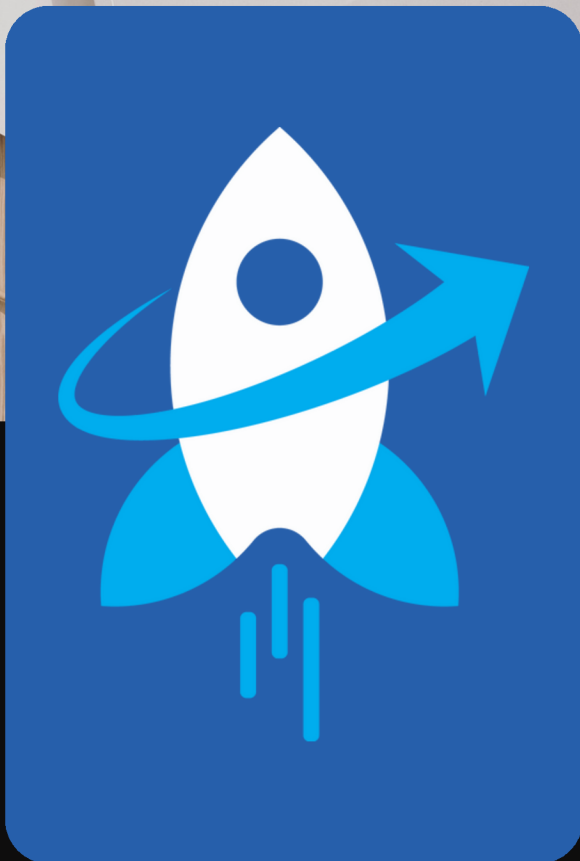# 30 Days To

GROWTH

In Your Network Marketing Business

Transform your business in 30 days to create excitement, engagement and momentum so you can create more income for your family

BY: TCN PRO

Help Your Team By Teaching Them What To Do

Far too often someone gets started in Network Marketing with the hopes and vision of creating wealth but they don't know what to do.

The following pages will guide you to a 30 day implementation plan that your entire team can use to create momentum NOW!

Please Note

Every company has different rules for compliance so be sure to read through each strategy and make sure they are in compliance with your company's rules.

REMINDER

We are very excited to see your results and help you through this 30 day challenge. Be sure to share your wins in our Facebook group as you and your team begin to implement these strategies.

If you would like to be featured on our podcast, during one of our summits, our social media, or in our newsletter, please email us at info@tcnpro.com

Day 1

ChatGPT

Prime Chat GPT To Know Your Business
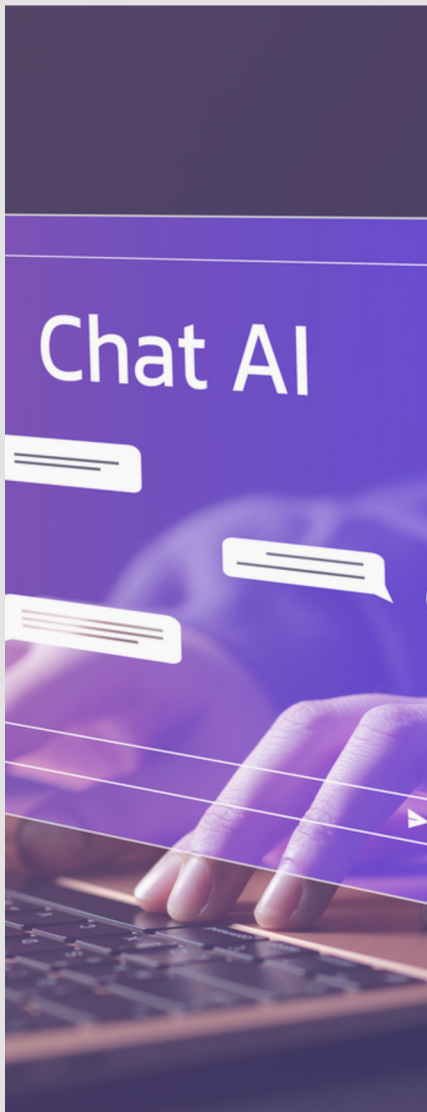
Using Chat GPT can help you save time with your content creation but the first thing you have to do is "prime" it so it knows about your business and who you are.

Chat GPT can be used for a variety of reasons and the more you use it the more you will learn and be able to implement in your own business.

Create a FREE account with Chat GPT

Use the prompt below to get your account primed for your business. Just copy and paste it in your Chat GPT by clicking the pencil icon and start a new chat at the top left corner of the page.

Copy & Paste

"In a minute I am going to ask you to help me with building my business brand for my network marketing company. I will need your assistance with creating social media content, reels, blog posts, email marketing, value based posts, engagement posts, landing pages and lead magnets. Write a list of 20 questions that you need me to answer so you can learn more about me, my business, the company I represent and who my target audience is."

https://chat.openai.com/

Answer The Questions

Chat GPT will provide you with a list of 20 questions. You will need to spend some time answering these questions one at a time.

You can answer each question in one really long response for the greatest results. Another option is to type your answers in a Word document and then later copy and paste your answers back into the Chat GPT response area.

Start your response to the questions with the following and then answer each question, numbering each answer according to the question number.

Response

> Here are the answers to your questions. I will number each answer according to your above questions: 1: Answer 2: Answer 3: Answer, and keep repeating this process until you have THOUROUGHLY answered every question.

Note: Your answers must be very thorough, especially when you are answering questions about who your "Perfect Prospect / Avatar" is for your business. This is what teaches Chat GPT about you and your business. You will only have to do this once.

Once you have completed this task, you will want to "NAME" your chat something so you can easily find it in your account. Once you have done this and as you continue to build your business, you will only need to use this one chat thread going forward when it pertains to content you need for this particular business. You will only want to create a new chat thread if it is for something else.

The most important part about your content strategy is developing a plan that you will stick by so your content is consistent and speaks to the right people in your audience. You will also need to decide how often you want to post on your platform. This part is very important when starting your content strategy.

TCN Pro's GROWTH strategy for marketing your business: Use 2-3 of these topics every day when getting started with creating content. Your content can be posts, stories, long form videos and short form videos (reels), blogs, newsletters, etc. Reels will drive the most traffic when getting started!!!

Tip: When you have 5,000 followers or more, you can start to create 3-5 pieces of content daily, you will need to create 30 pieces of content per topic each month. Pick what time of day you want each type of content to go out and schedule them on TCN Pro's Social Media Planner.

Example: If you want your Genuine (gratitude) posts to go out first thing in the morning every day then schedule those for first thing in the morning on your TCN Pro Social Media Planner.

G.R.O.W.T.H.

- **G = Genuine / Gratitude:** Share authentic and genuine moments of gratitude or events from your life or business journey.
- **R = Relationship:** Focus on building and nurturing relationships with your audience.
- **O = Offer:** Present your products, services or biz opp. If you don't sell you don't make money.
- **W = Wisdom:** Share valuable insights, tips, and knowledge related to what you do / your industry.
- **T = Teach:** Teach your audience how to solve their problems with your expertise. Create free value with no call to action.
- **H = Help:** Help your audience with their pain points by providing solutions. Ask if they need help with….

ChatGPT

Now that you have your account primed and ready to create content, you can batch create several days worth of content in just a few minutes. Use this detailed prompt so you can prime Chat with what you will need going forward. Create content for ONE topic at a time. (Adjust the following prompt according to how many posts per day you are creating)

Prompt

I have 6 topics that I want to alternate my content through each day with 3-6 posts, stories or reels per day and the topics are: 1. Being Genuine: I want to Share authentic and genuine moments from my life and my business journey, 2. Building Relationships: I want to Focus on building and nurturing relationships with my audience, 3. Presenting My Offer: I want to present my products and business opportunity in a compelling way that speaks directly to may avatar, 4. Wisdom: I want to share valuable insights, tips and tricks related to my products, company and the network marketing industry, 5. Teach: Teach my audience how to solve their problems with my expertise. 6. Help: Help my audience with their pain points by providing solutions. I want to build trust with my audience by being consistent, transparent and relatable. I want to create content that offers help to my avatar's pain points and desires with solutions to their problems and stories from my own success. Create 7 social media posts, stories or reel ideas that are in the Genuine category / topic (selected which topic) based on the above knowledge of my company's products and my avatar. I want to speak directly to my target audience in network marketing. Use the tone of a person that is (your age, gender and nationality) that is excited to help others with (their pain or desire). Going forward, all my content should be based on one of these specific topics as you help me create new content for my audience.

Creating Content

You will get a list of 7 posts very quickly but now you will have to go through each post one at a time. You will rarely ever get content that you can just copy and paste into a post and be done with it. These initial posts will probably sound like A.I. wrote them. YOU DON'T WANT THAT. You want your content to sound like YOU.

Do the following steps to make your posts even better!

- **Tell Chat GPT to add to each post.** Most likely each post is short and not filled with as much value as you would prefer. Here's a few suggestions:
  - Add 5 bulleted points with emojis to post #1 and elaborate on (specific value for product).
  - Change the tone of post #1 so that it matches (xxxx)
  - Rewrite #1 so it sounds more exciting and use power words that are known to attract people that have (a specific pain point) to my products.
- Engagement is important to build the relationship with your audience. When someone comments, be sure to respond and stay engaged. Often times you will want to move the conversation to messenger where you can follow up with them or provide a link to your funnel.
  - As your business grows and your engagement increases, you may want to consider hiring a VA to help manage your social media.
  - For access to our in-house Virtual Assistant team, CLICK HERE.

Creating Content

You will continue to repeat this process until you have enough content so you can relax for a while and not worry about constantly having to create and post content. You can also ask Chat GPT to suggest images or videos to accompany these posts.

Use the **GROWTH** system for Content Strategy topics. As you are batching your content, you will want to create 30 posts for each topic so you can create a month's worth of content in a very short amount of time.

TCN Pro is a robust system that allows you to upload your content and schedule it to be shared to all your pages and groups at one time. TCN Pro also allows you to build lading pages, websites, LinkTree, Stan Store, forms, surveys and keep up with all your contacts in one place. You can also respond to all your prospects using the TCN Pro app as well.

If you are not already using this platform, you can try it FREE for 14 days by going to https://www.tcnpro.net/nwm

Once you select which topics you want to use, you can get Chat GPT to create an entire month's worth of content very quickly.

Start by creating 1 week's worth of content and as you get better at it, you will be able to create more and then schedule it out on your TCN Pro Social Media Planner – then relax!

The purpose of the following exercise is to create 30 days worth of content and reels in ONE WEEK or less. Using A.I. can save you a lot of time when building your business.

Things you need to keep in mind as you get started on this process:

- Schedule 1-2 hours each day to work on your business.
- Take a lot of pictures of yourself and of things you are doing.
- Get organized with Google Drive or One Drive so you can access everything you do from your phone. Upload all your content that you have saved on your phone to the Google Drive or One Drive.
- Get a good Bluetooth microphone and ring light. Lighting and sound is important. But you can get started with just your phone. Good lighting is VERY important! If you can't get a ring light to get started, use natural light outside or near a window.

Tip: Create a reel along with each post for faster results

Day 2: Create 30 Social Media Posts For Being Genuine
These posts are specifically designed for you to show your gratitude, be who you naturally are so people can get to know the "real" you. They can be simple but engaging posts. Possibly include photos or videos of you and your family, what is your business opportunity doing for you family, how are you able to share more about you online? Don't be afraid to be authentic! Authenticity TRIUMPS over trying to portray yourself as perfect.

Day 3: Create 30 Relationship Posts
These pieces of content should focus on nurturing the relationships of your following. These pieces of content should resonate with what your audience likes, values and needs. These can include sharing stories, behind the scenes of you working, testimonials or your story about why you do what you do.

Day 4: Create 30 Offer Posts
Keeping your target market in mind with their pain points, this is where you can display your offer. You can do product demonstrations, customer testimonials, promotions, 3 day samples, interactive polls that help your audience select the products that are best for them or a direct offer inviting them to look at what you have. This should be mixed up and not created the same way every day.

Tip: Schedule time to create your content

Day 5: Create 30 Wisdom Posts

These posts are designed specifically to show your audience than you can help them. Share tips, tricks, lessons, advice or direction. You can provide practical tips, strategies and techniques for your products that directly impact their pain points. These posts do not always need to be directly related to your products but can be related to their pain point. For instance, if your product you want to focus on helps women with their thyroid then your posts could have something to do with what kind of foods help people with thyroid problems. This provides value to them without you asking for something in return.

Day 6: Create 30 Teaching Posts

These posts are where you are educating people on their problem they already know they have. Not sure what to teach on? Go to answerthepublic.com and see what people are searching for right now online. All you have to do is answer those questions in a post or video. Let Chat GPT help you with the content.

Day 7: Create 30 Help Posts

This is where your mentorship can thrive. Become the support they are looking for online. Offer solutions to a problem, share insights on how you can mentor them, create a Q&A post about a certain topic, be a good resource and recommend tools and training, build up a community for collaboration and encourage your audience.

Tip: You can add direct offers in your stories

Congrats!!

YOU JUST CREATED 30 DAYS OF CONTENT IN 1 WEEK!

Essentially, what you're doing now is laying the groundwork for what's to come in the coming months. During your initial week, you're organizing things to ensure you're well-prepared for future tasks. Once you've finished the first month's workload, schedule time to repeat these steps regularly to consistently produce content month after month.

Tip: Be sure to start your content creation by the 23rd of each month.

Tip: Share this training with your team

Create Reels

Create reels using the same process as you did above. They do not have to be perfect! If you're new to creating reels on social media, just do it anyway - you will get better! We all suck at first!

For faster results, create these reels on the same days as you create the posts in the first 7 days. Your reels should align with your posts. You can take the same exact content to create a reel. No need to create another 30 days just for reels. Take what you already created and make it into video form.

Reels cannot be scheduled unless you have a scheduling app like TCN Pro. Tips are shown on the next 2 pages.

Types Of Reels

- Funny
- Dancing
- Opportunity Based
- Educational
- Entertaining
- Tips
- Product Based
- Controversial
- Photo Slideshow
- Photo
- B Roll

Tip: Reels bring in a bigger audience

Creating a reel

If you haven't learned how to create a reel yet, then you're in for a real treat because that is the absolute best way to get in front of a large audience without paying for ads.

Getting started with social media outlets

Creating a reel on TikTok, Instagram and Facebook can be simple or elaborate. It is really up to you and what fits your personality. A good place to start is *where you already have an audience.* Once you decide on whether you want to share your content based on your products or you income opportunity, you will be able to come up with the ideas for creating content easier.

For instance, if you are in the health and wellness industry and your company sells products that help women with their hormones, you could create a reel that talks about hormones and what you found that has helped you without showing your company's name.

Be sure to create content that adds value to your customer's currently struggling with. This will attract them to you because you are now speaking their language. Check our Avatar Worksheet to help you define who your perfect customer is and what their pain points are.

Reel ideas

- You using your products
- Give tips on "how to"...
- Impressive stats about your team
- Faith, Family, Finance, Fun, Fitness
- A day in the mind of [you]
- Sunday worship
- Thing you are learning
- Before and after photos

Call To Action – CTA

Since there are numerous way to create a funnel, your Call To Action will direct them to your social funnel where they will get more information about your products and opportunity.

Whether you are creating a video or photo reel, you should always include a CTA in the video. This keeps your audience engaged and interactive with your content. This is telling them what you want them to do. Below is a list of a few examples for you to use.

- Like, Follow & Share
- Share this with somebody who could use...
- Click the link in my bio that says...
- Drop the word info in the comments
- Message me for more details
- Text "info" to xxx-xxx-xxxx
- Share a gif in the comments if you feel...

Creating a landing page

A landing page is similar to a website but much better! A landing page allows your customer to see what you have to offer and how it can help them. This is also a great opportunity to showcase some of your best testimonials. There will be an option for them to sign up to receive your lead magnet.

Landing Page Set Up & Design

A landing page is a critical tool for network marketers to capture leads and grow their business. To ensure that your landing page has a high conversion rate, it's important to include the following elements:

- **Clear Headline:** The headline should be attention-grabbing and clearly convey the value of the lead magnet. It should be focused on the benefit the user will receive by downloading the lead magnet.

- **Compelling Image or Video:** Use a high-quality image or video that complements your headline and highlights the value of your lead magnet.

- **Benefits of the Lead Magnet:** Clearly state the benefits of your lead magnet and how it can solve a problem or provide a solution for the user.

- **Simple Opt-in Form:** Keep the opt-in form simple and straightforward, only asking for the essential information such as name and email address. Minimize the number of fields to be filled out, as more fields can reduce conversion rates.

Creating a landing page

Your landing page is designed to capture leads and provide them with something to help solve a problem. They will get to your landing page from the CTA in your post, reel, story or from your conversation in messenger.

Landing Pages Set Up & Design

- **Social Proof:** Adding social proof in the form of testimonials, case studies or reviews can increase the credibility of your offer and create trust with potential leads.

- **Clear Call to Action (CTA):** The CTA should be prominent and clearly communicate the next step for the user. Use action-oriented words such as "Download Now" or "Get Instant Access" to encourage action.

- **Optimize For Mobile:** Ensure that the landing page is mobile-friendly and can be easily accessed and viewed on all devices.

Crafting a high-converting landing page is a crucial step in achieving success for your business. It's the first impression that prospects will have of your brand, and it's essential to get it right. By following these guidelines, you can create a landing page that will take your prospects on a journey towards conversion and growth.

lead magnet

Your lead magnet is what draws your perfect prospects to you. You have what they need so they click on your link. Lead magnets are typically free or low cost information that provides value to the person you are wanting to help.

Creating a lead magnet

The sky is the limit when it comes to lead magnets. They can come in many forms. Below is a few examples of a lead magnet.

- E-Book that helps your perfect prospect with the problem you are wanting to solve for them.
- A webinar with information on a specific topic
- A guide book or blue print to help someone learn what you are wanting to help them with
- A free online challenge
- A 3 day sample give away

There are lots of free resources available to help you develop a lead magnet.

Canva and Fiverr are great resources

Having a comprehensive CRM like TCN Pro that includes all the necessary features and tools can be crucial for the success of your business. By having everything you need in one platform, you can streamline your workflows, save time, and improve the overall efficiency of your business operations.

Landing Pages, Funnels & More

TCN Pro is an all-in-one software solution for growing and managing your business! Whether you're just starting out or have an established business, our software offers everything you need to build, grow and manage your business in one place.

Our software has a robust CRM that allows you to manage your leads and customers, track their interactions with your business, and create personalized marketing campaigns. You can design custom funnels that guide potential customers through the buying process and create stunning landing pages that convert visitors into customers.

In addition, our software provides seamless social media integration, allowing you to create and manage your social media accounts directly from the platform. You can also create and send email campaigns to your subscribers, use our chat features to connect with potential customers in real-time, and take advantage of our automation suite to streamline your workflows and save time.

Introduce your product

You joined a company (or are wanting to join a company) and you're proud of your products. You know the products you have will help so many other people. Now, you just need to let the world know how great your products are and how to get them in their hands!

Sales is service & your products will serve others

If you've never been in sales before it can be hard to wrap your head around the idea that sales is actually service. For instance, if you have a product that you KNOW will indeed help others lose weight, then selling your product is a great service to the person who desperately wants to lose weight.

You have a few options in this stage:

- From the email with the lead magnet, you will be able to either allow them to download your lead magnet or send them to another page where you will also be able to highlight your favorite product.

- Your interested prospects can watch a business presentation of your products and / or business opportunity and then schedule a call with you if they are ready to get started.

- You can also invite them to your ATM group for your company or your team.

what is their pain?

- Overweight and embarrassed
- Hormones are out of whack
- Can't make ends meet
- Overwhelmed with debt
- Lack of energy
- Lack of intimacy and drive
- Can't sleep at night

Promote Your Products Through Email

Growing **your email list is vital** to your success in any online business. Just think about how many times you've purchased something because of a follow up email. Sure, most emails go unread but the fact still remains that having a huge list of email addresses will create greater wealth!
You will always own the traffic from your email list.

- Add links to your replicated corporate website
- Add links to business presentations
- They can book a meeting with you from your calendar link
- Add value, tips and tricks in all your emails
- Tell a story that leaves them hanging, hoping to get the next email
- Invite them to your ATM group
- Include your offers in your email or SMS

Follow Up

As you continue to post on your social media, creating reels and adding to your stories, people will start showing interest in what you are doing. Be sure to reply to all your comments and follow up with them in your messenger.

The Fortune Is In The Follow Up!

Don't be worried about following up with your prospects. They most likely have questions that need to be answered. This is vital to your success.

If your prospect isn't ready to jump on board right away, here are some tips to help you follow up with them.

- Provide a scheduling link so they can book a meeting with you.
- Add them to an ATM group and tag them in a post or video that might help them understand what your company has to offer better.
- Add them to a 3 way message chat with a leader in your company. This is very comfortable for most people to be a part of.
- Use audio messages in your 3 way chat so they can hear the excitement in your voice.
- Love them where they are! Customers are important in all businesses and not everyone is meant to be a business builder.

Take your conversations to messenger!

Getting to know your prospect is key in any business. Whether you have a traditional business, Network Marketing business or you are an employee, relationships are vital to everyone's success.
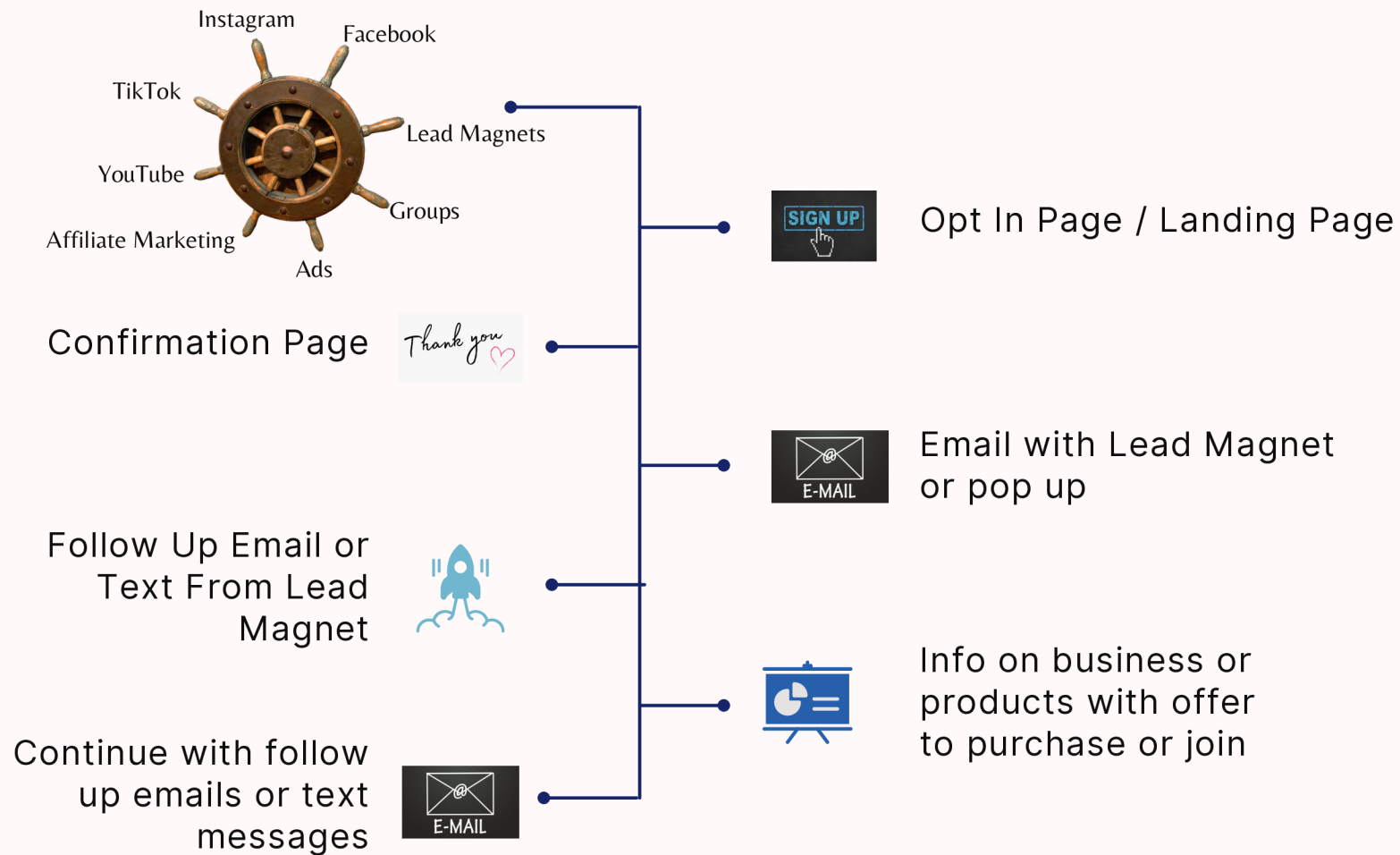
No one wants to work with someone that doesn't care about them.

In NWM people stay with you based on how you treat them after they join you. When you have a higher retention point, you can invest more to gain additional team members. Attraction Marketing and automation will give you greater reach for more business partners.

This approach will help you double or triple your business.

Funnels & How They Work

Instagram
Facebook
TikTok
YouTube
Affiliate Marketing
Lead Magnets
Groups
Ads

SIGN UP — Opt In Page / Landing Page

Confirmation Page — *Thank you* ♡

Email with Lead Magnet or pop up

Follow Up Email or Text From Lead Magnet

Info on business or products with offer to purchase or join

Continue with follow up emails or text messages

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1. **Define Your Target Audience:** Identify your ideal customer profile based on demographic, age range, pain points, needs, wants and dreams.

2. **Set Clear Goals and Objectives:** Define what you want to achieve with your funnel, be it lead generation, sales conversions, booking a call, etc.

3. **Create Awareness:** Develop strategies to make your target audience aware of your products or services. This could be through social media marketing, blogging, SEO, ads, etc.

4. **Generate Interest:** Create and share valuable content that would help potential leads to gain interest in your product or service. ie: blogs, e-books, webinars, and social media.

5. **Develop a Lead Magnet:** Offer something valuable for free or low-cost like a guide, report, eBook, etc., to attract leads and capture their contact information.

6. **Capture Leads:** Use landing pages with forms to capture lead information. Make sure to offer an incentive (the lead magnet) for providing their information.

7. **Nurture Leads:** Use email marketing or a similar form of direct communication to nurture these leads by providing more value, building trust, and leading them down the funnel.

8. **Convert Leads to Customers:** Implement a sales strategy that encourages your nurtured leads to make a purchase. This could be a demo, free trial, discount offer, samples, etc.

TCN Pro Software + Network Marketing

01

FUNNELS & AUTOMATION

Funnels act as an automated tool that guides leads through a process that helps to educate them on what your offer is and how you can serve them.

02

CRM

A CRM helps Network Marketers manage their potential customers and business partners, never losing track of any leads!

03

SOCIAL MEDIA INTEGRATION

With TCN Pro, you can easily integrate your social media platforms making it quick and easy to schedule out posts and other forms of content saving you a lot of time.

04

EMAIL MARKETING

Email marketing allows you to follow up with you new leads, onboard new members and continue to provide value to your team.

https://www.tcnpro.net/nwm

What's Next?

You can use this GROWTH strategy to grow your existing business or if you want a turn-key system that you and your team can jump into, then we invite you to apply to join our downline where we use this exact same system to bring in qualified leads on a daily basis.

My Automatic Downline (MAD) is a complete system designed to boost your income leveraging funnels and automation, perfectly aligning with our mission to grow a highly profitable NWM business on autopilot.

Our done for you system generates leads for the entire team by using:

- A proven social media strategy to truly attract QUALIFIED leads effortlessly without having to prospect.
- An all-in-one software to collect and track leads, power your funnel, automations and email marketing.
- An effective way to create multiple streams of income by leveraging the power of Network and Affiliate Marketing.

CLICK HERE!

APPLY TODAY

MY AUTOMATIC DOWNLINE

SECRETS OF NETWORK MARKETING USING THE MAD SYSTEM

01 — Social Media

We increase the visibility of our content by utilizing organic content as well as paid ads on social media. Ads are a great write-off and have a better ROI.

02 — System & Software

We created an automated recruiting, onboarding and training system using the TCN Pro software allowing us to create passive income.

03 — Multiple Streams of Income

We combine the power of the Network Marketing industry with Affiliate Marketing to create multiple streams of income simultaneously.

04 — Apply

Apply to become a member of our downline. This is designed to bring in highly qualified leads to our entire team. You could become the next member of our team and begin to experience lead generation done for you.

05 — Launch

Launching your business is easy. We have simple, easy-to-follow steps to get you started. No need to build your own funnel, create your own workflow or start running your own ads. As a team, we do this together and everyone wins.

06 — Scale

If / when you are ready, and you want to have your own system for your team, we have the tools and strategy to help you do that. You can either scale on your own or with the team. The choice is yours.

info@myautomaticdownline.com