



7-Magic Questions Script Book



LEGENDARY
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The 7-Question Script You Can Use
(Online or Offline) Proven To Help
You Successfully Recruit More
Qualified Reps Into Your Network
Marketing Business

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Tips To Ensure You Have Success With The Script



Be Respectful & Thoughtful

When in recruiting mode and engaging with prospects to determine their openness to an opportunity, it's important to approach the conversation in a respectful and thoughtful manner.



Listen To Understand

Too often, recruiters are so busy trying to recruit, that they aren't listening for the signals to either end the conversation or to continue pressing forward.

Your prospect will reveal to you whether they are an ideal candidate to potentially work with you in your business, or whether they should be released back into the open waters.

Your goal is to listen and ask very natural and organic questions, not rattle off canned statements that make you and your prospect want to hit the eject button and abandon the conversation.



Remain Flexible

Although the 7-magic questions work beautifully in chronological order, if you find the natural flow of the conversation with your prospect moving outside those lines, be flexible, go with the flow, and ask the next most natural and appropriate question when it makes the most sense to.

These questions are simply a guide, and are designed to create a confidence within you as you engage with prospects.

Before You Start (URGENT)

Before beginning with the script, it's imperative you understand that communicating with prospects in the DM is the LAST of 3-principles in what I call the **P.I.E. Principle**.

P: Pinpoint your ideal target market (who are you helping)

I: Identify where they hangout (FB, LinkedIn, etc)

E: Engage in direct and professional outreach to them in the DM

If you have NOT completed the P and the I, do that FIRST and document your selections below before proceeding.

DO NOT SKIP OR YOU WILL FAIL AT THIS.

Jot down the answers to these questions:

P: Who is your target market?

I: List 5 specific groups they hang out in:

1. -----

2. -----

3. -----

4. -----

5. -----

Engage: The Initial Greeting

Before beginning with the 7-questions, make sure you request the person to be your friend. **After** they have accepted, greet your prospect in the DM first. Break the ice and create the space for dialogue. Assume they know nothing about you.

Here's what I use:

Hey (first name), and thx for accepting my friend request!

FB has suggested several times that because of some mutual interests and similarities somewhere in our profiles, we should connect.

After a quick scan of your profile, and seeing what you're up to, I would definitely have to agree.

I appreciate the connection.

Warmest regards,
~Tiara

➡ P.S. Are you actively building in the Network Marketing industry too?

This P.S. allows you to identify if you are speaking to "the right person" in terms of niche right out of the gate.

Place the industry of the target market you have chosen. For example, if you are targeting nurses, your P.S. would say "Are you actively working as a nurse too?" (Something like that)

If they say "yes", then BINGO!

If they say "no", then remain cordial, and keep it moving.

The better you get at spending majority of your time talking to the right people, the better your result will be over time.

The 7-Magic Questions

When using the 7-questions, be sure to make the conversation natural, organic and friendly. Feel free to use phrases like "oh ok, great" or "that's awesome" before moving on to the next question. It's helps the "realness of the conversation come out, and you not sounding like a robot.

I'm targeting network marketers, so my questions are as follows:

Q1. Which company are you currently partnered with?

Q2. How long have you been working with "company name"?

These 1st 2 questions allow your prospect to begin sharing what they do, which they will like. However, most people pitch networkers right off the bat, so you may sense some apprehension from them here, demonstrated by very short, one-word answers. It's fine though...keep being authentic and curious about THEM..you are not looking to PITCH, you are looking to see if they are A FIT first!

Q3. Would you say you're satisfied with how it's been going with "company name", or that things could be better?

This question serves as an opening to understand their current level of satisfaction and engagement. It helps gauge their mindset and provides a starting point for further exploration.

Q4. What are the specific aspects of "company name" that you appreciate the most?

By asking this question, you encourage the network marketer to reflect on the positive aspects of their current opportunity. Understanding what they value can provide insight into their motivations and priorities.

The 7-Magic Questions Cont...

Q5.

Have you ever considered exploring alternative network marketing opportunities?

This question helps to establish whether they have ever thought about exploring other options. It invites them to reflect on the possibility of change and indicates their willingness to consider alternatives.

Q6.

What factors, if any, would make you consider a different opportunity?

By asking this question, you delve deeper into their mindset and motivations. It allows the network marketer to articulate the specific criteria or circumstances that would prompt them to consider a different opportunity. This question helps identify their pain points or areas of potential dissatisfaction.

Q7.

This is the pique interest question: How open are you to exploring a different opportunity if it aligns with your goals and values?

This question brings the conversation to a conclusion, focusing on their openness to change. It highlights the importance of alignment with their goals and values, indicating whether they are receptive to considering a different opportunity that offers a better fit.

Post Q's Invite

If I sent you a link to 6-min video that shared all the details on the program and how it works, would you watch it?

By asking this question BEFORE sending your link or providing details to a zoom overview, it gets a commitment from your prospect that they will take the next step. Of course nothing is guaranteed, however they have given you their word here, and a person serious about solving their own problem usually won't go back on their word.

Once they say yes, send your link.

The 7-Magic Questions (Nurse Example)

Q1. How long have you been a nurse?

Q2. Are you with a hospital or more in the private sector?

Q3. Would you say you're satisfied with how work's been going, or that things could be better?

This question serves as an opening to understand their current level of satisfaction and engagement. It helps gauge their mindset and provides a starting point for further exploration.

Q3b. (If they reply things could be better, ask) In what way?

The answer to this question reveals their pain point and what they want. You must know this!

Q4. What are the specific aspects of "nursing" that you appreciate the most?

By asking this question, you encourage the nurse to reflect on the positive aspects of their current occupation. Understanding what they value can provide insight into their motivations and priorities.

The 7-Magic Questions Cont...

Q5.

Have you ever considered exploring online income opportunities?

This question helps to establish whether they have ever thought about exploring other options. It invites them to reflect on the possibility of change and indicates their willingness to consider alternatives.

Q6.

What factors, if any, would make you consider an online, opportunity to "generate additional income"?

By asking this question, you delve deeper into their mindset and motivations. It allows the nurse to articulate the specific criteria or circumstances that would prompt them to consider an online opportunity. This question helps identify their pain points or areas of potential dissatisfaction. Make sure you replace the "x" with what they shared in Q3 & Q3b.

Q7.

This is your pique interest question: How open are you to exploring an online income opportunity if it aligns with your goals and values?

This question brings the conversation to a conclusion, focusing on their openness to change. It highlights the importance of alignment with their goals and values, indicating whether they are receptive to considering a different opportunity that offers a better fit.

Post Q's Invite

If I sent you a link to 6-min video that shared all the details on the program and how it works, would you watch it?

If you aren't using a video to present, then replace with what you do use: a zoom link, a phone call, etc.

Once they say yes, send your link.

Wrap-Up

Recruiting existing network marketers is a great way to grow a team with experienced leadership.

Recruiting people who want a career change or simply more out of life is great too. Just know you will need to be plugged in trainings and resources your team/company may provide so that you can plug them in to help them succeed accordingly.

No matter what, don't give up and don't be discouraged.

Create a conversation flow you feel good about that will connect with your prospect.

**DO YOU THINK
YOU'LL GIVE
THIS A TRY?**

I sure hope so!

Your business has the power to radically change using this script!

Stay connected with me and let me know the results you start to achieve!

-Tiara

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