

Lead verbiage, building trust and relationships.

The business built on conversations

Louise Bourne



Who am I?

- Louise but 99% of people call me Lou
- 31, married to John and Dog Mum to Bagel (My WHY)
- Operations Manager by 9-5
- Very creative
- Fitness lover & wellness advocate
- Currently 4A
- Launched my business in August 2023 through my amazing mentor, Carie



Purpose of this call

Share the strategy that I have implemented over the last few months to increase the results in my business

Remind us that this is a PEOPLE business

& Conversations are key!!

Note: this is an example of what is working for me, it does not mean you have to do the same if you do not feel aligned with this strategy



So why the change?

Things felt a bit stagnant, the conversations weren't really going anywhere and my sign up rate dropped off

I realised that people are not going to part with £13K over 3 messages.

I decided I needed to change my process

I was resourceful, I educated myself, I wanted to find resources that would give me ideas of how to change things



Resources that helped change the strategy

Ripple Effect Call Drive:

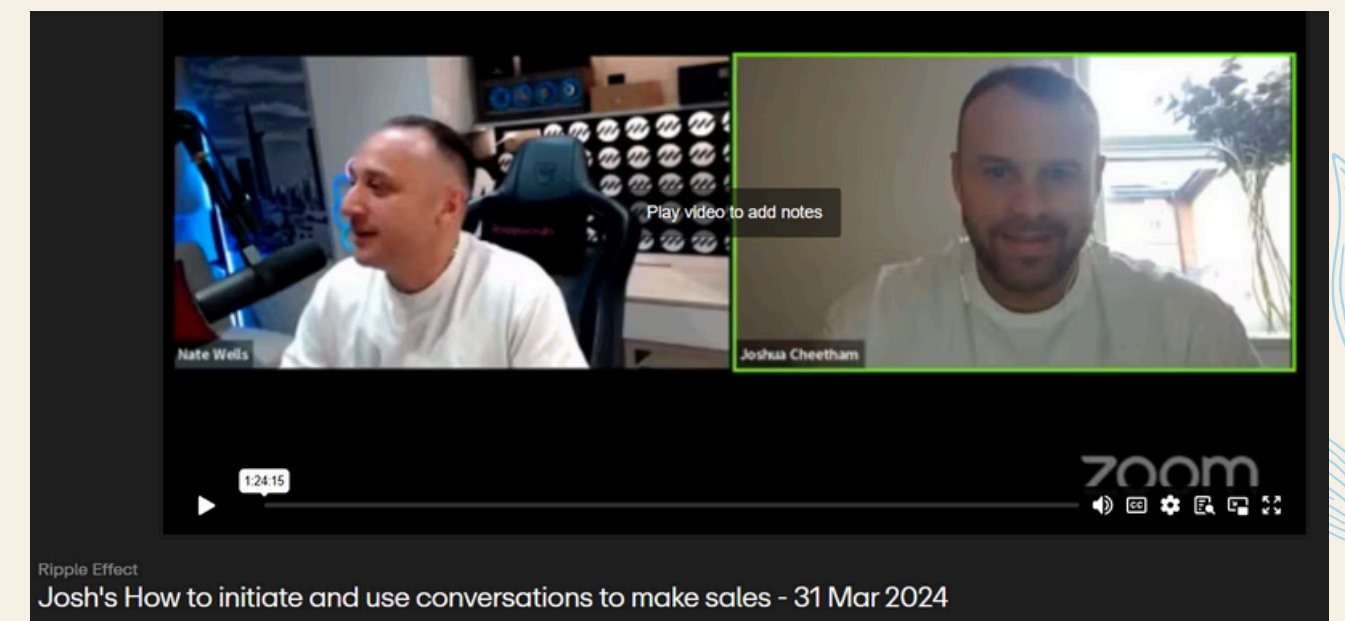
Josh's How to initiate and use conversations to make sales - 31 Mar 2024

Hook, Story Offer with Declan Dore - Sunday 5th May 2025

The Network Marketing Show:

Honest Sales Lessons with Rachael

Our Proven Follow - Up Strategy that we personally use



Change number 1. - Frequency of messages

Old Process

- 1st Message (within 24hours)
- 2nd Message (within 3 days)
- 3rd Message (5 days later)
- Archive

Issues:

- Too frequent messaging
- Not enough conversation building
- Too rigid

Change number 1. - Frequency of messages

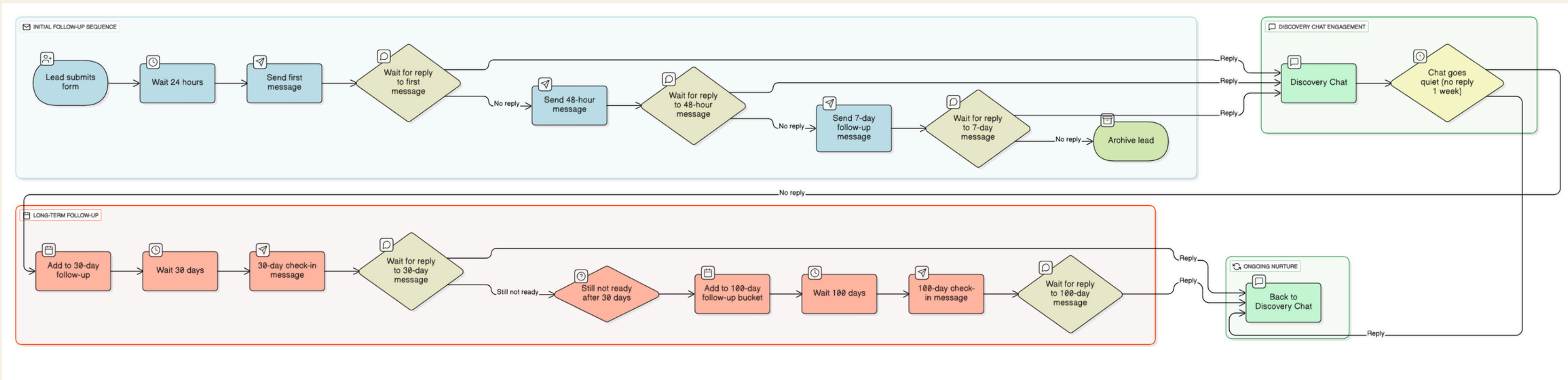
New Process

1. **Lead submits form** →
2. Within **24 hours** → send first message.
 - If reply → move into Discovery Chat.
 - If no reply → go to 48-hour message.
3. **48-hour** message →
 - If reply → Discovery Chat.
 - If no reply → go to 7-day message.
4. **7-day follow-up message** →
 - If reply → Discovery Chat.
 - If no reply → Archive lead.
5. If Discovery Chat goes quiet →
 - Add to **30-day follow-up (check in after 30 days)**.
6. If still not ready after 30 days →
 - Move to **100-day follow-up bucket (check in again)**.

Every lead is individual and whilst there is a process, take each person on a case by case basis

e.g. some like to be followed up more than others

The Process Flow



Change number 2. - The Conversation



You need something to engage with

- A pain point
- A desire
- Something you relate to e.g. wanting to explore more with your dog and not having to pay for day-care

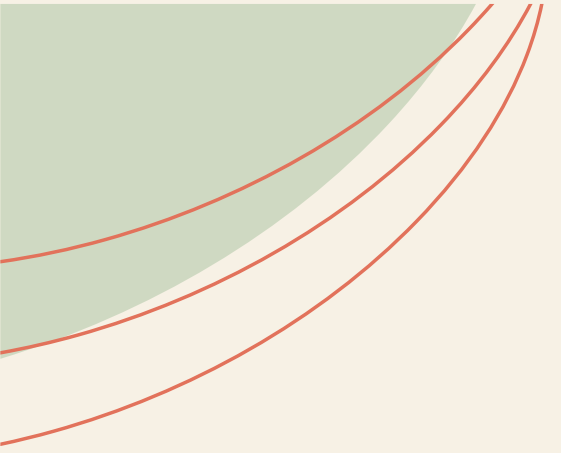
Have a question in your form that can spark conversation

- What would change in your life if this worked for you?
- Tell me one thing you would do if you had more time?
- What's your motivation for starting an online business?

Use the answers to these questions to embed into your follow up conversations

Adjust your first message to each individual, make them feel seen and heard





Lets look at an
example...



Hey [REDACTED] Hope you're well? I'm reaching out following my form you completed yesterday about working online.

Before we dive into it, I'd love to understand your situation a bit better so I can see if what I do could be a good fit for you?

I understand you want more time with those you love, what is your situation like now with work etc that maybe doesn't give you as much time as you would like?

Speak soon, Louise 😊 xx

13 AUG AT 06:42

Hey [REDACTED] hope you are well?
Checking to see if you have seen my message above? Xx

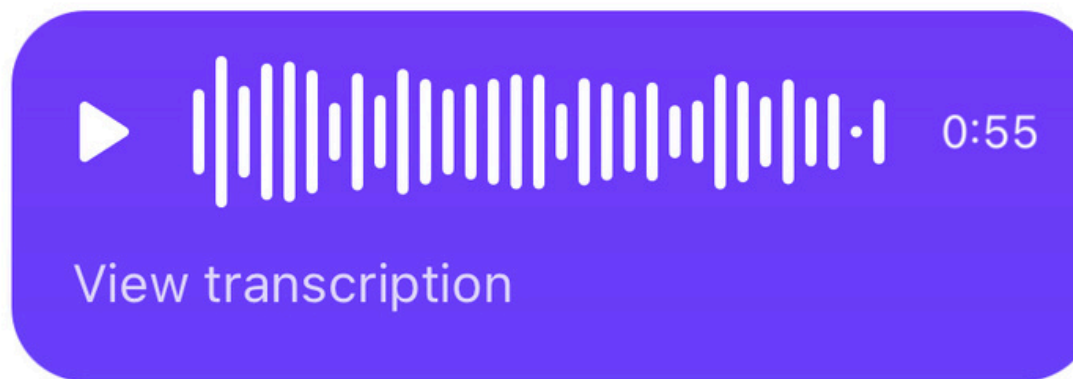


First Message - 24 hours

No reply - 2nd Message 48 hours later

Hi Louise, sorry for the delayed response it's been a chaotic week! I'm a dental nurse currently, working 8-6 and driving an hour there and back every day. I walk my fur baby in the mornings to tire him out before we leave him for a while and find it's all a bit rushed but we make it work. I have the weekends free but find I'm absolutely exhausted after being so busy all week. I would love to know more about what you do :) xxx

15 AUG AT 06:25



Response after 2nd Message

Voice note reply!!



I agree I am a bit stuck in the same cycle and finding I'm not being very productive or using my time off very well and your right the dog has to come everywhere because I can't leave him for any more of the week. I have thought about working online but have never properly looked into it because I wouldn't know where to look for the best advice and have no idea how to start anything like that xxx

17 AUG AT 12:18

Hey [redacted] being stuck in that cycle definitely has an impact doesn't it?!

No worries, I had no idea where to start either and didn't really know it was a possibility.

What I can do is share my 30 minute masterclass with you so you can an idea of what it's all about. Would you be open to watch this? Xx



Yeah not really the work/life balance I thought I would have. Oh it's great to hear that you were in the same position. Of course I would be open to watch your masterclass xx

I think we all feel like we will have that work life balance but in reality it's just not what we want.

Okay perfect I'll send the link over now xx



Here's how to build a life you love online!

louisbourne.co.uk

20 AUG AT 13:33

Hey [redacted] meant to ask you when you'll be able to watch the masterclass? Xx



Yes I watched it straight away I am very interested but a little bit nervous. I will sign up xx

Hey [redacted] Ah I'm glad you watched it - what did you think? Completely normal to be nervous but I'm here to support you, all your questions will be answered and I'll get you access to the community too so you can be introduced and get a feel for it xx

Would you like me to send you the sign up link? Xx

Yeah I think it's sounds like a great idea and more simple than I expected. Thankyou so much xx



Yes please xx

Amazing I'm really excited for you to dive in! Xx Here's the link 😊 xx

Build the conversation...

Key Follow Up Considerations




- Refer back to a pain point in their form on the first message
- Don't mention the Webclass straight away
- Its about THEM not YOU
- Voice note, voice note voice note.
- Ask for permission to send a voice note
- Be patient, people have busy lives





Transitioning From Conversation to Masterclass




- Understand and relate to pain points, share if you experience the same
 - ‘Have you ever thought there has to be more to life than this?’
 - ‘Have you ever question why we have to work so many hours a week?’
 - ‘Dogs are so precious aren’t they, Bagel was the main reason I started my business, he changed my mindset around life’
 - So, have you ever looked into working online before at all?
- 



Voice Notes



- Give the lead a taster of what you do before you send the masterclass
 - Keep it high level
 - It will feel hard at first
 - Practice practice practice
 - Get the permission to send a voice note, it shows you are working with them and means they are likely to listen to it
- 



Voice Note - Example



So essentially what I do is work online in high-ticket affiliate and network marketing.

Don't worry if you haven't heard of this before but essentially, I get paid for selling products. That can be directly to people who just want to buy them, or through the business model, by helping others start their own online business.


I partner with a Japanese wellness company that's been around for over 50 years, creating high-quality, sustainable health products. Japan is known for its holistic health I help bring that technology to the western world, which is really exciting time.

The company have a compensation plan where I am able to earn more than my monthly salary from just one sale.

I work 1-2 hours on average which fits around my life, and I've been able to build this alongside a full-time job.

That being said this is not a 'get rich quick' scheme, it requires consistency and effort and you need to be prepared to show up 1-2 hours a day. Like with anything, you get out what you put in.

If it sounds like something you'd like to learn more about, what I can do for you is send my 30-minute masterclass video that explains everything in more detail. There's no pressure, we will go from there. Let me know if I can send the link?



The 30 day follow up



*“Hey NAME, hope you’re well? It’s been a month since we last spoke. I wanted to see how things are going, has anything improved with your current work situation, are you still looking for something to give you more time back?
Xx”*

Short and sweet

Reference the previous conversation

Let's Look At The Success

**20% Increase in
Masterclass
views**

**136% Increase in
Sign Up rate**

**Average monthly
sign up rate
Increase from 1 to
3**

0 sales in 5 months → 1 sale in 30 days

The Difficult Questions/Conversations



- ‘Money aside, based on what you have seen so far would you be open to signing up?’
- ‘Do you think there is anything you could cut back on in your life so you can work towards the £77’?’
- ‘How do you think you will combat getting that time back if you don’t explore further?’
- ‘I Understand, I felt that way too’
- ‘How do you feel this impacts on your personal life?’
- ‘My advise would be to see this discovery platform as a free trial, what’s the worst case. You decide its not for you and you can walk away knowing you have no regrets. Or you get a few months down the line and the business is still on your mind’?’

Common Objections



Christmas upcoming

- Imagine if you said yes and you end up starting the new year off in a positive place knowing you are already working towards XYZ
- Christmas can be the best time to start, most of us have downtime between Christmas and new year, and we start to dread going back to work, this could be the last year you feel this way
- I understand there's a lot going on right now..
- What makes you feel like waiting until after Christmas is the better option?





Common Objections



I don't think I'll be good at social media

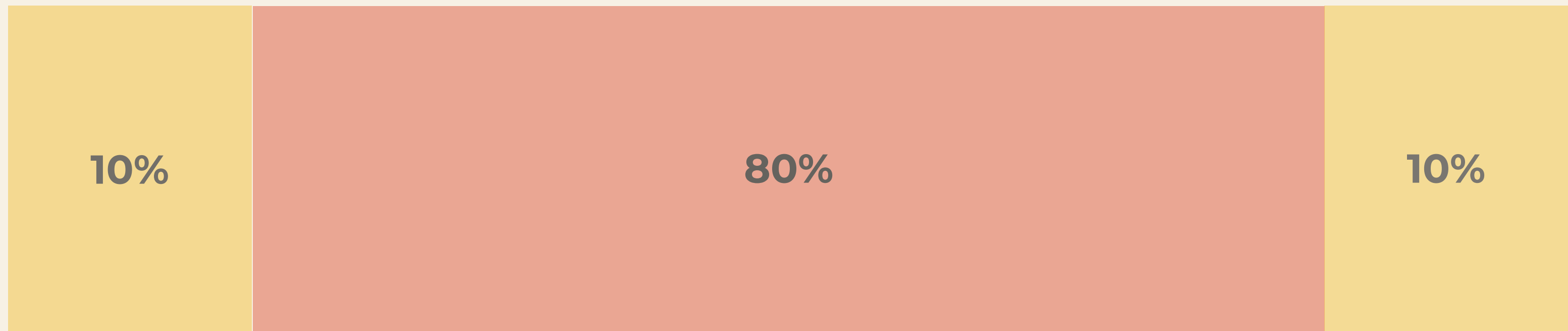
- I understand, when was the last time you learned something new?
- I had no confidence before I started
- Don't worry too much about that right now, once you get through the discovery process we can go into this in more depth on our call

I don't think it's for me

- I understand it's not for everyone but just so I understand what makes you feel it's not for you?
- 

80% of people need help deciding

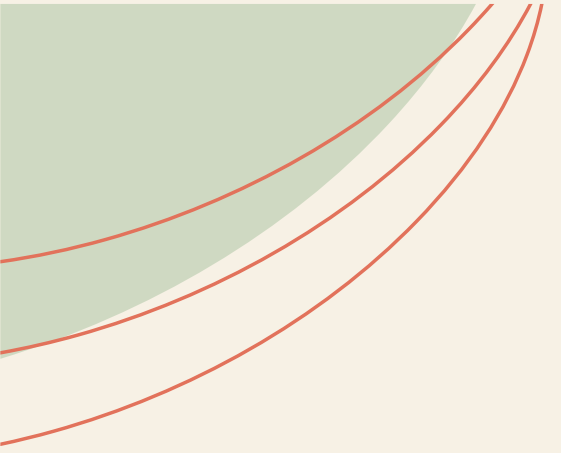
It's our job to help them

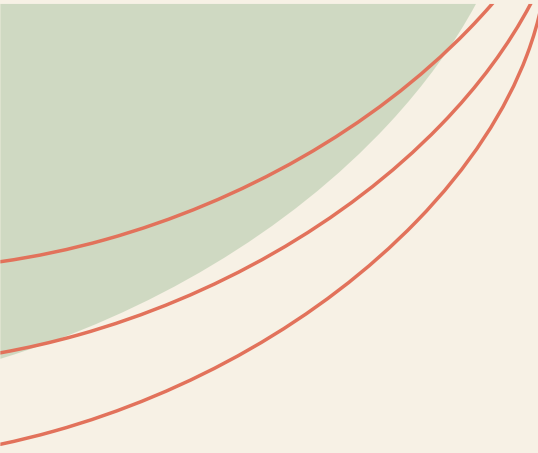


Tips & Tricks



- Focus on getting the lead to the **next step at all times** - e.g. Webclass first, then sign up
- Practice your voice note of 'what do I do'
- Add a question into your form to get leads to agree to follow you and accept your request
- Comment on one of their posts if they ghost you - some people just don't see messages
- You *WILL* get people that ghost all 3 messages - THATS OK!
- You will get better with time
- Do not copy others, create your process, your wording





THANK YOU!

Any Questions

