**3-Way Text Program**

**Overview**

This 3-way text program can be used however you like, but we find it to be most effective after someone has already called through most of their network and has been on the job for a bit so they want to take another stab at it with the people they never got in contact with. The rep makes a 3-way group chat with the manager and the candidate to spark a conversation so that the manager can take over and get them scheduled for an interview. There are a few variations (where the manager messages first or the rep messages first). The goal is to get the applicant on the phone as soon as possible. Your influence is always stronger over the phone than it is over text.

**Step-by-step Process**

1. Create a hitlist of contacts (as many as possible)
   1. Tell your rep the ideal number of contacts
   2. Give a deadline for when its due
   3. Use a google sheet to keep track of responses
2. Rep sends a heads up text: “Hey \_\_\_\_\_, just a heads up, I gave your number to my manager \_\_\_\_\_\_\_\_. We have some positions we are trying to fill (for the summer/semester break) and I thought of you. Not sure what your plans are, I just know you would do well. He/she is going to reach out, even if you’re not super interested just respond either way. Thanks!”
   1. Have the rep send 10 heads up messages and then send the 3-way messages… batches of 10 are most efficient
3. Manager sends 3-way text: “Hey \_\_\_\_\_, this is \_\_\_\_\_\_ from \_\_\_\_\_\_’s job. \_\_\_\_\_\_ gave me your number and talked you up to me! I am definitely interested in walking you through the details of the position to see if it could be a fit. Do you have a few minutes to talk?”
4. Rep sends something supportive
   1. “I’ve worked here for \_\_\_ and I love it!”
   2. “You should check it out! I think you’d crush it”
   3. “You’d do great with it!”
5. Handle responses and get them on the phone ASAP… most responses you receive you can just say “are you free for a minute right now? I’ll be quick”
6. Call and book them for an interview using the calling approach
7. Send text confirmation once booked