

## **Direct Messaging**

### **Create your list:**

Who do you know that loves to travel or that wants or needs a vacation?

### **Contact your list**

*The outcome we're looking for is to get somebody to look at our travel business with an open mind. That's it. We're not here to sell. We're not here to convince we're not here to push, just get somebody to see the right information at the right time with an open mind.*

I'm going to give you two options for doing a direct message.

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### **Let's say, you're going through your phone, and you come across somebody that you talked to a week or two ago, send them a text message.**

Hey John, hope all is well. Quick question. Are you booking any hotels in the next 90 days?

(All you're doing is casting your line out, you are not trying to set the hook on this contact)

It doesn't matter if they say yes or if they say no, you reply...

I found a way to get the best rates on travel. Let me know if you're open to taking a look?

If John says yes...

You say: Click below to check this out and let me know if you have any questions.

Send them to

<https://iwebatool.net/0041tx.php?user=XOXOXO>

That page will provide them with enough info to say yes, this is awesome, or I would like more information. And the page gives them access to the Monday iHub Travel (iHT) webinar too.

We do have another page (<https://iwebatool.net/0041tb.php?user=XOXOXO>) that has an 8:50 video on it that covers a lot of details. (This video has been sent into compliance but has not been approved yet)

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### **How many people do you know on your social media channels?**

Send them a direct message

Are you taking a vacation this year?

Let them respond (Doesn't matter what they say)

If you could save up to 80% on your next vacation, would you want to know how?

If they reply in a positive manner

You text: "A friend of mine introduced me to a great travel savings platform. Let me know if you're open to taking a look?"

(We're giving just enough information for them to be curious.)

If they reply back with a "YES"

Send them to

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Within 24-48 hours follow up with the person you sent to the sales page to see if they need help enrolling and also encourage them to plug into the weekly webinars.

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## **Attraction Marketing**

Once you learn the art and science of Attraction Marketing you could create an endless flow of prospects without costing you a dime.

Most people are on social media, but most people don't know how to use social media properly.

The first thing you have to understand, just like in building a business “person to person”, social media is all about relationship building.

When you meet somebody, you need to be forming them. Get them talking about their family, occupation, recreation message, and money. You want to be asking them questions because if you ask the right questions, they're going to give you the **signs** on what it's going to take for them to say yes to you in your iHub Global business.

**Signs** stand for strengths, interest, goals, and needs.

Building rapport and adding value is a must when it comes to attraction marketing.

And remember, like anything in sales, it takes 8 to 12 touches for best results. A touch could be liking a comment that they posted. A touch could be commenting on a picture or a post that they posted. A touch could be a direct message. A touch could be if they commented on a direct private message. You need to make sure you are striving to get 8 to 12 touches.

If you want to maximize your attraction marketing, you got to understand the difference between marketing and prospecting.

You have to warm up the algorithms that the social media channels use or only 5.2% of your friends will see your posts.

Each comment makes the post shown to more people. So, when somebody comments on your post, you should comment on their comment. Why? It amplifies it; more people that are your friends will now actually see your post.

Here's a social media formula that you can use to warm up the algorithms and increase your attraction marketing to a point where you have an un-ending flow of leads coming in.

You don't need to spend hours in social media to do this. Set a daily timer, 15 minutes in the morning and 15 minutes at night.

And if you go to Facebook as an example, put in “Birthday” for a search feature. Now, everybody whose has a birthday today and the day before pops up. Then just copy and paste “happy birthday” to every single person.

If you do that on a daily basis, your voice starts to get louder. You start to warm up the algorithms. Facebook's technology starts to say, oh, this person is engaging with different people.

Another thing you can do, if you want more people to see your post is make a meaningful comment on three stories and on three posts every single day. It literally wouldn't take you longer than 15 minutes to do all this.

Couple other things you want to know when you're posting on social media.

The first post of the day is the most valuable. Make sure you're on purpose with it. The second post, if it is within 8-hours of the first post, will get 60% less engagement.

If you want to post twice in a day, make sure you do the 2<sup>nd</sup> posts 8 to 10 hours after the first. That way you can maximize your engagement with both posts.

Also, since Facebook and Instagram give relevancy to reels and stories and don't put any restrictions on them. You can maximize your engagement with reels and stories.

Now that you got the algorithms warmed up, here's how you do Attraction Marketing for travel.

After you do the algorithms, here are a few simple posts that you can make on your social media channels:

**If you could go anywhere in the world, where would you go?**

**What's your favorite travel website and why?**

**What's your favorite vacation memory?**

These posts are going to attract somebody who has travel on their mind. Somebody who is a potential customer for you. And you will want to engage with those people.

By doing these posts, you are attracting people that are interested in travel.

And here is how you convert them into a customer or an Affiliate.

Anytime anybody likes or comments on your posts you immediately like what they commented. That's going to give you more relevancy. If you make that a practice, you're not just going outbound, you're bringing it in inbound too.

Send every person that commented on your posts a private message because they have identified themselves as a hot prospect for you by engaging with you regarding travel. And now they just need to be led down the road for them to see your sales page.

Now the money is made in the follow up.

You got to keep the conversation interactive

You want to ask... if they're open to taking a look? Don't just shove it down their throat

Remember, wait until the time is right and then ask them Hey, are you open to taking a look?

When they say yes, then they are the ones that opened the door for you to send them to your landing pages

Then the next step is to follow up with them and get them to a webinar and get them enrolled.

Once someone comments on your post, this could go quickly. Just make sure you are engaging in a conversation with them and not pushing to get them to join you. Get them to open the door by them telling you that they are open to taking a look?

Below are a couple examples of private messages. And again, this all happens really fast. You do the post; they comment on it. You like their comment and then you immediately send them a private message

**Thank you for liking/commenting on my latest post. How are you? Just curious, where are you traveling to next?**

**Thank you for liking/commenting on my latest post about travel. Curious, how many websites do you search before you book?**

What these private messages do is create a conversation with the person whether I know them or not. It allows me to open up a dialogue with them because the ultimate goal is to get an exposure with an open mind.

All I'm doing is I'm engaging with travel and I'm leading them to the next step and whatever it is that they say, as long as I have enough rapport with them, my response is,

**Hey, a buddy of mine introduced me to a great travel platform. You can save up to 80%. Are you open to taking a look?**

And if they say yes, you send them to the same page you used in Direct Marketing

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## **Direct Marketing compared to Attrition Marketing**

For most people that don't have a huge following, especially if you don't have a lot of friends, you have to spend 80% of your time doing direct messaging.

Give yourself time to learn this process of warming up the algorithms.

And once you get it, you will start to see more leads come in then you will know what to do with.