product and basic instructions.	Button to Facebook Customer Group	Did the product make it to your house? (pict of product by door)
1 Week	How is it working for you?	1. Used it 2. Haven't used it 3. Need tips	How's it working for you (Image)
3 Weeks	What kind of results have you experienced? I'm curious, what other (things do you like/use - 3 branches)	3 button options - Notification (if purchase made, start over)	PDF - 20 ways to uses or tips on remembering to use it.
4 weeks	Initial touch (things coming up), do you have a quick minute to chat? (Set a reminder to change up this question)	Now or Later buttons - follow up on good time	Image holiday/seasonal
Date expect to run out	Initial touch (things coming up), do you have a quick minute to chat? (Set a reminder to change up this question)	Now or Later buttons - follow up on good time	Image holiday/seasonal
8-12 Weeks	Initial touch (things coming up), do you have a quick minute to chat? (Set a reminder to change up this question)	Now or Later buttons - follow up on good time	Image holiday/seasonal

Hostess Coaching Sequence

Delay timer	Message	Buttons	Added content
Hostess Coach			
Immediately	Wish list	Link to the website	PDF wishlist for them to print
1 Day	Make a list of guests	Invite those on your list (Link to party)	PDF guest list to print
1 Day	Post a question on Facebook	Invite those who commented on your post (Link to party)	Image with question on it
1 Day	Post a question on Facebook	Invite those who commented on your post (Link to party)	Image with question on it
1 Day	Post a question on Facebook	Invite those who commented on your post (Link to party)	Image with question on it
1 Day	1. Private message those who comment 2. Text to copy and paste to those you invited		Image to be sent with PM
1 Day	Write a post in the group welcoming your guests and share with them your favorite product.	Link to party - group/event	Make an image with hostess on it
1 Day	Comment on all the posts in the party	Link to party	
1 Day	Tag 15 guests in the FB Live		
1 Day	Hostess order/rewards		

Party Attendee Sequence

Delay timer	Message	Buttons	Added content
Party Attendee			
Attempt to make them a subscriber Offer value/education	Comment on a post or suggest they click a "Send Message" button and answer a question.	N/A	
Immediate	Welcome, tell me about you	Buttons	Fun Welcome image with hostesses face
2 days	Which of these describes you? (multiple choice connected to product uses)	Buttons	Image with question
1 Day	Today's live - Would you rather attend live or get recording?	Button Attend/Recording	Image of you - Going Live at TIME
BROADCAST	Come join me	Live link - Join now	Pict of hostess
1 Day	Umbrella question - Frequency of use or interest options	Button options	Image of product in use.
1 Day	Last day to purchase with two buttons 1. I have questions 2. Link to order	Buttons - A. Questions B. Link - Notification when button clicked	Image - Thank you with Hostess Picture

New Recruit Sequence

Delay timer	Message	Buttons	Added content
New Recruit first two weeks			
Immediately	Welcome - so excited	Join group	Video
1 Day	Tips on getting started: 1. Product knowledge 2. Launch Party 3. Finding friends on FB who need your product - Qualifying question		Video
1 Day	1. Sticky Note - Launch party goals 2. Create Facebook Page	Button - I've set goals - Message "Send a picture of your sticky notes."	Video
1 Day	1. Create Facebook Group 2. Connect Group to Page 3. Invite friends to like your page	Group - name of your group	Video
1 Day	Work on understanding product and getting people to your launch party	Introduce yourself in our group. (Group link)	video
1 Day	Work calendar - 1. Mark off days you can't have parties. 2. Highlight days you can have parties. 3. Find 2-3 two hour blocks you can work your business and highlight.		Video
1 Day End of week #1	How are you feeling about week one? What fun things	Button - Feeling options (create notifications and reply)	Image of you "You've got this!"

	have you done with your product?		
1 Day Week #2	1. Work on launch party 2. Invite people to like your page 3. Product knowledge		
1 Day	1. Sign up for ManyChat-connected to page, 2. Sign up for CinchShare, Post question on profile	1. Button for ManyChat 2. Button for CinchShare	Video
1 Day	1. Post Questions in group and page 2. Add people to group with "opt out message"		Video
1 Day	1. Teach how to reply to comments on timeline, party, group and page. 2. Work on party.	How many comments are you receiving? Button options. (create notifications and reply)	Video
1 Day	Messaging (Initial touch)	Schedule roll play (button with messages, when can we Zoom)	Video
1 Day	Creating goals for the upcoming month.	What is your income goal? (buttons and series of questions about goals)	Video
1 Day End of week #2	How are you feeling about week #2? What are you feeling good abou? What has been the hardest?		

Launch Party (New or reboot team member) Sequence

Delay timer	Message	Buttons	Added content
Launch Party			
immediately	Create wish list	Link to the website	PDF wish list for them to print
1 Day	Post question on your timeline		1. PDF guest list to print 2. Image with question.
1 Day	1. Create Event and add me as a host 2. Post another question	Link to a party you've done in the past	Image with question on it
1 Day	Favorite product - What would you say about it, let's brainstorm about questions	Schedule a time to brainstorm - Buttons	
1 Day	Practice Facebook Live, Post Question #3		Image with question on it
1 Day	1. Invite those who comment to your launch party 2. First post - Qualifying question or engagement question	Button - How many are you inviting to party?	Example image of first post
1 Day	1. Personally message 2. Call to action and connect to Facebook Page messenger code		
1 Day	1. Reply to comments 2. Posts about product		
1 Day - Let's party	1. Post in party 2. Reply to all comments and messages 3. List of names for inviting during live		Example posts
1 Day	1. Message everyone that wanted recording 2. Message all attendees using question tree		

Team Training Multi-day Sequence

Delay timer	Message	Buttons	Added content
Team Multi-Day Training Sequence	Build habits, create community, train effectively, and understand your team.	5-30 day series. Always refer them to group & ask questions to reveal actions taken.	Can be used as a group or for one team member.
Immediately	Welcome - Prep		Video
1 Day	Day #1 Challenge - Always end with question and challenge.	Find an accountability partner in the team group (group link)	Video
8 hours	How's it working for you?	Button – 1. Prep done 2. Need assistance	Image of you "You've got this"
16 hours	Day #2 Challenge - Always end with question and challenge	Share result in group (group link)	Video
1 Day	Day #3 Challenge	Share with group (group link)	Video
8 hours	Which of the three days challenges have you done? Are you feeling more (buttons)	Buttons - 1. Excited 2. Nervous	Image of yourself - Split image happy/sad face.
16 hours	Day #4 Challenge		Video
1 Day	Day #5 Challenge - Always end with question and challenge	"What would you do again & do differently?" (group link)	Video
1 Day	Day #6 Next step	What will you do next or what habits will you create	Challenge
1 Day	Day #7 Goals for next week	Giveaway in group (group button)	Video

Follow Up – Non Purchase Sequence

Delay timer	Message	Buttons	Added content
Fence sitter - Sales/booking long-term	Use as many steps as needed to close deal. It may happen on the first message.		
Immediately	Thank you for the opportunity to get to know you	Invite to join group - Group Link	
30 Day	You've been on my heart, how is _____ going?		Image love
2 Day	I was thinking about you, this is kind of fun.		Video
3 Day	I was sending out samples, could I send you any of the following?	Buttons with options	
2 Day	Another fun idea - I was thinking about you because you mentioned _____. How is that going?		Video
1 Day	1. Did you get the samples?	Button - Yes/No Message What are your thoughts on (purchase, getting started, booking...)	

Follow Up –Possible Recruit Sequence

Delay timer	Message	Buttons	Added content
Fence sitter Opportunity			Use buttons or autoplay videos
Immediately	Thank you for the opportunity to get to know you - Send a card	Group - Team group - welcome them in group	
1 day	I was thinking about you, did you have any questions, this is kind of fun.		Video
2 Day	Card arrive with sample - Did you find something from me?		
2 Day	Success story with product		Video
2 Day	Blog, story, Live you think they'd be interested in	Button with link (notification they clicked so you can follow up)	
2 Day	Success Business Story		Video
1 Day	1. Initial Touch 2. What are your thoughts on (getting started)		