

COLD MARKET MLM SCRIPT TEMPLATE

Context: Conversation with someone you don't personally know.

Please ensure that the cold leads match the buyer personas.

First, we provide you with different ways to reach out to the customers, and then there are templates based on different paths that the conversation can take. Your distributors can mix these and come up with a personalized approach.

Below are multiple distributor initial message templates for different cold market situations. These are crafted to match various entry points and conversation tones while staying respectful and non-pushy. You can use them based on the platform, context, or tone you want to go with.

Conversations for Different Types of Initial Messages

1. General Cold Message (No Prior Context)

Distributor:

Hi, I know this is a bit unexpected, but I came across your profile and thought I'd say hello. I hope everything is going well on your end.

Prospect:

Hey, I'm good, thanks. What's this about?

Distributor:

Appreciate you asking. I'm working with a company called _____ that offers _____ (insert product category). I've been connecting with people to share a bit about what we do, either as customers or partners.

There's absolutely no pressure, but would you be open to hearing about the products or how the income opportunity works?

Prospect:

I'm not sure. What exactly is the opportunity?

Distributor:

It's a network-based business model. You earn by recommending products you actually believe in, and helping others do the same if they're interested.

We provide step-by-step training. It can be done part-time, remotely, and you control your own pace.

Would it be okay if I share a short intro video? It explains everything in 5 minutes.

Prospect:

Alright, sure. Send it over.

Distributor:

Thanks! I'll send it to you here. Once you've had a look, just let me know what you think. If you have questions, I'm happy to help—no obligations at all.

2. Profile-Based Compliment

Distributor:

Hey, I saw your recent post on _____ and really liked your take on it. It's rare to see such honest and balanced views. Thought I'd reach out and say hi.

Prospect: Hey, thank you! That's nice of you to say.

Distributor:

Of course. I'm actually connecting with people who seem aligned with what we do. I work with a company called _____ that offers _____ (insert product/service), and also a flexible business model people can use to earn alongside their current work.

You seem like someone who values smart options. Would you be open to a quick intro?

Prospect:

Depends. What kind of business model are we talking about?

Distributor:

It's based on recommending products that people actually use and benefit from—no inventory, no hard selling. You can do it entirely remote, at your own pace.

We have people from all walks of life who've started earning by following a simple step-by-step system.

Can I send you a short explanation to see if it makes sense to you?

Prospect:

Yeah, I don't mind looking.

Distributor:

Great. I'll send it across in a moment. Let me know once you've watched it—we can take it from there if it feels like a fit.

3. Common Interest Angle

Distributor:

Hi, I noticed we both follow a lot of wellness and health-related pages. I thought I'd reach out because I'm working on something that might align with your interests.

Prospect:

Interesting. What kind of project?

Distributor:

It's with a company called _____ that offers _____ (insert product type). These are used by people looking for _____ (e.g., more energy, better skin, etc.).

On top of that, there's an income model where people earn by sharing the products online or through word-of-mouth.

It's completely flexible—you choose your pace. Does that sound like something you'd be open to learning about?

Prospect:

I'm curious about both the products and the business.

Distributor:

Perfect. I'll send you a short video that walks through how the business works and a quick look at the product line. It's simple and gives you clarity on both sides.

How would you like me to send it—WhatsApp or email?

Prospect:

WhatsApp works.

Distributor:

Great. I'll send that over shortly. Let me know once you've had a look—I'd be happy to answer any questions or guide you further if it feels right for you.

4. Career/Work Angle

Distributor:

Hi, I saw that you're in _____ (industry) and wanted to connect. I've worked with several people in similar roles who've explored something I'm working on—it's flexible, remote, and often works well alongside full-time jobs.

Prospect:

Oh? What kind of work is it?

Distributor:

It's a product-and-referral-based model with a company called _____. We work in the _____ space (wellness, lifestyle, etc.), and the idea is simple:

You use and recommend products you believe in, and earn commissions and bonuses as you grow your customer base or team.

Everything is online, and full support is provided.

Prospect:

Sounds okay, but how much time does it take?

Distributor:

Good question. Most people start with just a few hours a week. It's designed to be low-pressure and fits around your schedule.

Some treat it as extra income, and others scale it over time based on results and interest.

Would it help if I shared a short explainer video? It breaks down everything in a clear and honest way.

Prospect:

Yeah, I'd be okay with that.

Distributor:

Awesome. I'll send that right away. Let me know once you've had a chance to watch—it'll help you decide if this fits into your current goals.

5. Opportunity-Focused Direct Message

Distributor:

Hey, just a quick question—are you open to income opportunities outside of your current work, especially something part-time or remote?

Prospect:

That depends. What is it exactly?

Distributor:

It's with a company called _____ that offers a flexible earning model based on product recommendations. You can work online, we provide full training, and there's no need for prior experience.

You earn by helping people find solutions through the products, and if you're interested, you can also mentor others and build a team.

Prospect:

So it's like sales?

Distributor:

Kind of, but not in the traditional sense. You're not doing cold calls or going door-to-door. It's more about sharing your experience and helping people who are already looking for solutions in that category.

Most people start small, learn the ropes, and then decide how far they want to take it. Would you be open to watching a short intro video to see what it's actually like?

Prospect:

Sure, I'll check it out.

Distributor:

Perfect. I'll send that to you now. Once you've seen it, feel free to let me know your thoughts—we can go from there if you're interested.

Conversations Based on Different Routes

ROUTE A: Prospect says, "Hi, I'm good. What's this about?"

Distributor

Thanks for asking. I'm currently working with a company called _____ that offers _____ (type of product/service).

We're connecting with individuals who might be open to learning about either the products or a potential income opportunity through our model.

Just to clarify, I'm not assuming this is for you, but if you're open to exploring something new, I'd love to share a little more. Does it interest you?

If Prospect wants to know about the “Business Opportunity”

Awesome. So the income model works on a network and distribution system. You don't need any background experience—we provide everything from training to tools. It's flexible, so people can do it alongside full-time work or studies.

Can I send you a quick 5-minute overview that explains how it works? Then you can decide if it feels right for you.

If Prospect is interested in “Products”

Great. The products are focused on _____ and are used by people who are looking for solutions related to _____.

Can I send you a brief product guide or video so you can see if anything resonates with your needs?

If Prospect says “Neither”

Thanks for your honesty. I won't take more of your time, but I appreciate the polite reply. Wishing you well with whatever you're working on right now. Let me know if you change your mind and connect again.

ROUTE B: Prospect says, “I don't usually talk to strangers like this.”

Distributor

I totally respect that, and I appreciate you even replying. I reached out because I've been connecting with people who might be a good fit for what we do, either through our products or the earning opportunity.

I'll be glad if we can have a quick conversation.

If the prospect approves it, go ahead with the conversation; otherwise, end the conversation politely.

No pressure at all, but just wondering. Are you currently working full-time, or open to something part-time/flexible?

If Prospect says, “I'm working full-time”

That's great. A lot of people I work with are also full-time professionals—they often just want an additional stream of income or something meaningful to work on outside of their regular job.

Would you be open to looking at a quick intro? You can decide for yourself if it's relevant.

If Prospect says, “I'm not looking for anything right now,”

Totally understood. I appreciate your honesty and won't push further. If it ever makes sense in the future, feel free to reach out.

If Prospect says, “What is this really about?”

Sure. I'm with a company called _____ that focuses on _____. We also have a model where

you can work flexibly and earn from referrals or product advocacy.

If that sounds interesting, I can send you a quick explanation to see if it's something you'd consider.

ROUTE C: Prospect says “Not interested.”

Distributor

Thanks for the clarity. Just so I understand better—is it the business side you're not interested in, or wellness/consumer products in general?

If Prospect says “Business”

Makes sense. Let me tell you a bit about our products, if that's fine? It won't take much time.

If the prospect approves it, go ahead with the conversation; otherwise, end the conversation politely.

Our products are still very results-driven—focused on _____—and you don't have to be a part of the business to try them out.

Would you be open to just checking out the product info, no strings attached?

If Prospect says “Neither” or “Please don't message me again”

Understood. Thanks for the honest response. Take care, and I wish you the best ahead.

If the person is interested, send the product details and ask him suitable time to connect.

ROUTE D: Prospect says, “Tell me more.”

Distributor

Sure. I'm working with a company called _____ that offers products in the _____ space. People use them for _____ (brief product purpose: energy, skincare, nutrition, etc.).

There's also a flexible earning model where people can earn commissions by sharing the products with others, either online or through referrals. No experience needed—we provide full support.

Would you like me to send more information about the products or the business side?

If Prospect says “Products”

Awesome. I'll send you a PDF/short video that walks through what the products are, how they work, and who they're ideal for.

What's the best way to send it—email or WhatsApp?

If Prospect says “Business”

Great. The business model is simple and doesn't require huge investments or inventory. It's based on helping people get results and sharing what works.

Can I send a short explainer about how the commissions and system work?

If Prospect says “Both”

Perfect. I'll send both product and business info so you get the full picture. Let me know once you've had a look—I can answer any questions or help you decide what suits you best.

ROUTE E: Prospect says, “Is this MLM?”

Distributor

Yes, it’s a network-based model—but probably not the kind you’re imagining. We focus more on product value and customer satisfaction rather than just recruitment.

You don’t need to buy in bulk or keep stock, and there’s no pressure to hit targets. Many people simply use the products themselves or refer a few others and earn passively.

Would you like to see how it actually works before deciding?

Prospect:

Okay, but I’ve heard a lot of MLMs are just about recruiting. That makes me cautious.

Distributor:

Totally get it. A lot of people think MLM = pushy recruiting, but in our case, recruitment isn’t even necessary.

You don’t need to buy in bulk, keep inventory, or chase people. Many of our distributors are actually just product advocates; they recommend things they use and love, and they earn from that.

Prospect:

So you can earn without building a team?

Distributor:

Yes, 100%. You can earn just by having a few loyal customers. The team-building option is there for those who want to scale, but it’s completely optional.

We also don’t believe in high-pressure targets—your pace is your own, and support is always there when you need it.

Prospect:

Alright. So, how does the money side work?

Distributor:

Great question. Rather than explaining it all here, I’d love to send you a quick overview—just 5 minutes, and it breaks everything down clearly: how people earn, how the products fit in, and what you’d be doing if you chose to explore it.

Would you be okay with me sending that across?

Prospect:

Sure, send it over.

Distributor:

Perfect. I’ll send it to you now. Let me know once you’ve watched it—no pressure either way. Happy to answer questions or leave it with you if it’s not a fit.

ROUTE F: Prospect says “I’ve had bad MLM experiences.”

Distributor:

Thanks for being honest. That's completely fair. A lot of companies out there *call* themselves MLM but run more like pyramid schemes, where the focus is only on recruitment and not on actual product value.

I wouldn't want to be part of that either.

Prospect:

Yeah, I had to buy a lot of stuff I didn't need, and I was expected to sell it to friends. It felt off.

Distributor:

I hear you. That kind of pressure doesn't lead to long-term trust. The reason I've stayed with _____ is that it felt completely different.

We focus on ethical, transparent product sharing—no bulk buying, no inventory, no awkward pitching to friends or family. People often just use the products, get results, and naturally recommend them.

Prospect:

But you still have to bring in people to make real money, right?

Distributor:

Actually, no. You can earn a decent side income just from having a handful of regular customers. The team-building part is there if you *want* to grow and lead, but you're not forced into it.

Plus, we offer proper training and mentorship—no guessing, no making things up. Just a simple system and real results.

Prospect:

That does sound different. But I'm still a little skeptical.

Distributor:

Totally valid. That's why I always start with a short explainer—it lets you see for yourself if this really feels different from what you've experienced.

Want me to send that over?

Prospect:

Yeah, go ahead. I'll take a look.

Distributor:

Thanks. I'll send it now. Let me know what you think afterward—whether you're interested or not, I appreciate you giving it a chance.

ROUTE G: Prospect says, "What's the name of the company?"

Distributor

It's called _____. The company specializes in _____ and has been operating since _____. The products are known for _____ (key differentiator—e.g., natural ingredients, clinical results, etc.).

Prospect:

Okay, I've never heard of it. Is it new?

Distributor:

Not brand new, but definitely growing. It's been around for a while, but only recently expanded to new markets and digital distribution. That's why now is actually a good time to be part of it.

The great thing is, we have a proven system and supportive community—you don't need to figure things out on your own.

Prospect:

And how does the business side work exactly?

Distributor:

It's a model where you earn by referring products and helping others do the same, online, at your own pace. No need to stock inventory, chase targets, or host parties unless you want to.

I can send you a short video that explains both the company and the business structure in under 5 minutes. Want me to send that?

Prospect:

Sure, that sounds good.

Distributor:

Perfect. Sending it your way now. Let me know once you've had a chance to check it out, and I'll answer any questions you may have.