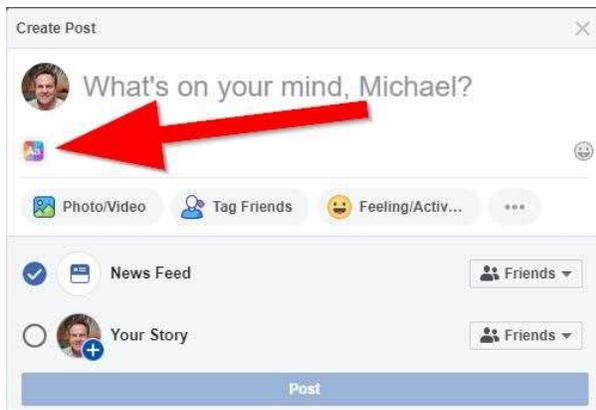


FREE SOCIAL MEDIA MARKETING

First, never post a picture or text or video on your public 'timeline' or 'wall' or 'cover' **that reveals that you are working with InCruises.** Why? Because that is both rude and it removes the curiosity factor with all who see it!! If you do not take this advice, you will have very small if any results.

Next, we've tested this method on both Facebook and NextDoor.com and it works **IF you do it exactly as we tell you.** Some have already changed the wording and got very little and sometimes NO results. Do it correctly and there will be many prospects you generate yourself.

On your Facebook Post, there is a color wheel in the lower/left corner to provide a color background AND larger letters. This helps your post to be seen better. See this picture:



Then type this message. Do not change one letter, not one word, yes even the “?”



Thanks to my good friend Sammy Hale for creating this awesome post!

Now if you don't see the "heart" background, that is ok. Just use a plain color or something simple (*not a real 'busy' background making the text hard to read*).

Let the replies begin. Negative comments can be deleted on Facebook by click the little dots to the right of their post and 'delete' or you can leave em alone if you want. I delete negative posts.

Most comments will be positive. Do **NOT** say "wanna go for free" and do not say "wanna get paid to cruise" and do not say "I can get you a lower price" etc. etc. – all of those are **reducing your curiosity** post to a solicitation and you'll scare people away from commenting!

Under each positive post, change up your comments something like ...

- **That sounds so fun**
- **How awesome**
- **That's on my bucket list**
- **I'd love to go there**

etc. etc.

Why do this? **FB loves conversations back and forth**, (this is NOT necessary on Nextdoor.com) even more than FB likes comments, shares and likes. What this does is empower FB to share your post with MORE of your friends!!

Next, comment like above as they come in. But start private chats in 1-2 days.

Ok now it's been a few days (it can even be a week or more). Time to revisit and start PRIVATE CHAT in FB Messenger to them. So what do you say?

Question 1: Thanks for your post reply about your cruise to _____. What was the best part of your cruise?

Or **Alternate Question 1:** Thanks for your post reply that a cruise is on your Wish List (or Bucket List). Where would you go if you could afford the time and money for a cruise?

After they reply to Question 1, send Question 2 below

Question 2: May I ask where you bought your cruise ticket from?

The reason for Question 2 is that IF they are a "Travel Agent" you may want to IGNORE them (not reply any more to them) as most seem very arrogant.

But if you do want to engage in conversation with a Travel Agent about InCruises, I highly suggest you talk with someone in your upline support who has some experience with Travel Agents BEFORE you reply to a Travel Agent any further.

For those who are NOT Travel Agents, this is where you decide HOW you are going to further your conversation with them. I will list the ways below with the most effective being first and the least effective at the end. You decide.

1. VIDEO - If you can make a video and post that in your reply, that's most effective. One of my partners (Dave) made an excellent video and it's a good example of what you might want to say too.
<https://rejoicing247.com/fbreply> - please do not contact Dave, as he is busy building his business. NOTE: Your cell phone camera or a nice webcam make great videos.
2. PHONE – That's great {firstname}, I'd like to ask you a cruise question. Here is MY phone number xxx-xxx-xxxx. I filter my calls, so what is Your Phone # so I don't miss your call?
3. AUDIO RECORDING - If you cannot make a video, add an MP3 Voice Recorder app to your cell phone and make an MP3 audio recording and let them hear the same thing but with the excitement in your voice. I use an Android App called "Voice Recorder"
4. PRIVATE CHAT (or email) But if you cannot do a video, phone call or audio recording, then the printed message is next best.

Suggestion printed message below:

"Thanks for your post on cruising. I love to cruise also. I thought you might be the kind of person who would be perfect for our Cruise Membership Club. We get the absolute lowest prices on earth for cruises – yes even cheaper than anything online or via a Travel Agent. If you're a frequent cruiser and get perks or upgrades, you still get those too. Oh and there is an optional program where you can cruise each year for free and get paid to refer others to the club – if you

like that. I have a 3 min 50 sec video about it, and I'll include that link under this video. Let me know if you think I'm crazy or if you have any questions?"

When you do, send them your marketing website I created. The top video is 3 min 50 seconds. 99% of them will look at the rest of the page too. Make sure to include your phone number when you include the link and encourage them to call with you any questions. Ask them if it would be ok to receive their phone number to make sure they receive it and to answer any questions.

How do you get their phone number?

"Hey ___ call me anytime at xxx-xxx-xxxx up until X-o'clock and I'll answer any questions. I get so many calls, I filter my calls – so if you could reply with your phone number, I'll not filter and send your call to voicemail."

Next, is the phone call. What do you say?

NextDoor.com

The post on NextDoor does not have the color background, so we use the 'paper clip' icon to add a generic picture of a cruise ship:

Have you ever been on a Cruise

Question: Have you ever been on a cruise? Did you like it?



1 day ago · 39 neighborhoods in General

 Reply

 3  44

Note: Some are getting **more** comments on NextDoor.com than on FB. The reply strategy is similar, except **you don't have to comment on every NextDoor post**. Also, you cannot delete negative posts.

Again, do **NOT** make any solicitation type comments on the **PUBLIC** portion of your post – rather send them your invite to your 3 min 50 sec video in PRIVATE chat. Just **mouse over or click their name** and click: **Private Chat**

I believe you could do this on LinkedIn, Pinterest, Snapchat, Twitter, etc. – I just don't use those social media sites.

Final comment. Social Media marketing is much slower than calling the people in your cell phone. You should call your contacts in your cell phone and the rest of your family and friends BEFORE they sign up with inCruises with someone OTHER than you. This is what I did, and why I have a great personal story now.

Disclaimer: If you're not posting AT NIGHT then just type "Question" instead of typing "Tonight's Question" .. it still works.

Another tip, mix up your followups. Let them know you're sending them an interactive presentation that's very fun to their FB inbox.

When you phone followup ask "Do you have a specific question for me ... or are you ready to get started?" Then be quiet and wait for the reply.