

Comprehensive Script Templates for MLM Companies

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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 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 remotely, 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.

WARM MARKET MLM SCRIPT TEMPLATE

Context: First message to someone you know personally, such as friends, family members, already approached prospects, and acquaintances.

Please ensure that the warm leads match the buyer personas.

Below are the segmented warm prospects and different routes that conversation can take place based on the responses.

Profile: Already Approached Customer

For this, the base messages are different based on the last conversation.

Route 1: Warm & Receptive – “I was actually thinking about it again”

You:

Hey _____, just wanted to check in—it’s been a bit since we last chatted about the _____ products.

A lot of people have had great experiences since then, and a few things have been updated in terms of options and how simple things are now.

Sp, what’s your opinion on this?

Them:

Yeah, actually, I’ve been meaning to ask you about it again. Just got caught up with other stuff.

You:

That’s totally normal. Life gets hectic. I appreciate you saying that, though.

Are you leaning more toward trying the product again, or were you thinking of looking at the business side this time?

Them:

I think I want to start with the product properly.

You:

Great to know! Most people who get results do so with consistency, not volume. Since we last spoke, there’ve been some updated formulas and bundles, too. I’ll share a list of products, and let me know which one you want to go forward with. I recommend _____ or you can go for _____

Them:

Sure, I'll have a look and get back to you.

You:

Once you pick one, I'll guide you through how to use it properly so you get the most out of it.

Also—just so you know—if you like it and casually refer someone, you can get a credit or discount toward your next order. No pressure at all, but it's nice that the option is there.

(After they pick the product)

Them:

Yeah, that sounds fair. I'll go forward with _____

You:

Perfect. I'll send the link now, and I'll check if there's a promo code running. I'll also follow up in a few days to see how you're feeling about it.

Excited for you to give it a real shot this time.

Route 2: Cautious / Unsure – “I’m still not sure”

You:

Hey _____, I know we talked about the _____ stuff a while back, and I figured I'd check in.

Since then, a few things have changed, especially how simple we've made it to get started. Out of curiosity, have you been thinking about it at all lately?

Them:

I'm still not totally sure about it, honestly.

You:

Fair enough. And I appreciate you being upfront. Can I ask what part feels uncertain? Is it the product itself, or the business side, or just the idea of doing something new?

There are subroutes from here based on the response provided by the prospect.

Them:

I guess it's the product. I'm not sure if it'll actually do anything for me.

You:

Totally get that. Honestly, I had similar doubts at first. What changed for me—and for a lot of people—is just giving it a light, low-commitment try. It's not a magic fix, but when used consistently, it tends to support what people are already trying to improve.

Out of curiosity, is there something specific you're working on or hoping to improve? Like _____, _____, or _____?

Them:

Probably _____.

You:

Got it. There are a couple of options that are a great match for that. They're simple to use, easy to stick with, and you don't need to make big changes to your routine.

I can send you a short breakdown of a few choices—just enough to get a feel and see if it clicks.

Them:

Yeah, that sounds okay.

You:

Awesome. I'll send those over. You can take a look with zero pressure and decide if you want to give it a 2-week try or not. Either way, you'll know what's out there.

Them:

It's more the business side. I'm not a salesperson, and I'm not sure I'd be good at promoting something.

You:

I totally get that. Honestly, most people who are doing well with it aren't "salesy" at all.

What they do is just share their honest experience with the product, and people ask about it naturally, like I do.

You don't need to pitch or post online unless you want to. Some people just refer a couple of friends and get their own stuff covered.

Them:

So, I don't have to build a team or anything?

You:

Not unless you want to. You can just use the _____ for your own needs, and if it makes

sense, share when it feels natural.

Would you be open to trying something just for yourself first, and keeping it low-key?

Them:

Yeah, I could do that.

You:

Perfect. I'll help you choose something that aligns with what you're currently focused on—whether it's _____, _____, or _____. Let's keep it simple.

Them:

Honestly, I'm not sure I want to start anything new right now. Things feel a bit overwhelming as it is.

You:

That's totally fair. And I appreciate you saying that. This actually isn't meant to add more pressure to your life—it's more like something that supports your current lifestyle.

You could even start with something small, just to test the waters. Something that helps with _____ or fits into your current rhythm.

Them:

I like that idea more. Low-pressure.

You:

Exactly. You try it for your own benefit, and if it helps, great. No meetings, no calls, no "building."

Want me to send a couple of options based on what's been going on with you?

Them:

Yeah, that would be helpful.

You:

Great. I'll send over one or two super simple options you could try without shifting anything major. Then you can decide if it's worth continuing or not.

Them:

I've tried things like this before and didn't really follow through.

You:

I get that. That's actually pretty common. The key difference here is that we make sure to align what you start with to your actual day-to-day.

It's not about starting a big plan—it's just one simple change that fits into your flow. What's something you've been trying to improve lately? _____ or maybe _____?

Them:

Definitely _____.

You:

Got it. Let's start with just one thing for that. No pressure to "commit"—just test it in real life, and we can tweak as we go.

Them:

To be honest, I'm just not in a place to spend on anything extra right now.

You:

Totally fair. And I respect you for being honest about that.

Some people I know started with just one product under \$_____ a month, just to support a specific area. Nothing fancy, but it made a difference and gave them mental bandwidth back.

Them:

So there's no need to go all in?

You:

Not at all. You can start with one affordable option that matches where you're at. If it works, great—you're in control of what's next.

Would you like me to send over the most budget-friendly options just to glance at?

Them:

Sure, can't hurt.

You:

Perfect. I'll keep it simple—just two or three things under \$_____ that others have started with. You'll see if any of them feel like a fit.

Route 3: Polite Decline – “I’ve decided not to go ahead”

You:

Hey _____, just checking in one last time—I remember we spoke a while back about _____ and never fully circled back.

Just wanted to make sure you had all the info in case you were still considering it.

Them:

Thanks, but I’ve decided not to go ahead with it.

You:

Totally respect that. Thanks for letting me know directly.

Just so I understand better—was it the product itself, the timing, or something else that didn’t feel right?

Them:

Honestly, a bit of everything.

You:

Noted. If anything ever changes, or even if you just want a one-off product to try for a specific issue, you know where to find me.

Them:

Yeah, I’ll keep that in mind. Thanks for understanding.

You:

Of course. I’ll check in when something launches that might genuinely help you, but no pressure, ever. And if someone you know is looking for something, you can always send them my way. Thank you for your time.

Profile: Friends and Informal Contacts (People from Classes, Neighbors, etc.)

Base Message:

You:

Hey _____, I've been working on something new in the _____ space; something that's been growing steadily and getting really good feedback. Thought of you because it feels like something you'd genuinely connect with.

Let me know if you're open to learning more! I'll walk you through what I'm doing, and you can tell me what you think.

ROUTE 1: Curious & Open ("Yeah, tell me more")

Them:

Sure, sounds interesting! What's it about?

You:

It's a simple model built around sharing products that actually work. I started using _____ a while back, saw great results, and then realized there's a clear path to earn by sharing it in a non-pushy, sustainable way.

The business side isn't complicated; no need to stock inventory or chase people. You use what you like and share naturally.

Them:

So, how exactly does it work?

You:

Most people start by becoming a product user, and then, if they want to earn, they just share their experience. There's a full backend system and tools for everything. You don't have to create anything from scratch.

Would you be open to checking out a short 3-minute breakdown? It'll show you the full picture and make this easier to visualize.

Them:

Sounds great!

ROUTE 2: Interested but Skeptical ("What's the catch? Is this MLM?")

Them:

Wait—I saw your posts on social media! Is it related to MLM? (They may know this from before)

You:

Yes, it's a network-based model, but not the type that gives MLM a bad name. You don't have to keep stock or pressure people. Think of it more like referral marketing with a performance-based structure.

There's an actual product people want, and most of the revenue comes from repeat customers, not just signups.

Them:

Still not sure. I've seen people do these, and it never really works.

You:

That's valid. I felt the same. The difference here is that I started purely for the product—got results, then saw there was a system behind it that actually made sense.

There's zero pressure to "build a team" if that's not your thing. You can literally use the product, share it with one or two people, and get yours for free. Anything beyond that is optional.

Want me to send a quick explainer so you can see if it's different from what you've seen?

ROUTE 3: Wants to Support You ("I'll check it out because it's you")

Them:

What's it about?

You:

It's a simple model built around sharing products that actually work. I started using _____ a while back, saw great results, and then realized there's a clear path to earn by sharing it in a non-pushy, sustainable way.

The business side isn't complicated; no need to stock inventory or chase people. You use what you like and share naturally.

Them:

I don't know much about this, but I trust you. I'll take a look.

You:

That means a lot. I'm not expecting anything—I just thought it might click with your vibe. Let me send over the info, and we can go from there.

If nothing else, maybe you'll find something useful for yourself or someone you know.

Them:

Yeah, send it when you get time.

You:

Just sent it! Take a look when you can. If anything stands out or even raises questions, I'll be here to clarify.

ROUTE 4: Not Interested ("I'm not into these kinds of things")

Them:

Appreciate you thinking of me, but I'm not really into this kind of stuff.

You:

Totally respect that. No pressure at all. I figured it was worth sharing just in case it aligned with where you're at these days.

If you ever want to just try one of the products—no commitments—I'd be happy to help you find something that fits your routine.

Them:

Maybe sometime, not right now though.

You:

Cool, I'll leave it there. I'll keep you in the loop occasionally if something comes out that makes sense for you. All good either way.

Profile: Acquaintance / Old Classmate / Former Colleague

You:

Hey _____, it's been a while. I've been working on something new in the _____ space lately—something that's picked up traction both product-wise and business-wise. You came to mind because this might actually align with some of the things you've shown interest in.

If you're open, I'd love to walk you through what I'm working on. Let me know if you'd be up for a quick chat.

Route 1: Curious & Neutral (“Sounds interesting, what is it?”)

Them:

Sure, what exactly is it?

You:

So I'm working with a brand that offers_____—really solid stuff. I started out as a customer, then realized there was a business model attached that made sense. It's flexible and can be done alongside anything else.

I figured it could be useful to you too, depending on what you're looking for. Would you be open to seeing a short overview?

Them:

Yeah, I can look at something.

You:

Cool, I'll send over a quick 2–3 min video that gives a snapshot of what it's about. It'll show you the product, the system, and how people are using it differently. After that, you'll have a much better picture.

Route 2: Polite but Indirect (“Sounds cool, I've been busy though”)

Them:

That sounds cool, but I've just got a lot going on right now.

You:

Totally, get that. Honestly, that's why I liked this model. It's super flexible. You can even just start with a product or refer people without being hands-on.

When things settle a bit on your end, I'd be happy to walk you through it properly.

Them:

Yeah, maybe later.

You:

Sounds good. I'll stay in touch—might send over a quick video or a few product options if I think something could help with what you're focused on lately.

Route 3: Curious About Business Potential

Them:

Is this something people are doing full-time or on the side?

You:

Mostly on the side. Some turn it into full-time, but what stood out to me was how people with regular jobs or businesses are using it as a secondary stream. You start at your own pace.

The main thing is, you don't need to sell hard or manage stock. It's about using the product, sharing your experience, and plugging into a ready-made system.

Them:

Interesting. What's the product?

You:

Depends on your goals; some people focus on _____, others on _____. I can send a short video that covers both the product side and the business model, and you'll see what you connect with more.

Them:

Sure, send it over.

You:

Just sent. It's a quick overview—gives you a feel for how the products work, how people are using them, and what the income side looks like without fluff.

Let me know once you've had a chance to watch. I'd love to hear what stood out to you.

Route 4: Interested in Product Use First

Them:

Is this something I can try just as a customer?

You:

Absolutely. A lot of people start that way. Once they like the product and see results, some choose to share it and get theirs covered or even earn on the side. But there's zero pressure.

If you tell me what you're currently working on, I can recommend something specific.

Them:

I've been looking for something to help with _____.

You:

Great, I'll send over one or two options that work really well for that. You can try it casually, and we'll see how you like it before anything else.

Route 5: Guarded but Curious

Them:

What kind of thing is this? Is this a startup or something?

You:

Not a startup, it's a rapidly growing company that works through a partner model. I joined recently and have seen how simple it is to build something small but meaningful with it.

The best way to explain is with a short visual overview. Want me to send you that?

Them:

Yeah, I'll take a look.

You:

Perfect. It gives a quick view of how people are using the product and the system behind it. After you watch, I can answer any questions you have.

PRODUCT-CENTRIC MLM SCRIPT TEMPLATE

Context: This script template provides the complete product details for distributors to use while presenting the products to customers and recruits.

Therefore, the script is divided into two parts:

First, addressing the customer queries through conversion and an additional questionnaire template as per your business niche and products.

Presenting Products to Customers

Conversation

Distributor:

Hey [Customer's Name], I'm really glad we're having this conversation today. Since you already know a bit about the company, I thought we could now dive deeper into the products. Would that be okay with you?

Customer:

Yeah, sure. I'd like to know more.

Distributor:

Perfect. So, our company offers a range of products in the _____ category. What's great is that they're designed to help with _____, _____, and even _____. But before I share more, may I ask, are there any specific goals or areas you're currently focusing on?

Customer:

[Responds with needs/preferences]

Distributor:

Got it! That helps a lot. Based on that, there are a few products you might find useful. One of them is our _____, which is really popular for people looking for _____. It's made with _____ and it works by _____.

Another product that complements it well is _____. A lot of people use both together for better results because _____.

Now, something that sets our products apart is the focus on quality. They're _____-tested, made with _____ ingredients, and don't include _____ (common allergens/harsh chemicals/etc). So, they're safe and suitable for most people, even those with _____ concerns.

Customer:

Sounds good. But how do you use them?

Distributor:

Great question. The usage is pretty simple. For _____, you just need to use it _____ per day. Most customers start noticing results in _____, but of course, it depends on consistency and your body's own pace.

We also provide a usage guide and support throughout, so you're not alone after you purchase.

Customer:

What about the cost?

Distributor:

The recommended product is priced at \$_____, but there are options for bundles, trial kits, or even loyalty pricing that can reduce your cost if you're a repeat customer.

Plus, there's a 100% satisfaction guarantee, so if it doesn't work for you, there are flexibility and return options.

Customer:

Is this a subscription?

Distributor:

Nope, it's not a subscription unless you want it to be. You can place a one-time order or choose monthly auto-ship for extra savings. Your call.

Customer:

Okay. And how do I place an order?

Distributor:

I can place the order for you, or you can do it yourself through my personalized link: [Insert Link]. Once the order is placed, it usually arrives in _____ business days. And I'll be here to help with any questions you have after.

Customer:

Alright, let me think about it.

Distributor:

Take your time. If you'd like, I can also share a short PDF/brochure/testimonial list so you can read more about the product and see how others have benefited.

I just want to make sure you have the info you need to make the best decision for you.

Optional Closing Follow-Ups Based on Customer Response:

If interested:

Awesome! Would you prefer to go with just _____ for now or get the combo with _____ as well? Either way, I'll guide you through it.

If hesitant:

Totally understand. Can I check in with you in a few days, once you've had time to go through the info?

If price is the concern:

If you're looking to get started on a budget, I can suggest a smaller pack or a starter kit. That way, you can try without committing too much upfront.

Questionnaire for MLM Businesses

SECTION 1: GENERAL PRODUCT OVERVIEW

1. **Product Category/Line Name:**
(e.g., wellness, skincare, household, nutrition, etc.)
2. **List of Products in This Category:**
(Include names and brief descriptions of each)
3. **What customer needs/problems do these products address?**
(e.g., energy, immunity, skin hydration, weight management)
4. **What are the unique selling points (USPs)?**
 - Clinically tested
 - Made with natural/clean ingredients
 - Free from _____
 - Certified by _____
 - Other: _____
5. **Who is the ideal customer for this product?**
(Demographics, lifestyles, health goals, etc.)

SECTION 2: INGREDIENTS & SAFETY

6. Key ingredients and their purpose (for each product):

(List top 3–5 ingredients with benefits)

7. Is this product:

Vegan	•
Gluten-free	•
Sugar-free	•
Cruelty-free	•
Non-GMO	•
Safe for children	•
Safe for pregnant/breastfeeding women (Please provide appropriate disclaimers or consult warning if applicable)	•

8. Any known allergens to be aware of?

(E.g., soy, dairy, nuts, etc.)

9. Has this product been approved or certified by any third-party authorities?

(E.g., FDA-compliant, ISO, FSSAI, etc.)

SECTION 3: USAGE INSTRUCTIONS

10. How should the product be used or consumed?

(e.g., 1 scoop in water daily, apply twice a day after cleansing, etc.)

11. **When should customers expect to start seeing results?**
(General time range, depending on consistent use)
12. **Recommended product combinations for better results (if any):**
(E.g., Use Product A with Product B for improved outcomes)
13. **Any usage restrictions or contraindications?**
(E.g., Not to be taken with _____ medications, consult doctor if _____)
-

SECTION 4: PRICING, VALUE & ORDERS

14. **Retail price of each product (₹/\$):**
(Include volume/quantity in pack)
15. **Are there any starter kits, combo packs, or trials available?**
- Yes
 - No
(If yes, mention pricing and contents)
16. **Is there a money-back guarantee or return policy for customers?**
- Yes
 - No
(If yes, provide details.)
17. **How can a customer place an order?**
- Direct through the distributor.
 - Online using the distributor link.k
 - Company app/portal
(Add instructions or steps if needed)
18. **Expected delivery time:**
(In days by region, if applicable)
-

SECTION 5: CUSTOMER SUPPORT & TRUST BUILDING

19. Are there product brochures, videos, testimonials, or guides available?

- Yes
- No
(If yes, provide link or location for access)

20. What common objections/questions should a distributor be ready to answer?

(E.g., Is this safe? Will it work for me? What if I don't see results?)

21. Do you have any dos and don'ts for how the product should be presented?

(Include compliance notes, regulatory disclaimers, etc.)

Some of the questions may not align with your MLM business and its products. It can be modified and customized as per your needs.

Distributor:

Hey [Name], I'm really glad we're connecting again. Since you already know a bit about the company, I thought today we could focus fully on the products. After all, understanding the products is key before recommending or sharing them with anyone. Would that be okay with you?

Potential Team Member:

Yes, that sounds good.

Distributor:

Great! So, our company offers a range of products in the _____ category. These are designed to help with _____, _____, and even _____.

Before I explain the specifics, I'd love to know—do you currently use any products in this category or have any particular interests when it comes to _____?

Potential Team Member:

[Shares preferences or product interests]

Distributor:

Perfect, that gives me direction. One of the most commonly used products in our lineup is _____. It's especially popular for people who are looking to _____. What's amazing is that it's made with _____, and its results are backed by _____.

Alongside that, we also have _____, which many customers combine with _____ for better results. This pairing works well because _____.

All of our products are created with a focus on quality. They're:

- _____-tested
- Free from _____
- Made with _____
- And come with clear usage instructions and safety guidelines

What I really appreciate is that these are not just for customers—they're products we personally use, benefit from, and stand behind. That's why building around them feels more natural and authentic.

Potential Team Member:

How do you use them? Or recommend them?

Distributor:

Usage is pretty simple. For example, with _____, most people take/use/apply it _____ *times a day*. You'll receive a product guide that explains everything in detail, so it's easy for you and anyone you share it with. Most users start seeing results in about _____, but this varies from person to person.

We also share customer stories and tips to help new users get the most out of their experience.

Potential Team Member:

Are they expensive?

Distributor:

The price varies depending on the product. For example, _____ *costs around \$ _____*, and many people go for bundles because they save more that way. We also have *loyalty programs or auto-ship discounts* if customers or team members want to stay consistent.

That said, what people usually care about most is value—and honestly, the *quality, results, and long-term benefits* usually outweigh the cost for most.

Now, let me tell you about the other products

(Repeat sharing info regarding the other products)

Potential Team Member:

Will I need to sell these to join?

Distributor:

Not necessarily. Some people join just to use the products at a better price, while others naturally start recommending them after trying. There's zero pressure to sell right away. You

can start as a customer, use them for yourself, and then gradually share your experience if and when you're ready.

That's how most people build their business, by focusing on product experience first.

Potential Team Member:

Okay, that makes sense.

Distributor:

Exactly. One thing I always recommend to anyone joining is: *become a product of the product*. Try a few, get to know how they work, and you'll feel more confident sharing them. When people see genuine experiences, it builds trust naturally.

Also, I'll be here to support you every step of the way—whether it's helping you choose products, understanding usage, or guiding someone you refer.

Share the training links and useful resources with the distributor.

SOCIAL MEDIA MLM SCRIPT TEMPLATE

Context: How to communicate with someone over social media

We segmented MLM script templates according to the social media platforms that are significantly used in the MLM business.

- Instagram and Facebook: Creative and informal yet polite communication
- LinkedIn: For professional communication or B2B communication

For all platforms, we created a step-by-step conversation process, from pre-DM engagement to follow-up steps. The goal of these script templates is to build rapport naturally through interaction, then guide the conversation toward the product or opportunity.

Instagram and Facebook MLM Outreach Script Template

Step 1: Profile Preparation and Engagement (Before DM)

Before messaging someone, ensure the following:

- Your own Instagram profile should reflect authenticity and trustworthiness. A mix of lifestyle, value-based posts, and subtle references to what you do helps create curiosity.
- Your bio should clearly show your identity and mission in a concise, friendly way.
- Include a call-to-action in your bio or story highlights like “DM me ‘info’ to learn how I work online.”

Please note that the language and content should not commit to easy or rapid money making.

Engagement Strategy:

- Like 3 to 5 of their recent posts. (Not immediately, but keep it natural)
- Leave thoughtful, genuine comments on at least 1 or 2 posts or stories when they are related to your company's niche. Avoid generic praise. Be specific.
- View their recent story and respond if it aligns naturally (example: if they post a workout or book, you can reply with a simple, relevant comment or question).

Based on their response, craft your message and keep a time gap before sending the first DM. You must not be pushy. This ensures they've seen your engagement and your message feels more natural. In case they don't respond, don't message again as it appears salesy and has a negative impact.

Step 2: Initial DM (Start the Conversation)

Message 1

Hi [Name], I came across your profile recently and just wanted to say I really appreciate your content. I especially liked your post about [reference a specific reel, post, or caption]—it really stood out.

(Wait for their response. If it's positive, continue the chat, and if it's negative or dry text, end the conversation with a formal emoji. If they respond to an emoji, continue the chat.

Are you currently creating content just for fun, or are you exploring ways to grow it into something more?

Wait for their response. This question is intentionally open-ended to gauge their mindset.

Step 3: Continue the Conversation Based on Their Response

If they say "just for fun"

You:

That's great. Honestly, that's how most people start—including myself. But over time, I began to realize how much potential your _____hobby has to create both impact and income. It's been interesting to explore that side of it.

If they say "trying to grow/build something"

You:

That's amazing to hear. I've been connecting with more _____ people in the same field, who are building something intentional, and I love that mindset. There's so much potential today if you're willing to explore the right paths.

Step 4: Transition into the Opportunity

You:

The reason I asked is because I'm working on a project that aligns really well with people who share content in the [insert relevant niche like wellness, mindset, fashion, etc.] space.

It's a product-based brand that's growing through relationship marketing. It integrates really naturally.

I thought it might resonate with you. Would you be open to taking a quick look at what it's about?

(This keeps the invitation non-intrusive and based on consent.)

Step 5: If They Say Yes – Send Info Professionally

You:

Appreciate that. I'll send over a short voice note and a simple overview that explains how it works. It's flexible, online, and focused on authenticity. Feel free to review it in your own time, and let me know what questions come up.

Options to Send:

- A 1-minute voice note introducing what the opportunity is and how it's helped you or others
- A short visual slide deck or 1-pager (PDF or Google Drive link)
- A short video link explaining the project (under 3 minutes)
- You can also share your content available on social media. That would be the easiest way for them to access the information, maximizing the influence.

Step 6: Follow-Up Message (2–3 Days Later)

1. If They Haven't Responded at All

Hi [Name], just wanted to follow up and see if you had a chance to review the overview I shared a couple of days ago. If you're still curious, I'd be happy to walk you through it or answer any questions that came up.

If they still don't reply after 4–5 days:

Hey [Name], I'll drop this here and leave the door open. If this ever feels like the right time, feel free to reach out. Either way, wishing you the best with everything you're building. (No more follow-ups after this, but keep engaging mildly through likes and comments)

2. If They Say They Haven't Had Time Yet

Totally understand, life gets hectic. I'll check back in a few days if that works for you.

3. If They Say They're Still Thinking About It

That's absolutely fair. Take your time. Let me know if you want to get on a call and hear how it's worked for me personally. Perhaps, it will bring more clarity than a PDF or video.

4. If They Say They're Interested but Need More Info

That's great to hear. Happy to give you more clarity. Would you prefer a short call, or would I send over a few more details based on what you'd like to understand better?

5. If They Say They're Not Interested

Thanks for letting me know. I genuinely appreciate your time and honesty. If anything changes down the road or if you're ever open to looking at it again, feel free to reach out. I'll still be cheering you on from here. Also, feel free to connect with me if you have any (specific field) _____related queries.

6. If They Ask Specific Questions (About Product, Earning, Time, Legitimacy)

Great question. I can explain that in a simple way based on how it's worked for me. Would you prefer I send a quick voice note or we hop on a brief call to walk through it?

(Then respond based on the question. Always lead with your personal experience + company facts, not just hype.)

Keep tone neutral and service-oriented.

LinkedIn MLM Outreach Script Template

It's recommended to have a LinkedIn Premium account as it allows you to send a note along with the connection request.

It is common for people to ignore the note, but it's still helpful if you make it personalized and share it after that.

In case the note is ignored, you can start connecting using the pre-DM tactics.

Step 1: Connection Request

Hi [Name], I came across your profile and was really impressed by your background in [industry/field]. I'm always looking to connect with growth-focused professionals. Thought I'd reach out and say hello.

Step 2: Initial DM (After They Accept the Connection) — only if they respond to the connection request note.

Thanks for connecting, [Name]. I'm currently working on a project in the [industry/space] space, focused on helping professionals build a flexible additional income stream alongside their existing work.

It's not traditional sales, it's centered on partnership, education, and brand advocacy.

(If they give a positive and curious response)

Would you be open to a quick overview to see if it's something that might align with your interests or goals?

Step 3: If They Say Yes – Share Overview Professionally

Appreciate that. I'll send over a brief breakdown that explains the model, the brand we're working with, and the type of professionals this usually resonates with. It's short and to the point. It should only take a few minutes to review.

Let me know once you've had a chance to go through it, and we can explore further if it sparks your interest.

What to Send:

- A PDF/Google Doc explaining the opportunity
- A short 2–3 minute video walkthrough
- Website link

If they say no, kindly end the conversation politely and stay connected through likes, comments, and sharing useful information.

Step 4: Follow-Up Message (2–3 Days Later)

Here are tailored follow-up responses based on different reply types, written in a LinkedIn-appropriate tone:

1. If They Haven't Responded at All

Hi [Name], I just wanted to follow up on the overview I shared earlier. I know your schedule is likely full, but if you're still open to exploring new opportunities, I'd be happy to answer any questions or walk you through anything that needs clarity.

If Still No Response After Another Few Days:

Hi [Name], I'll leave this here for now. If at any point this aligns with your professional goals or you're exploring additional income streams, feel free to reach out. I appreciate your time and wish you continued success in your work.

2. If They Say They Haven't Had Time Yet

Absolutely understand. The overview is pretty concise, but take your time. I'll check in later this week in case it feels like the right time to revisit.

3. If They Say They're Still Thinking About It

That makes sense. It's always smart to assess anything before jumping in. I'm happy to give you a quick walkthrough based on your background or goals—sometimes a real-time conversation brings more context than a document.

4. If They Express Interest But Want More Information

Glad to hear that. I'd be happy to provide more details. Are you most curious about the product, the earning potential, or how it integrates with your current schedule? I can tailor the info based on what matters most to you.

5. If They Say They're Not Interested

Thanks for the honesty, [Name]. I appreciate you taking the time to consider it. If things ever shift or you explore alternative revenue options in the future, I'd be glad to reconnect. Wishing you all the best in your current pursuits.

6. If They Ask Specific Questions (About Earnings, Legitimacy, Time, etc.)

Great question. I'd be happy to walk you through how _____ works and what the realistic outcomes look like. Would you prefer I send a summary message or schedule a brief call? Either way, I want to make sure it aligns with your expectations and schedule.

RE-ENGAGEMENT SCRIPT FOR EXISTING CUSTOMERS AND DISTRIBUTORS TEMPLATE

Context: The script templates aim to empower distributors to re-engage existing customers and distributors.

Part 1: Re-Engagement Script Template for Inactive Customers

Scenario 1: Customer Purchased Once and Never Returned

Conversation A: Customer Responds Positively but Didn't Reorder

You:

Hi [Name], I noticed you tried [Product Name] a little while ago and just wanted to check in. How was your experience with it? Also, if you'd like to reorder the product. I'd love to hear your thoughts.

Customer:

Hey! Yeah, I actually liked it. Just never got around to reordering.

You:

Totally understandable. I'm really glad to hear you liked it, though.

We actually have a returning customer special running this week—it includes [discount/free shipping/bonus sample] if you place your second order. Would you like me to send you the details and purchase link? (This depends on the distributor if he wishes for quick conversion)

Customer:

Sure, send it over.

You:

Great. Here's what the current offer looks like:

- [List offer]
- [How to redeem]
- [Link/order instructions]

If you'd like, I can help you get this placed quickly, or even set up a reminder schedule so you don't run out again. Would that be helpful?

Conversation B: Customer Didn't Like the Product

You:

Hi [Name], I saw that you tried [Product Name] some time ago and just wanted to follow up. I'd love to hear—how did it work for you?

Customer:

To be honest, it didn't really do much for me. I was kind of disappointed.

You:

Thanks so much for sharing that honestly. I really appreciate it. Sometimes results vary depending on how it's used or even how consistently it's taken, and I'd be happy to troubleshoot that with you if you're open to it.

What specifically felt off or underwhelming about the experience?

Customer:

I didn't notice any changes even after using it for a week. (Usually it works for the skincare, h Health, and similar niches).

For other niches, it can be anything negative mentioned about the product.

You:

Got it. That helps. This product usually starts showing noticeable results around the 2–3 week mark, depending on the person, but I understand if you expected quicker changes.

Based on what you were hoping for, there might be another option in our line that fits better. Would you be open to trying a different one or hearing a quick recommendation?

If the previous reply doesn't fit your niche, you can customize as per this template:

Thank you for pointing it out. I apologise for the negative experience you had. Your feedback is valuable to us, and we continuously make efforts to improve our products. In case if you want to give us another chance, I can offer a _____ % discount on the _____ product. It'd align better with your requirements, and if you don't like it, you can avail of our _____ day refund policy. Thank you for choosing _____ (company name).

Conversation C: Customer Didn't Respond Initially

You (Day 1):

Hi [Name], I noticed you tried [Product Name] recently and wanted to check in. How did it go for you? I'd love to hear your honest experience.

[No reply]

You (Day 4):

Hey [Name], just following up in case my last message got buried. I'm always looking to improve how we support our customers, and I'd love to hear how the product worked for you—good, bad, or in between.

[No reply]

You (Day 7):

Hi again [Name], I'll leave this here in case you ever want to revisit [Product Name] or see what's new. We're running a returning customer offer this week, so if that interests you, just let me know and I'll send over the details.

Then merge it with the other conversation templates based on the response. If you don't get any response after the last message, keep it minimal to festive and birthday wishes.

Scenario 2: New Product Launch – Reaching Out to Past Buyers

Conversation A: Engaged Customer Interested in the Launch

You:

Hi [Name], I hope you're doing well. I wanted to reach out personally because we just launched a new product in the [category] line, and I immediately thought of you since you've tried [previous product] before.

It's designed to [key benefit] and is getting a lot of great early feedback. Would you like a quick look at what's new?

Customer:

Sure, I'd love to see it.

You:

Awesome. Here's a quick overview:

- Product Name: [Insert name]
- What it does: [Brief 1-line benefit]
- Why it's exciting: [Unique feature/ingredient/testimonials]
- Offer: We're giving early access to returning customers with [X]% off or [bonus/sample/gift].

Let me know if you'd like the link or want help choosing the right one for your goals.

Customer:

That sounds great. What's the price?

You:

It's \$ ____ for [quantity], and with your returning customer offer, it comes down to [discounted price]. If you want, I can walk you through how to order or even place it on your behalf.

If the customer says no, the distributor can offer better pricing to ensure continuous retention.

Conversation B: Customer Curious But Hesitant

You:

Hi [Name], just wanted to share that we launched a new product this week—it's been a popular request from many of our long-time users like you.

It's focused on [problem solved/goal achieved], and since you've used [related product], I thought you might want a look. Would you be open to a quick overview?

Customer:

I'm curious, but not sure if I need it.

You:

Totally understand. Can I ask—are you still working on [goal/concern they had earlier, e.g., energy, skin, focus]?

This new formula was actually designed with that exact thing in mind, and it works really well alongside what you've already tried. Want me to show you how it fits in?

Conversation C: Unresponsive Customer (After Product Launch Message)

You (Day 1):

Hi [Name], I hope you're doing well. I wanted to reach out personally because we just launched a new product in the [category] line, and I immediately thought of you since you've tried [previous product] before.

It's designed to [key benefit] and is getting a lot of great early feedback. Would you like a quick look at what's new?

[No response]

You (Day 3):

Just following up in case you missed my earlier message. We're doing a limited early customer promo this week, and I'd love for you to be included if it interests you.

Should I send you the details?

[Still no response]

You (Day 6–7):

I'll leave this here in case you want to explore later. If you ever want product help, a sample, or just to know what's new, I'm always here. I am sharing the product details in case you get time to check it out.

Conversation D: Customer Tried Previous Product But Had a Concern

You:

Hi [Name], I remember you tried [Product] some time ago—thank you again for that. I wanted to let you know we've just released a new version that a lot of our previous customers have been asking for.

It's been reformulated to address some of the common feedback we received, including [specific improvement]. Would you be open to seeing what's new?

Customer:

Actually, yes. I felt the old one was [concern].

You:

Exactly what we heard from others, too. That's why this new version was designed to solve that. Let me show you a side-by-side or send over the product sheet. You might be pleasantly surprised.

As you are our valuable customer who helped us improve our product, we are running a special discount this week of \$_____ on the new version.

Most probably, the customer will get converted in this case as he feels personally invested.

Scenario 3: Customer Was a Regular But Canceled Subscription

Conversation A: Customer Responds and Says They Paused for Practical Reasons (e.g., Cost, Usage)

You:

Hi [Name], I noticed your subscription to [Product Name] was canceled recently, and I just wanted to check in. How was your overall experience with it before you paused?

Customer:

Hey, yeah, I liked it! I just had too much left, so I paused for a bit.

You:

That totally makes sense. Sometimes the shipments can get ahead of us, depending on our lifestyle. We've recently added some flexible options like skipping a cycle or adjusting the frequency—would you be interested in restarting with a slower schedule?

Or if you're open to it, I can help you find a routine that better matches your pace.

Conversation B: Customer Mentions Cost Concerns

You:

Hi [Name], I noticed your subscription for [Product] was canceled recently. Just wanted to check in—was it a product issue or more about timing or budget?

Customer:

It was more about cost, honestly. I had to cut down a few things.

You:

I completely understand. We all reassess priorities from time to time. I do want to let you know we're currently offering a special returning-customer bundle that gives better value at a lower price point—might make it more doable.

Would you like to see the updated pricing or bundle options?

Conversation C: Customer Said the Product Didn't Work As Expected

You:

Hi [Name], I noticed your subscription was canceled recently and just wanted to check in. I'd love to hear—how did you feel about the product overall?

Customer:

Honestly, I didn't really see much of a difference, so I stopped.

You:

Thanks for your honesty—I really appreciate that. Everyone's body responds differently, and sometimes results take longer or depend on usage consistency.

If you're open to it, I'd be happy to recommend something that might be more aligned with your goals. Would you be willing to answer a couple of quick questions so I can guide you better?

Conversation D: No Response After Subscription Cancellation

You (Day 1):

Hi [Name], I saw that your subscription to [Product Name] ended recently and wanted to check in. Was there anything that didn't work for you, or was it just time for a break?

No pressure at all—just here to help if you need guidance or want to revisit later.

You (Day 4):

Just following up in case you missed this. I'd love to support you if you ever decide to return. We have new subscription flexibility and bonus perks for returning customers this month—would you like me to send you the details?

You (Day 7):

No worries if now isn't the right time. I'll leave the door open if you want to jump back in down the line. Let me know if you ever want to explore a better plan or even try something new.

Conversation E: Customer Cancelled But Still Engaged With Brand (e.g., Likes Posts, Watches Stories)

You:

Hi [Name], I noticed your subscription for [Product Name] ended a while ago, but I've also seen you've stayed connected—whether through [Instagram stories, liking our posts, email opens, etc.].

First off, thank you for that—it really means a lot. I wanted to check in because I get the sense you still resonate with the brand. Was there something specific that led you to pause the subscription, or are you just taking a break?

Customer (Possible Reply 1):

Yeah, I still love the brand—I just had to pause for now. I'll probably come back soon.

You:

Totally understandable. That happens more than you think. I really appreciate you staying connected—your interest tells me the product meant something to you.

If and when you're ready to come back, we're offering a special returning customer bundle this month with some added bonuses. Would you like me to send the details just in case it helps you plan ahead?

Customer (Possible Reply 2):

I wasn't getting the same results after a while, so I figured I'd stop for now.

You:

Thanks for sharing that—I really appreciate the honesty. Sometimes our body adapts, or there might be something else going on behind the scenes that's affecting how you respond.

If you're open to it, I could recommend a slight change to the product routine or even suggest a different item from the line that might give you the results you're looking for. Want me to ask a couple of quick questions to understand your goals better?

Customer (Possible Reply 3):

Honestly, it was a mix of budget and needing a break.

You:

Totally fair—budget and timing are real, and I respect that you made a call that worked for you. I just wanted to make sure the door stays open if you ever want to rejoin.

By the way, we've just rolled out a more flexible plan where you can customize your delivery timing or switch to a lower-commitment option. Want me to send you a quick overview?

Customer (Possible Reply 4 – No Clear Answer):

I don't know. I'm just browsing, not sure if I'll come back.

You:

No worries at all, [Name]. Even just checking in from time to time is appreciated. I'm here whenever you feel ready or curious again. We've got some exciting new launches coming soon—I'll keep you posted in case one catches your eye.

(If Customer Doesn't Respond After 2 Messages)

You (Follow-Up):

Just circling back here, [Name]. I won't keep nudging—but I'll stay available if you ever want to chat, reorder, or explore something new. Always happy to help however I can.

Scenario 4: Customer Left Positive Feedback But Didn't Reorder

Conversation A: Customer Responds Positively, But Forgot to Reorder

You:

Hi [Name], I was just thinking of you. Thanks again for the great feedback you shared about [Product Name] a while back. I'm really glad it worked well for you.

However, I noticed you haven't reordered since—just wanted to check in. Did you decide to hold off, or is there any concern?

Customer:

Oh, I actually really liked it. I just forgot to reorder.

You:

Totally happens. Life gets hectic.

We're currently running a quick-access reorder promo for returning customers that includes [discount/freebie/priority shipping]. Want me to send the details so you don't miss it?

Conversation B: Customer Loved the Product But Didn't Repurchase for Another Reason

You:

Hi [Name], I wanted to thank you again for the kind words you shared after using [Product Name]. It really means a lot when someone takes the time to share genuine feedback.

I noticed you haven't reordered since, so I thought I'd check—was there something that made you pause, or just not the right time?

Customer:

I liked it, but _____ and didn't feel the need to reorder yet.

You:

Makes sense. We've also released a few new products like _____ that complement what you tried.

Would you be open to seeing a few options to explore next, based on what you liked?

Conversation C: Customer Replied But Didn't Commit to Reordering

You:

Hi [Name], I just wanted to check in again since you had such a great experience with [Product Name]. I wanted to make sure you knew we've got a special bundle available this week for returning customers.

Customer:

Maybe. Let me think about it.

You:

Of course—no rush at all. I'll send over the link just in case, and if you ever have questions or need a quick recommendation based on your earlier experience, I'm just a message away.

Conversation D: Customer Hasn't Responded Yet

You (Day 1):

Hi [Name], I really appreciated your feedback about [Product Name]—so glad it worked well for you.

I just wanted to check in and see if you'd like to reorder or explore some of the newer options we've launched since. Happy to help if you need suggestions.

You (Day 4):

Hey [Name], circling back. If you ever want to jump back in or try something new, I can help guide you to the best options. We're also running a returning-customer special if that helps make the timing easier.

You (Day 7):

Hi [Name], just wanted to touch base one last time for now. Since you had such a good experience with [Product Name], I wanted to make sure you knew the door's always open if you decide to come back to it. Also, we are offering a _____ % discount this week, in case if you are interested.

Scenario 5: Customers Who Were Referred But Never Ordered

Conversation A: Referred Customer Showed Interest but Didn't Order

You:

Hi [Name], I hope you're doing well. I wanted to follow up because you were referred by [Referrer's Name] a little while back. They shared how much they liked [Product Name] and thought you might find it helpful too.

You'd mentioned interest in trying it, and I just wanted to check in—did you get a chance to go through the info or take a look at the product?

Customer:

Hey! I did look at it. It seemed interesting, but I never ended up ordering.

You:

I appreciate you taking the time to look! Totally get it—sometimes life gets busy or we're just unsure where to start. That happens often.

We're actually running a limited-time offer for new referrals—[X]% off your first order plus [free shipping/free sample/bonus item].

Customer:

That's awesome!

You:

Would it be helpful if I sent you the link to the product page? You can check all the required details and order from there itself?

Customer:

Yes, that would be helpful.

You:

Great! Here's everything you need:

Let me know if you have any queries. I'm happy to guide you.

Conversation B: Customer Forgot or Got Busy

You:

Hi [Name], just checking in quickly. You were referred by [Referrer's Name] a little while back and showed some interest in [Product Name].

I wanted to ask whether you are still interested in the product or need any guidance.

Customer:

Ah, yes, I actually meant to follow up. I totally forgot—got swamped with work.

You:

That makes perfect sense, and you're not alone there. Lots of people are interested but don't always get time to follow through.

Just to make things easier, we're offering a first-time referral bonus this week that includes [X]% off and a [free sample or bundle]. I can help you get started or suggest a trial size if that feels better. Want to take a quick look?

Customer:

Yeah, go ahead and send it.

You:

Perfect. I'll send you the full details, and feel free to take your time:

- Starter link: [Insert order link]
- What most first-time users pick: [Product suggestion]
- Bonus available until: [Date]

If you want to talk it through or ask anything before ordering, I'm here to support you.

Conversation C: Customer Said “Not Now” Earlier

You:

Hi [Name], I hope you're doing well. We had connected a while back after [Referrer's Name] referred you, and I remember you said you weren't ready to order at the time, which I totally respect.

I just wanted to check in again since we've introduced a few new options and flexible plans that might make now a better time. Would you be open to revisiting it?

Customer:

Hmm, maybe. What's new?

You:

Great question. Here's a quick summary of what's changed:

- New product options: We've added [Product X or Variation Y] based on customer feedback.
- Flexible trial packs: Lower price and smaller size for first-time users.
- Referral reward upgrades: If you order now, you also unlock a gift for [Referrer's Name], which is a nice way to give back to them.

I can send you a quick guide or even recommend one based on your needs. Want to share what you were looking to solve back then?

Conversation D: Customer Didn't Respond at All

You (Day 1):

Hi [Name], I was introduced to you by [Referrer's Name], who mentioned you might be interested in [Product/Category]. I just wanted to reach out and say hi. I'd be happy to send over a quick overview or sample if that helps you decide.

[No response]

You (Day 4):

Hey [Name], just circling back in case my last message got missed. I totally get that it might not be the right time, but we're offering a special new-customer bonus right now for referrals, and I wanted to make sure you didn't miss it.

[Still no response]

You (Day 7):

Hi again, [Name], this will be my last message for now. I just didn't want to leave you out in case you were still considering giving it a try.

If the timing ever feels right or you'd like to explore it in the future, I'm always here and happy to guide you. Appreciate you taking the time to read this. Wishing you all the best

Part 2: Re-Engagement Script Template for Inactive Distributors

Scenario 1 — Distributors Who Signed Up But Never Made a Sale

Conversation A: Distributor Responds Positively But Says They Didn't Know How to Start

You:

Hi [Name], I was just reviewing our team board and saw you signed up a while ago—thank you again for joining us. I noticed you haven't made your first sale yet, so I just wanted to check in.

Was it that the timing didn't work out, or were you unsure about where to start?

Distributor:

Hey! Yeah, I was interested, but honestly didn't know how to begin. Felt kind of lost.

You:

Totally understandable, and thank you for sharing that. You're definitely not alone in feeling that way. Most new partners don't need to know everything right away; they just need one or two simple actions to start with.

If you're open to it, I'd love to walk you through a super-simple 3-step starter approach I share with new distributors. It'll help you build confidence and get your first win fast. Want me to send it over?

Distributor:

Yes, please. That would help a lot.

You:

Awesome. Here's a simplified way to start:

Step 1: Watch this 5-minute video: [Insert Link]

Step 2: Message 3 people from your warm circle using this script:

"Hey [Name], I've recently partnered with a wellness brand I truly believe in. It's helped me personally, and I thought of you because [insert reason]. Would you be open to a quick look?"

Step 3: Share their responses with me, and I'll help you craft replies or guide them through the next step.

You don't need to figure this out alone. I'll walk with you through every stage. Ready to give it a shot this week?

Conversation B: Distributor Mentions Time or Got Busy

You:

Hi [Name], hope you're doing well. I noticed you joined us some time ago but haven't had a chance to get started yet—just wanted to check in and see how things have been.

Distributor:

Honestly, life just got busy. I meant to get into it, but it never happened.

You:

That's totally fair—and I appreciate your honesty. If the desire is still there, I can help you re-enter at your own pace—no pressure, just progress.

Would it be helpful if I showed you a low-effort way to restart that can fit into your current schedule?

Distributor:

Sure, I'm open to it.

You:

Perfect. Let's focus on 15-minute tasks you can do even with a busy routine.

This week, all you need to do is:

- Rewatch our Getting Started video
- Reach out to 2 people with a soft intro message (I can send the script)
- Let's do a 10-minute voice call to review what works for *you*

The goal isn't to overwhelm—it's to get you one small win. Would sometime tomorrow work for a quick call?

Conversation C: Distributor Was Excited at First But Lost Motivation

You:

Hi [Name], I was thinking about you today—you were so excited when you signed up, and I remember your energy. I just wanted to check in gently because I noticed you haven't made your first move yet.

Has something changed, or did the momentum just fade?

Distributor:

I was excited, but I guess I started doubting myself. Didn't feel like I was cut out for it.

You:

That's actually more common than you'd think. Most people experience that exact dip after signing up—it's the space between excitement and action. Happened with me as well, but I overcame it with consistent effort.

But here's the truth: no one is naturally "cut out" for it. You become that person with small, consistent effort—and you don't have to figure it out alone. That's what I'm here for.

Let's build a confidence path just for you. Would you be open to starting with a 7-day mini action plan, just to rebuild your momentum?

Distributor:

Fine, sounds good!

You

OK then, here you go. (Share the action plan)

Conversation D: Distributor Doesn't Respond

You (Day 1):

Hi [Name], just reaching out to check in. I noticed you joined a while ago but haven't started yet. No pressure—but I'd love to understand where you're at and see how I can support you best.

You (Day 3):

Hey [Name], I totally understand if now isn't the right time, but I just wanted you to know the team is still here for you whenever you're ready to plug back in.

We have some amazing new training, tools, and ways to restart gently. If you'd like me to send a refresher kit or walk you through a 5-minute "restart path," just say the word.

You (Day 7):

Hi again [Name], I'll leave this here as my last follow-up. Sometimes people just need a nudge or the right timing, and I completely get that.

When you're ready, we'll still be here. Your journey can start again anytime.

Conversation: Distributor Changes Their Mind

You:

Hi [Name], just here to check on you! You signed up a while ago, and I remember how excited you were in the beginning. No pressure at all, but I'd love to know if you are ready to get started.

Distributor:

Hey... to be honest, I don't think this is for me anymore. I've kind of moved on from the idea.

You:

Thanks for being upfront—I really respect that. Out of curiosity, was it something specific that made you feel that way? Is it about the compensation plan or the overall idea of MLM?

(If it's about MLM)

Distributor:

I just didn't feel like I could actually do it. Talking to people, making sales—it's not really my thing.

You:

I hear you. And you're not alone in feeling that way. Honestly, a lot of the most successful people on our team started with the exact same hesitation.

But what helped them wasn't being "salesy"—it was just being real, sharing their story, and focusing on helping instead of selling.

Would you be open to trying one soft conversation, something really casual, just to see how it feels?

Distributor:

Okay... I guess there's no harm in trying one conversation.

You:

That's the spirit. No expectations, just one genuine message to someone you trust. I'll send over the script now and stay on standby to support you. You've got this, and I'm proud of you for being open to giving it another shot.

(If it's about the compensation plan, products, and more)

Distributor:

- I don't think the compensation plan is generous. I'll look for something more
- I don't think I go well with the products the company offers

You:

Answer to 1st: I get you, but believe me, this is one of the best compensation plans that are offered in the industry. Plus, it's not just the commission, the recognition, rewards, and product benefits that make the effort worth it. Well, if you want, please get on the team's weekly video call, and we will explain to you everything.

Answer to 2nd: I understand your point, but if you want to go forward in _____ category, I think _____ has a lot to offer. Before coming to a conclusion, I'd request you to try out other products as well. And if you're thinking of changing the niche, believe me, I completely feel that these products go well with you as you use a lot of _____ products.

Scenario 2: Distributor Was Active But Stopped Being Active

Conversation A: Distributor Got Busy with Life

You:

Hey [Name], I was thinking about you this week. You were doing so well with [X sales, consistency, team engagement], and I just wanted to check in. I noticed things slowed down lately. How have you been?

Distributor:

Hey! Yeah, I've just been really tied up with work and family stuff. It's been non-stop lately.

You:

Totally get that. Life happens, and sometimes business has to take the backseat. I'm really glad you shared that, and just so you know, we miss having your energy on the team.

Distributor:

I am hoping to get back on track real soon.

The system is still here, and so is your spot. Would you be open to easing back in with just a small step this week? Something simple and light?

Distributor:

Maybe. Depends on what that looks like.

You:

Absolutely. Here's what I suggest—this week, just reconnect with 2 people you once shared

the product with. Just a friendly check-in. I'll send a message template you can use if you want to keep it casual.

We can rebuild your rhythm one conversation at a time. You already proved you can do this. Let's just restart in a way that feels doable.

Conversation B: Distributor Lost Motivation

You:

Hi [Name], just wanted to reconnect. You were on fire when you started, and I really admired how you showed up consistently. I know things have been quieter lately, so I wanted to ask—how are you feeling about everything?

Distributor:

Honestly? I kind of lost motivation. Felt like I was doing all this work and not seeing much progress.

You:

I appreciate you being real. It's easy to feel stuck when the momentum slows down. That dip is something every builder faces; it's just that most people go through it silently.

The truth is, you *were* making progress. I saw it in the way you showed up. Sometimes we just need a spark to feel it again.

Would you be open to revisiting your original “why?” What made you want to build this in the first place?

Distributor:

I wanted freedom. I wanted to create something of my own.

You:

That's powerful—and still 100% possible. We can restart with clarity, smarter tools, and support. I can show you how others bounced back after a plateau. Want me to help you map out a fresh 14-day restart plan?

Conversation C: Distributor Had Personal Setbacks

You:

Hi [Name], I just wanted to check in. I know things have been a bit quiet on your end lately, and I just wanted to make sure you're okay. No pressure—just here if you need anything.

Distributor:

Hey, appreciate that. I've been dealing with some personal stuff, so I had to step back.

You:

Thank you for sharing that—it takes strength to be open about it. I'm really sorry you've been going through a tough time. Your well-being comes first, always.

Just so you know, there's no expectation from me or the team. But whenever you feel ready, your space in this business is still here. Also, if you need to talk about anything, we are here.

Distributor:

Thanks. That actually means a lot.

You:

Take your time.

Conversation D: Distributor Doesn't Respond at All

You (Day 1):

Hey [Name], I've been thinking about your journey lately—you brought such energy and consistency when you started, and I really miss seeing you around.

Hope all is well on your end. Just reaching out to reconnect.

You (Day 4):

Just checking in again, [Name]. If now isn't the right time, I totally understand, but if you ever want to plug back in, even just for yourself, your spot and your potential haven't gone anywhere.

We've also made a few updates that might make things easier. Let me know if you are available to connect.

You (Day 7):

Hi again, [Name]. I'll leave this here for now. Just remember, you're not forgotten. Whether it's one week or one year from now, I'll be here when you're ready.

Scenario 3: Distributor Needs to Complete a Certain PV for Rank Advancement

Conversation A: Distributor Is Aware of the Target but Feels Stuck

You:

Hi [Name], quick check-in—you're just [X PV] away from hitting [Rank Name], and I'm really excited for you. That rank means not just recognition but also [bonus/benefits/team visibility/etc].

How are you feeling about the goal? Need any support to close that gap?

Distributor:

Yeah, I saw that. I really want to hit it, but I'm honestly feeling a little stuck. I don't know who else to reach out to.

You:

Totally get that. When it feels like the list has run dry, it's usually time to approach it with fresh eyes. Want to walk through 3 quick ideas together to create some movement?

Distributor:

Sure, I'm open to that.

You:

Awesome. Here's a 3-day sprint plan I recommend when someone's close to a milestone:

1. Reactivate Past Interest:

Reach out to 3 people who asked about the product before but didn't buy. Use a message like:

"Hey [Name], just thought of you—we spoke a while back about [product], and I've got a special offer that might be perfect for you now. Would you like to take another look?"

2. Flash Offer:

Pick one product and offer a 24–48 hour bonus to close 1–2 quick orders. I can help you craft the post and story. Would that feel comfortable for you?

3. Quick Referral Option:

Ask your happy customers for 1 referral each. We'll count those toward your PV too.

You're honestly just a few steps away from it—and I'll walk with you the whole way. Want to go for it together?

Conversation B: Distributor Didn't Know They Were Close

You:

Hey [Name], just wanted to give you a heads-up—you're super close to hitting [Rank Name] this cycle! Just [X PV] away, and you've got [Y days] left.

How are you feeling about the goal? Need any support to close that gap?

Distributor:

No, I didn't even know! I haven't checked my back office in a bit.

You:

That's okay—it happens. I've got it pulled up here, and you're literally one or two small wins away.

Want me to send a quick breakdown of how you can finish it with minimal effort? It could be one bundle order, a referral, or two quick follow-ups.

Distributor:

Yeah, please send it.

You:

Great! Here's what I suggest:

- 1 Customer: Order of [Product A] = [XX PV]
- 2 Referrals: New customers using your link = [XX PV]
- Upgrade: Offer a loyalty reward or bundle to an existing buyer = [XX PV]

Let's knock this out together. If you want, I can even help you draft messages or do a 15-minute check-in call.

Conversation C: Distributor Seems Unmotivated or Doubtful

You:

Hey [Name], I just wanted to check in with you—you're only [X PV] away from hitting [Rank Name] this cycle. That's a huge step.

I know things have been a little quiet on your end, so I wanted to see how you're feeling about it. Are you thinking about going for it?

Distributor:

Honestly... I'm not sure if I care anymore. I've been doing things here and there, but I'm not really feeling it right now.

Feels like I'm putting in effort and not getting enough back.

You:

I hear you, and I truly appreciate you being honest with me. This journey isn't always a straight line, and sometimes it can feel like you're giving more than you're getting back.

But let me say this—you're actually doing better than you think.

The fact that you're this close to [Rank Name] means you *have* built momentum. It means something *is* working—you just might not be seeing it all yet.

That next step isn't just about rank. It's about proving to yourself that you're still in control of your business, your pace, and your potential.

Let me ask—if we could break down the remaining [X PV] into 2–3 simple actions, and I supported you through each one...

Would you be open to giving this one last push, even if it's small?

Distributor:

Maybe. I guess if it's not overwhelming.

You:

Absolutely—not overwhelming at all. Let's make it so simple, it feels light. Here's what I suggest:

- Step 1: Reach out to 2 previous customers with this short message:
"Hey [Name], just wanted to check in—have you run out of your [Product]? I've got something exciting going on this week for my returning customers. Let me know if you'd like details."
- Step 2: Offer a quick bonus if they order before [date]—something like a small gift, free sample, or loyalty points (I can help you set this up).
- Step 3: Let's hop on a 10-minute call where I can help you prioritize who to talk to, based on your past orders and conversations.

You're just one little burst away from unlocking a new level—and honestly, I'd love to see you recognized. You've earned it.

Distributor:

That actually sounds doable. I think I just needed to talk it out.

You:

Exactly—and I'm so glad you did. This is the part where most people stop... but it's also where the leaders are born.

You don't have to do it alone. I'll walk this with you. Let's get you to [Rank Name]—you're closer than you realize.

Want to start with the 2 message reach-outs today?
