

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.