



Hook Starters

The Exact Framework Used
To Start Any Sales Convo

SELL 6-FIGURES BY CHAT IN 41 DAYS





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“If you give a hungry man a fish, you feed him for a day, but if you teach him how to fish, you feed him for a lifetime...”

Lao Tsu





6 Figures in 6 Weeks?

Is it possible to connect with enough people through messaging in the “dm”s (selling by chat) to earn 6 figures in 6 weeks?

Yes. Chris & I accomplished this in the early months of 2021 when the pandemic was at its height with no list, no website, no funnels, and no group. (Actually, it was \$102,537 in profit in just 41 days!)

And, after closing more than \$130,000,000 in my sales career, with a large part of it **done through messaging on social media**, we want to share how we did it with you.



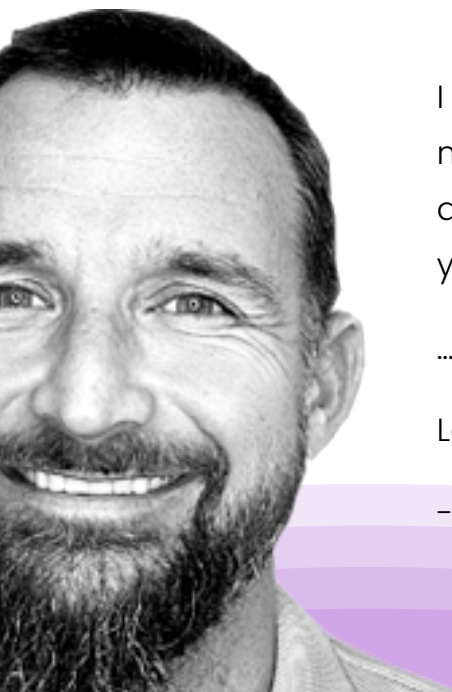
THE ONLY 2 THINGS WE USED...

- The “hook-starter” framework I’ll be sharing with you in this document.
- Our DISRUPTIVE software tool called FlowChat.



WE DIDN'T USE...

- Paid Ads (Facebook, Linked In, Twitter ads, etc)
- Landing Pages or Funnel Building Software
- Email Marketing
- Websites



I won't be able to share every conversion technique we used in messenger, however, by the end of the next 4 minutes, you'll have an A-MA-ZING example of how to build persuasion structure into your conversations from the start...

...the kind of structure that can make you millions.

Let's get to it, shall we?

-sean





What You Need To Know...

Most 'Marketing Brained People' will tell you the same thing:

"In order to be successful you need the right funnel OR to spend money on ads OR you need a killer website with good SEO..."

While these things are helpful, they aren't necessary!

In fact, we've helped 100s of businesses to grow to 6-figures (and even 7-figures) without any of them.

Let's compare methods...

The Expensive Way



Paid Ad To Cold Traffic:

- Prospects don't know you
- Prospects don't trust you
- Hard to compete with big brands



Landing Page / Website:

- Webinar / Lead Magnet in exchange for contact info
- Hard to build, time consuming



Pray For Conversions:

- Ignored calls, emojis, texts
- Frustration
- Wasted time / money for unpredictable results

6-Figures In 90 Days



Start Easy Convo:

- Hook-Starter Framework (I'll show you EXACTLY how to do this)
- Build rapport & trust instantly



FlowChat Software:

- Collect 1000s of highly targeted leads instantly
- Chat, and Track EVERY convo



Book Calls, Close Deals:

- 85%+ show up rates
- Relationship already built through your chat
- Prospects ready to buy





The Hook-Starter Formula...

Time to dig into the formula so you can start all the A-MA-ZING convos needed to grow your business by 100K in 90 days. We'll follow it up by a short 3-step process of how to use it, and then I'll give you a handful of real world examples (in real niches) that you can use in your world.

The Hook-Starter Framework

Why You?

Why Me?



Why This?

Why Now?

? How It Works:

step 1: Create a single sentence answer for each question.

step 2: Combine all sentences and add a Call-To-Action at the end.

step 3: Include a salutation on the front and you have just built an epic "Hook-Starter".



Example:

Let's pretend you're a Social Media Marketing Agency Owner who has a unique system which allows brands and companies to create hyper growth in revenue.

Step 1

ANSWER EACH QUESTION WITH A SENTENCE

WHY YOU? (why is this person a potential prospect for you?)

"My team passed me your profile and after taking a peek, you seem to resonate with the same values as me."

WHY ME? (why are you someone your prospect should connect with?)

"I've been working with explosive brands for several years and I crave connecting with new companies that I feel may have a lot of potential for hyper growth."

WHY THIS? (why is it important you connect with them?)

"I'm extremely protective of my (and my clients) time, but you intrigued me and I'd like to chat."

WHY NOW? (why should they act now)

"From what I see, timing seems perfect!"



Step 2

ADD A CALL-TO-ACTION

"Are you up for messaging a bit?"



Step 3

INCLUDE A SALUTATION ON THE FRONT

My team passed me your profile and after taking a peek, you seem to resonate with the same values as me, [first_name].

I've been working with explosive brands for several years and I crave connecting with new companies that I feel may have a lot of potential for hyper growth.

I'm extremely protective of my (and my clients) time, but you intrigued me and I'd like to chat.

From what I see, timing seems perfect!

Are you up for messaging a bit?



Ready To Scale?

Without going further into the psychology of why this is so effective, I challenge you to give it a try.

You'll be surprised how easy it is to build effective "Hook-Starters" using this formula.

Once you've created a few, it becomes extremely exciting to test multiple of them and see what works best.

While this is only the beginning of your convo, there's a lot more to it. Systemizing this entire process is the true key to scale.

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SO IF YOU WANNA KNOW MORE

about **the system we used to manage everything that helped us create \$100,000 in 41 days**, please book a private session with our team.

Book 1 on 1 Call Now!
<https://call.FlowChat.com/1on1>



You'll get a custom strategy walk thru of our FlowChat software and see if it's something that you should be using.

Oh yeah, I almost forgot...

We can also support you in tuning up your entire copy sequence (if needed) 😊





Real Life Examples You Can Use...

Now that you understand this, and we've built one together, here's several others that we've tested and used with a lot of luck.

Bonus Challenge: See if you can identify each of the WHY answers for each of these written below.



Agency Owner Hook Starters



VIDEO MARKETING AGENCY OWNER

Reaching out to you because I noticed you use video for your business [first_name].

I've spent the better part of the last decade mastering principles of filmmaking, and I've made it my mission to empower small business owners and entrepreneurs with the secrets that all the hollywood films use to maximize views and retention on videos.

I built a safe place (FB Group) for those who are ready to create magic with their videos, and our community shares A-MA-ZING tips you can implement in your business daily.

I also know there are probably a few clients you can find in there!

All this said, I'd love to have in our tribe if you're open to it.

Is this a community something that makes sense for you to be a part of, and are you open to keep chatting?





Agency Owner Hook Starters (cont.)



BRICK & MORTAR MARKETING AGENCY OWNER

Are you taking on new clients right now [first_name]?

I seek those I believe to be impacting local communities like yourself. I focus on the latest marketing strategies and tactics for local brick and mortar businesses in this “new economy”.

All this said, I'd love to chat for a bit to see if there are any gaps I can help you fill in your marketing efforts.

Are you open to continue chatting?



PROFESSIONAL SERVICES AGENCY OWNER

(focused on doctors, chiropractors, dentists, etc)

My team brought your profile to my attention [first_name]!

I had to figure out some alternative solutions to stay innovative with the growth of my practice post-covid. I spent a lot of time, money, and energy to add in some new things and since implementing them, I've had a lot of my other Dr. buddies ask me how I did it.

Plus I'm working to expand my medical network and I'm compelled to connect with you to talk best practices and connect a bit.

Are you open for a quick chat?





Coaching Business Hook Starters



MINDSET COACHING BUSINESS

I came across some of your posts and profile [first_name]. I got the sense that you might value positivity, personal growth, love and support.

I've been facilitating an exclusive community of others that value those same things. Every once in a while when I feel it's right I'll extend an invitation to the right person.

Do you value surrounding yourself with positive like-minded people?



COACHING BUSINESS TARGETED AT DAD-ENTREPRENEURS

Reaching out to you because you are a Dad... AND... appear to be excelling in your line of work [first_name].

If you are an expert Dad that values his relationships, family, and cares about serving others in a genuine way... then you are like the rest of us.

I've started a safe place expert Dad's who are on a mission to be their best. The truth is us Dad's need support too. We CAN figure it out on our own... BUT... we can go FASTER and FARTHER together.

Is this a community that makes sense for you to be apart of?





Coaching Business Hook Starters (cont)



HEALTH COACHING BUSINESS WITH A FREE CHALLENGE

My team and I took a look at your profile and I wanted to directly invite you to attend our 5-Day Consistent Client Attraction Event coming up soon.

We figured out a way to shortcut the wasted hours of working 1 on 1 with clients, then we built a different approach to eliminate spending nights and weekends building custom meal plans and workout plans and we want to share them with you.

In 5 days, you'll have a proven blueprint that covers all this, plus we've discovered a breakthrough traffic strategy that will fill up your program without having to post on social 5-10 times per day and wait for people to come your way.

In the process I know you'll meet some other ass kickers in the space that will help you increase your connection and network.

Is this something you'd be interested to attend, and should we keep chatting?



MALE COACHING BUSINESS WITH A FB GROUP

My "gut"-tuition told me you are the type of person I'm looking for. 🌟

I'm building a movement of heart-centered men who are determined to connect, grow, contribute, receive support, and co-create more freedom, joy, and fulfillment in their lives.

I'm hand selecting men who I feel would be a value add...

Would you be open to checking it out?

(ps... it's being run in a free FB group)





Coaching Business Hook Starters (cont)



REAL ESTATE COACHING & RECRUITING BUSINESS

My team shared your profile with me [first_name]. I seek hungry RE agents that wanna become successful through online lead generation and CRM tech.

I've tried almost everything when it comes to mastering these two things and after years of focus, research, and testing, I found a game-changer method that I help others in our brokerage to deploy and CRUSH with.

But lemme backup... I'm specifically looking for RE agents that are confused with the lack of support in their organization, or feel they're paying unnecessary fees, or worse... both.

Open to keep chatting?



HIGH PERFORMANCE COACHING BUSINESS WITH A FB GROUP

You know what sucks [first_name]? Burnout.

It's the feeling of "tiredness" where you crawl out of bed, put on a happy face, get through the day, and despite all your will power, you lose all your energy. Worse, it sneaks up on you - and sometimes... it leaks into your home life.

I permanently fixed this for myself, then I dedicated my life to building a game-changing system so others like me could do the same.

Yes, I'm a bread-winning trail blazer, who broke the glass ceiling and brings home the bacon.

And I believe it's not right when everything looks great on the outside, but the internal light is barely flickering and ready to go out permanently.

It starts with jumping into my free FB group. Interested?



B2C Business Hook Starters

(Business 2 Consumer)



LIFE INSURANCE BUSINESS

(YOUR NAME) here. My team brought your profile to my attention [first_name].

I'm focused exclusively on finding Gen-X'ers (40-65 yr olds) who constantly think about finances and their future.

Some of my clients are shy to connect around this topic - in fact, most don't even know where to begin. That's where I come in.

I'm reaching out here in the DMs because it's discreet and I would love to chat a bit to learn if you're protected, and set up for success in your future.

Up for a chat?



HEALTH NETWORK MARKETING BUSINESS WITH DOCTOR CREDENTIALS (Targeting Retirees)

Dr. (YOUR FIRST NAME) here! Thought you might benefit from this [first_name].

Did you know that Thomas Edison didn't make the biggest part of his fortune until after 60? I bring this up because I noticed a similar look in your eye (from a couple of your profile pictures).

As a certified doctor, I have dedicated my life to finding retirees with this type of hunger and guiding them into building their own businesses using the internet. The data proves that those who retire and then become inactive, die young. And it's simply not necessary, nor is it your fault.

If I'm right about you, I'd like to invite you to join my exclusive private FB group where I share a very easy pathway to building a business using the internet, step by step - specifically designed for retirees.

Is this a community that makes sense for you to be a part of?



Consulting Business Hook Starters



AUTHOR'S CONSULTANT

My team brought your profile to my attention b/c you match who I'm looking for [first_name]. I need your help to determine if my team was right.

I lock-arms with "Authorpreneurs" who are passionate about sharing their message, and hell-bent on making contribution to the world.

What's important?

One question before we go any further...

Are you currently asking yourself, "Should I write a book?"

Conclusion...

With the knowledge from this document, I'm more than confident you'll be able to start as MANY amazing conversations you can manage to effectively grow your business.

If you wanna know more about **the system we used to manage everything that helped us create \$100,000 in 41 days**, please book a private session with our team.

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You'll get a custom strategy walk thru of our FlowChat software and see if it's something that you should be using.

