


# How To Open Up Conversations With Prospects Via Messages

Going back to our first training on this, on actually getting people to engage with us, you're going to be able to message them and send them a report / case study and give them value upfront.




This is one of the easiest ways to actually land meetings and clients.

Here's the post I made:

**Mike Buontempo**  
July 23, 2018 · 🌐

So we're testing a new campaign internally and so far we're sitting at over 1200 leads for .20 each. (All US traffic)

It's a cool ad campaign that we run internally and for clients, if you're interested in me dropping a Youtube Video about the whole breakdown of the campaign, drop a comment, if there's enough interest I'll bang out a video tomorrow.

   **Campaign**

Website Adds to Cart	205
Website Leads	1,202
Website Purchases	15
PERFORMANCE	
Cost per Lead	\$0.20
Total Reach ⓘ	22,420
Frequency ⓘ	1.39
Relevance Score ⓘ	--

[Show Details](#) ✓

 Josh Thomas, JP Maroney and 82 others

218 Comments 2 Shares

 Like

 Comment

 Share

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2 of 114



**Howie Johnson** Yes

Like · Reply · 1y



**Eddy De Aza** Sure

Like · Reply · 1y



Write a comment...



Here's some of the comments from people like Anik Singal, Tim Donovan, Chris Wyatt  
(All big guys in our marketing space)



Here's the client commenting that he wanted the case study:



JP . . . Interested of course! Good stuff Mike!!!

Like · Reply · 1y



Mike Buontempo Sent

Like · Reply · 1y

Here's the start of a conversation I closed with a client whose been paying us \$5,000 a Month to run their ads since December 2018:



JP ...

7/27/18, 4:18 PM

Hey JP,



Here's the case study of how we got 1,202 leads for .20 each using Facebook Ads.

<https://youtu.be/BNGXiewyeIY>



[Facebook Ads Case Study 2018] How We Got 1,202 Leads For .20 Each!

In this video we go over a campaign where we generated 1,202 leads for .20 each with...

youtube.com



Awesome thx

9/28/18, 7:21 PM

Hey Mike... you've obviously been cranking things up. How are you handling accounts / campaigns for clients? We might have a couple of projects that would be a fit.





JP

Hey Mike... you've obviously been cranking things up. How are you handling accounts / campaigns for clients? We might have a couple of projects that would be a fit.



Hey, ya we're working hard haha

Really depends on what they want

Have a link to the projects?

Ya I'll get with you next week but wire goes in for surgery Monday so we're wrapping up a lot of things over next few days. Thx for getting back so quick. I'll reach out late next week.



Sounds good

11/13/18, 8:37 AM

Hey Mike... I'd like to see if you guys would be able to add value running our new bond offering.

Here's a link to the page... we're open to creating something custom too if you have recommendations.

<https://harborcitycapital.com/investments/hccf-1-bond/>

Also -- we've posted the same offering on CrowdFunder.com

That link is here:





We'd like to scale this substantially -- this first tranche is only \$1M but we're planning to raise > > \$50M-\$100M with this vehicle if things work out.

11/13/18, 11:17 AM

What's a lead costing you right now?

What's a lead worth to you

Most of our stuff has been organic, events, etc. We have a list of folks who've asked about our investments over the last few years. But, the bond offering is new.

Let's play out some #'s

Our minimum is \$25,000 (originally \$50k, but we're temporarily lowering to see if we get some "dip the toe in the water" people who become long term investors).



We don't want to spend more than 5% acquisition cost on capital so \$1,250.

If we have a 1% conversion from TOP of funnel (perhaps lead magnet, etc - short form), then we're at a target CPA of \$12.50 for top of funnel leads.



We could bump those numbers up some because based on our experience, our minimum investment is never our average (since some people come in with more).



We're at a target of \$1250 for top of funnel leads.

We could bump those numbers up some because based on our experience, our minimum investment is never our average (since some people come in with more).

This bond is offered under 506(c) so it's only available to accredited investors:

Either:

\$1 M net worth excluding primary residence or \$200k/year last 2 years with expectation to do same in future

I just kicked off a campaign in facebook targeting "Top 10% zip codes by household income overlaid with "investing" related interests.

Today, we're also setting up retargeting across the board... but if you took over I guess your guys would handle that.

We also have an investment opportunity coming that is a joint venture with one of the sharks from shark tank. We'll be scaling that massively as well.



Anyway... let me know if this interests you. Cheers.

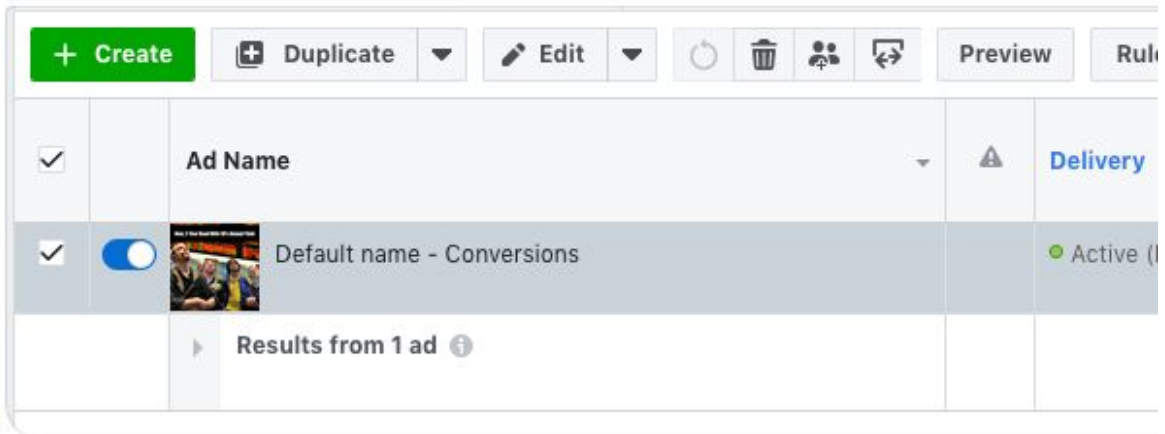
11/13/18, 1:03 PM

Could I check out some of the ads you currently have launched to see what I'm working with





This is the one we launched this morning.

<https://fb.me/1YN69mXUyzP1p1C>



The screenshot shows the Facebook Ads Manager interface. At the top, there are buttons for '+ Create', 'Duplicate', 'Edit', and icons for pausing, deleting, and sharing. To the right are 'Preview' and 'Rules' buttons. Below these is a table with columns for selection, ad name, status, and delivery. The first row is highlighted and shows a checked box, a toggle switch, a thumbnail image, the text 'Default name - Conversions', a warning icon, and the status 'Active (1)'. Below the table, it says 'Results from 1 ad' with an information icon.

<input checked="" type="checkbox"/>		Ad Name		Delivery
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	 Default name - Conversions		Active (1)

Results from 1 ad ⓘ



Ya we can help here. I think some really solid video creatives can do well for you

Want to jump on a call today?

Sure - after 3 eastern is best

3216080605 ext 704



let me know what time you want to talk

Will call you at 3:30 PM EST

11/13/18, 4:00 PM

Hey, just tried processing the payment, says the bank is blocking it



i'll call chase... they're brutal on fraud blocks

I added JP probably a few months before this because I saw he was a big player in the marketing space.

I knew he was an ideal client of mine, all I had to do was put some solid training in front of him and I could land him as a client.

He's since paid me over over **\$50,000** to run his ads for him. (We had a couple months where we were paused as well)

\$50,000+ for one free Facebook Post.

When this is done right, it can be worth Millions to your company.

From that one post alone, we landed 12 meetings.

I closed 4 clients out of those over the next 12 months into either consulting or my Agency services and can attribute **\$66,000** so far to that post.

Plus I landed on Anik Singal's radar, he had me on his podcast, and that's led to over \$100,000 in sales as well.

### **Engagement Posts**

With an engagement post, you're simply putting together a great piece of content that your target market would salivate over.

So for us, we just made a ton of posts on getting leads, making sales, Facebook Ads, etc..

All of these people I have added are players in the marketing space.

They're full-time income is derived from marketing online.

It's easy for me to make a post and get 200 - 400 comments from people because they are all hungry for this information.

When you message them, you can have a little convo with them before you give them the free guide.

So it might go something like this..

Hey Bob, saw you commented on my post for X

Just wanted to ask you a couple quick questions before I send that over..

What does your business do?

Are you currently running Paid Traffic?

Bob: Ya, we have a site right now we're running to

Me: Cool, got a link I can check out?

Bob: Ya here you go: [bigbobs.com](http://bigbobs.com)

Me: Nice, looks solid, what's it currently cost you to acquire a customer?

Bob: Well we're around \$24

Me: Solid, and what's your average order value

Bob: We're at \$19

Me: Cool, so you're selling some backend offers to make up for that?

Bob: Ya we have a \$3,500 consulting program

Me: That's great, so about where does your Lifetime Value Sit at?

Bob: We're sitting at \$68

Me: That's great! Would love to see if we could help reduce that Cost Per Acquisition for you with our Marketing Agency..

When are you available for a call?

Bob: Ya, I'd be interested in talking...I'm available at 2pm EST today..

Me: Cool, what's the best number to reach you at? Also need your email, will send you a calendar invite

Bob: It's [bob@bigbobs.com](mailto:bob@bigbobs.com) & 908-416-4323

Me: Cool, will shoot you over that calendar invite now, if you can accept it that'd be great. Also going to shoot you over the case study as well, so you can review that beforehand

Bob: Thanks, look forward to our call

## **How To Direct Message A Prospect That's A Perfect Fit For Your Services**

You want to make sure that you've researched them and their business and that they're a great fit to work with you.

There's no point in direct messaging someone who's not going to be a good fit.

Ideally, you would like for them to have already liked or commented on one of your posts, you're more likely to land a meeting if they have some idea of who you are.

That's why you want to build your Facebook / LinkedIn as big as possible.

Me: Hey Charles, what's going on?

Charles: Hey, how you doing

Me: Good man, I see you run a dentistry practice, how's that going?

Charles: It's going alright

Me: Nice, are you guys currently running ads to it?

Charles: Ya we're running some, not having much success

Me: You're not getting leads or just not getting an ROI?

Charles: Ya, we're not getting enough leads or an ROI

Me: Hear you. Well I don't know if you know what we do, but our Agency specifically works with Dentists and gets them leads through Facebook, we create the videos, the copy, all of that..

I'd love to jump on a call with you and see if we can help if you're open to it?

Charles: Ya I'd be open to it.

Me: Cool, why don't you find a time that works for the both of us here: (Scheduleonce Link)

Will also shoot you over some of the case studies we have after working with Dentists

(Shoot them link to get them watch, so they're more presold, will show up, and are already presold on what you can do for them)