

SOCIAL MEDIA MLM SCRIPT TEMPLATE

Context: How to communicate with someone over social media

We segmented MLM scripts 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 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 as well. 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 I can 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 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 if the note is ignored, you can start connecting with 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 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. 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], 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.