

## **The foundation of IG business**

### **What to sell?**

- E book (~40€)
- Course (~100€)
- Mentorship(~100€)

### **How to make people to message you**

CTA reels or CTA stories (make polls), message a specific key word

### **How the messaging process works**

1. Focus on the right goal
  2. Confirm the prospects of availability
  3. Elevator pitch, stay calm and professional
  4. Perform a soft take away – ask them questions to lower their guard down, because you have to show them that they have problems that you can resolve
  5. Continue asking questions
  6. Share some common problem examples – how you helped people solve that problem so you can do it for them too
- Make it more resistible, say the things you done more professional
7. Sharing information of the product
  8. Closing, asking them to book a call with you

Don't ask when they are free, say what time tomorrow works, I have available this this and this, does this work for you, if it doesn't work something out