

# SOCIAL



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# TESTIMONIAL PROFITS

## MEDAL WINNING STORY SWIPES

A Breakdown of my top 3 performing story ads! Along with a color coded explanation where the 10 Mental Triggers are in use

**IMPORTANT NOTE:** You are NOT permitted to use any story or part of any story as it exists on this page. These stories are for your reference only. Plagiarism of these stories will result in permanent loss of access to the course, and further disciplinary action if necessary NO EXCEPTIONS.

# 10 MENTAL TRIGGER

Each mental trigger will help you create influence with your reader. They have been color coded so you can see how they are used throughout the story

## Authority

You can create authority for yourself  
Or edify someone else in your story

## Reciprocity

What's in it for them?  
Fill the goodwill tank!

## Trust

Be truthful and handle objections  
Assume the Skeptic in everyone

## Anticipation

Use open loops  
Whenever possible generate excitement about something in the future

## Like-ability

Authenticity  
Transparency  
Write like you talk  
Expose flaws/be the every person

## Events/Ritual

Why this works so great for webinars/launches/big announcements  
Closely linked to anticipation

## Community

People conform to the community  
Once you get one person taking action others will follow  
Fight for the group that your ideal customer is a part of

## Scarcity

Whenever possible make what you have limited

## Urgency

Always have a reason to take action now!  
Time/Deadlines

## Social Proof

Examples  
Testimonials

# STORY #1

## This story was used to promote a training course from my friend Cesar Rodriguez on "SnapChat Recruiting"

So my good bud (and **prospecting & closing phenom**) Cesar Rodriguez excitedly told me he's cracked the code on the hottest, most untapped mobile recruiting tool he's ever seen....

I immediately laughed and dismissed the idea.. "there's no easy button" I thought....

**10 minutes later....I was eating every last word....** ...

Sure....**Cesar has pulled in over 20K cold market phone numbers...**

**He's one of the top 3 recruiters in his company out of over 300,000 reps....**

**And his Immediate YES Formula is on my list of "Must Have" training products for network marketers....**

So don't misunderstand me....**when he even mentions the word "recruiting" ... I DROP EVERYTHING AND LISTEN!....**

But **I've just never bought into the idea that there's a "BEST" way to recruit online....**

**I've subscribed to the school of thought that you develop a skill in something....**

**Roll up your sleeves...**

**Put in the work....**

**And execute until you get results....**

**Plain and simple....**

So the idea that a Network Marketer....regardless of credibility, experience or technical know how could ALL OF A SUDDEN leverage a tool that can short cut them to massive recruiting results....without having a HUGE audience....

Well...**it just really didn't seem plausible to me....**

THEN...within a matter of minutes Cesar turned my understanding of what was possible on Social Media....right on it's head....

He didn't do it on Facebook....

He didn't do it on Twitter....

No...it wasn't Instagram....

This game changing recruiting strategy...only works on SNAPCHAT...

Now I know what you're thinking....

Isn't SNAPCHAT packed with kids doing shady stuff that disappears a few seconds later....

That's what I thought too...

**I WAS DEAD WRONG!!....**

**With just a few quick snaps....**

**Cesar showed me** the #1 reason why people respond better on Snapchat than ANY other platform...

**He showed me** exactly how to connect with seriously hot prospects...

And most importantly he explained the simple trick that has digital strangers reaching out to him....asking to join his team...

Right after they introduce themselves of course ;)....

**Don't believe me??....**

**It's cool I get it....**

**I didn't understand it either....**

But truthfully....now that **I've seen it with my own two eyes...**

it's 10x as annoying that 90% of my Facebook following doesn't see what I post....

That my Twitter posts...get lost in a sea of spammy junk....

Or that....posting picture quotes on Instagram all day...doesn't have people jumping into my team....

Bottom line is...When it comes to recruiting....

Snapchat is different!!!

So when I had my “mind blown” moment...

I swallowed my pride, put my proverbial “internet marketing guru” tail between my leg’s and practically begged him to do a webinar with me....

Don’t judge me lol....

If you saw what I saw....you would have done the same thing...

Thankfully...for me (and for YOU if willing to carve out an hour of your time to take your recruiting to the next level)....

HE AGREED!....

And the best part is he’s doing it for free (I must of used some of the Jedi influence secrets he's taught me along the way)

Reserve your spot right here: <http://justiceeagan.com/snapchat>

Now....I’m not going to sugar coat it....

The thought of learning ANOTHER Social Media platform didn’t exactly get me excited....

Can you relate just a little bit??....

The thought however....of recruiting extra reps each week like clockwork, with them reaching out to me....

Coupled with the fact that this takes just a few minutes a day...

Well....that got me to change my tune....

So much so....that I talked him into spilling his Snapchat secrets for free on this special live webinar....

The ultimate question is...does it get you excited enough to make a commitment to your business and get registered?...

If so...grab your seat now ==> <http://justiceeagan.com/snapchat>

What Cesar is going to show you on this webinar....will bring you to the same realization that it brought me....

That “The Network Marketing Landscape” has changed for good...

If you want to change with it....grab your spot now before this webinar fills up....

==>> <http://justiceeagan.com/snapchat>

See you there,

Justice Eagan

**P.S. If you've got teammates who are on Snapchat...or ones that just want a new and better way to recruit on Social Media...then you'll probably want to share this with them!**

# STORY #2

## This story was used to promote a Social Media Recruiting course with Jessica Higdon

So my **good friend, mentor (and Social Media Recruiting Rock Star)** Jessica Higdon recently told me she's taken the Social Media strategies and scripts that helped her become **the #1 Female income earner in her company...**

And put them into an easy to follow Formula that can help ANY Network Marketer start recruiting more people like clockwork....**So naturally I.....**

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**Asked (it may have been more like begging lol)** for a way to get my hands on these strategies and scripts...

**Wouldn't you have done the same thing?**

I mean think about this...

**Jessica had her first 10K month the age if 21...**

**Was earning 6 Figures within 18 months....**

**Became the #1 female income earner and was part of the company's first Million Dollar couple...**

**Network Marketing Icons like Eric Worre have featured her for her Social Media training...**

**And that training has done Millions of dollars in sales...**

And **now she's found a way to IMPROVE her training?...**

To boil it down to simple step by step strategies and easy to use scripts...

That any Network Marketer....

Regardless of credibility, experience or technical know how could all of a sudden use to short cut themselves to massive recruiting results....

Even if they don't have a HUGE audience?....

*I don't know how you feel, but I had to know more...*

So my "asking" ;) led to an **exclusive interview** where she shared her secrets...

**What kind of secrets?...**

Well let's just say this isn't the stuff you learn at your company events or team conference calls...

You won't find it in your getting started guide or on some team training webinar...

And it has nothing to do with chasing down your burnt out warm market trying to convince them to sign up...

It's real, what's working now intel...

On how to leverage Social Media to sell and recruit 10x more easily and often than the everyday network marketer...

Now my guess is you'd love to get your hands on that interview and **don't worry I gotcha covered (I'll explain in a moment)**...

But even though I grilled Jessica for an entire hour, and the interview is packed with solid gold that can get you and your team more sign ups right now...

I wanted more...so I got my asking shoes on again...

"What if...**JUST ONCE!**..."

We shared your absolute best scripts and strategies **on a live training** that any network marketer could attend...

No matter their company, experience, or results ...

And WHAT IF...we did it for FREE!?!"

**Lucky for me (and for you and your teammates** if you're willing to **carve out an hour of your time** to take your businesses to the next level)...

SHE AGREED!....

And you can reserve your spot right here ==>

<http://justiceeagan.com/go1/jesswebinar>

(Btw: **when you grab your seat now you're also going get immediate access to bonus training from Jess and I'm even going to send you the exclusive interview!**)



## Now I'm not going to sugar coat this...

The idea of sharing these proven strategies and scripts for FREE with EVERYONE is a mixed bag that may upset some people...

See there are a lot of companies, uplines, and trainers out there who've got it all wrong...

And it's led to a marketplace where network marketers are...

Plastering their logo and company info all over their Social Media accounts....

Constantly posting before and after pics or product specials all over their wall...

Posting their links for the whole world to see...

And posting in groups and soliciting strangers with hopes of making a sale...

None of that works, and even if what you learn on this **Special Live Training** ruffles some feathers or disrupts what others have told you to do...

One thing's for sure...

When you attend and apply exactly what you learn...

You WILL get better response from your prospects and more YES'S than you've ever gotten before! FAST!

So make sure to grab your spot right here (and start diving into all the bonus training!

=> <http://justiceeagan.com/go1/jesswebinar>

**Bonus training aside**...here's just a few of the things you'll learn when you attend the training...

\*Jessica's Incredibly Effective "First Message Formula" That Turns Total Strangers Into Red Hot Prospects Who ACTUALLY Respond

\*The SINGLE Biggest Mistake Almost All Business Owners Make On Social Media That Is Scaring Off Your Best Prospects (If you're not recruiting consistently on Social Media, you're probably doing this)

\*

\*3 Questions Proven To Turn The Tables & Get Otherwise Reluctant Prospects To Excitedly Ask YOU About Your Business

\*How To Get Prospects Eager To Make A Phone or Skype Appointment (Yes these strategies work globally) So That You Can Close More Sales

\*And so much more

Not only is this a "must attend webinar" but I'm a believer that if you get your key people on it, you can skyrocket your team growth before the end of summer!

Think about where your business could be just 60 days from now if everyone in your team was recruiting an extra 10+ people...

Well THAT's how powerful these strategies and scripts are...

After all they did make Jess the #1 Female income earner in here company!...

So **get registered right now**, and be sure to **show up a few minutes early** because **this training will fill up**.

Register Here==> <http://justiceeagan.com/go1/jesswebinar>

See you there,  
Justice

**P.S. If you've got teammates who are looking for an easier way to recruit better prospects locally and globally, then you'll probably want to share this with them. Share it now or tag them in the comments below. They'll thank you for it!**

# STORY #3

This story was used to promote a webinar course from my friend Kate Mcshea

So my good friends (and marketing rock stars) Kate & Andrew McShea recently told me they're revealing the exact Rapid Enrollment Method that **took Kate from a Struggling 2nd Grade Teacher Making Zero In Her Business To Over 5 Figures In One Night...and eventually becoming a Top Producer in 2 different businesses!**

Hungry for more info, **I did what any sane business owner would do....**

...

I reached out and asked **(it may have been more like begging)** for details.

**Don't judge me lol you want to know what she's doing too right?**

Don't worry...

I've gotcha covered ...

Because...that "asking" turned into an exclusive interview where Kate shared tons of secrets....

In fact....I'll tell you how you can get your hands on that interview AND Kate's entire Rapid Enrollment Method **in just a moment?**

So....after our little interview I immediately realized Kate's new Rapid Enrollment Method was a bigger deal than I thought...

**You see....I've known these two for a few years**

**We've topped leaderboards together**

**Shared the same stages**

**And even traded marketing secrets over umbrella drinks in tropical places**

**So I already know Kate's a rock star who's become a top producer in 2 different programs**

**And created a multiple 6 figure per year business without chasing down prospects or hounding her friends and family**

**Hence, when she says she's cracked the code on an internet strategy**

### **I DROP EVERYTHING AND LISTEN**

But it wasn't what she's doing with this method that got me so excited when we started chatting the other day....

**What most impressed me is how her students are using this new Rapid Enrollment Method to create immediate Spikes in Leads, Sales, and Enrollments in Their Businesses**

**Kate kept rattling off stories...like one student...**

**Who went from struggling to get a single sale or enrollment...to adding an average of 10 people per week onto his team**

**Or another...**

**Who had never done anything like this before, and used Kate's 60 Minute Enrollment Method to enroll over 130 people into her network marketing business in just 60 days!**

Now I know what you're thinking....**because I was thinking the same thing**

Surely these students were veteran home business entrepreneurs with big teams...

Seasoned marketers with large followings and email lists...

Or at the very least, full timers who were able to focus all their time and energy on Kate's new method....right?

Actually, **to my surprise (and likely yours)** that wasn't the case at all

In fact...many of them had NO LIST and NO TEAM...

And (before learning Kate's Method) most were working the business extremely part time

That's what makes this so powerful!

Not only is Kate's method working for ALL skill levels and business types

But it can replace tedious one on ones...

Eliminate the uncomfortable home parties and hotel meetings...

And conveniently get attentive and interested prospects onto a live online event...

So they can learn more about your product, service, or opportunity

All in about 60 Minutes per week

After that...

You simply collect the YES'S from those who are ready to get started!

I mean think about this

You DON'T have to spend a dime on gas or drive from town to town...

You DON'T have to deal with the pain and awkwardness of rejection...

Heck you DON'T even have to get dressed lol...

Instead of fighting traffic or forcing a smile for hours at networking events...

You can create your best months in business before this year's end, from the comfort of your own home!

Awesome right?

**So you're probably saying OK Justice, but how do I do it?**

**I told you...I've got you covered!**

See, as soon as I discovered how well Kate's method worked...

Well....I got my asking shoes on again...and said

"What if...JUST ONCE!..."

We shared your entire 60 Minute Rapid Enrollment Method on a live online event that ANY network marketer, affiliate marketer or home business owner could attend...

Regardless of their company, experience, or results ...

And **WHAT IF...we did it for FREE!?!"**

**Lucky for me (and for you and your teammates** if you're willing to carve out an hour of your time to take your businesses to the next level)...

SHE AGREED!....

And you can reserve your spot right here  
==><http://justiceeagan.com/go1/kateandrew>

And a quick FYI...

**When you grab your seat now you're also going to get immediate access to bonus video training from Kate...**

**AND I'm even going to send you the exclusive interview we did including bonus excerpts...all for FREE!**

Just keep in mind that **this event is going to fill up**, so if you want to jump on, and if your enough of an opportunist to get your teammates on...

You'll all want to **grab your seat ASAP**

Because Kate is going to share tested and proven strategies that can create immediate results in your business by leveraging her simple blueprint to holding live online events...

Even if you have no list, no team, and have never done ANYTHING like this before!

**Believe me**...It's 10X easier than you think...

And when you attend this free training! You'll learn things like...

-The 3 Easiest Way's To Get Your Product, Service, Or Opportunity In Front of More Red Hot Prospects Without Leaving The House

- Her 5 Step Method To Hosting Profitable Online Events So You Can Start Predictably Earning More While Actually Working Less

- Simple Invite Techniques That Will Assure Even The NEWEST Of Business Owners Can Get People Excitedly Attending An Online Presentation

-Little Known Presentation Secrets That Virtually Guarantee Your Prospects Buy On The Spot During Any Online Event

-And So Much More

But you've got to **Get Registered Now while space is still available**

You Can Register Right Here  
<http://justiceeagan.com/go1/kateandrew>

And make sure to mark your calendar and **show up a few minutes early to assure a seat!**

See you there,  
Justice

**P.S. Kate's 60 Minute Rapid Enrollment Method is one of the most effective and leveraged ways to grow a huge team fast. So if you've got teammates looking to create a Rapid Spike in Leads, Sales, and Enrollments before this year's end...**

**Feel free to tag them in the comments below. They'll thank you for it!!**