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Affiliate News

I am so excited to share this practical training on how to perfect the **art of online conversations**, resulting in more leads, followers, and customers. In this training, we are covering the ins and outs of how to engage with your followers online to convert them into paying customers—without feeling spammy or gross. ***These conversations are authentic to your voice!***

What describes you best?

A. Love chatting it up online. It comes naturally to me and is a big way I run my biz! B. I can talk to anyone about anything, but when the business comes up, I get awkward! C. I definitely need some practice in what to say, how to say it, and when to follow up. D. Ughhhh! I'd rather be doing pretty much anything else...it falls to the bottom of my to-do list!

Online conversations are different. You may be a great networker in person, or can coffee chat it up all day, but when you enter the online space, those conversations don't flow as naturally and you may feel awkward. You're not alone in that!

The art of an online conversation is totally different from one in person. This training is all about how to build your confidence when working your business into your online conversations.

You'll learn to speak from the heart, use your own voice and build your confidence when connecting with others online.

Starting the Conversation

The first thing to remember is that you want to be friends! No cold messages. In other words, don't message people you don't know about your business. Don't get to know people just to pitch your business.

Learn more about people in online conversations. Discover how you can serve them. Build that relationship first. When you focus on the relationship first, the business follows.

As you're expanding your network, connecting, and building relationships with your followers and leads, it may be difficult to get things started. Here are a few simple conversation starters to start chatting. These conversation starters are meant for your DMs, PMs, and Texts—direct one-on-one conversations.

Notice that all of these conversation starters do not lead with the product—they lead with the connection!

- To a new follower: Thank you so much for following! It means so much!
- To a follower engaging with you: Thank you for your thoughtful comment! I also thought I'd mention (add more info here).
- To someone you haven't talked to for a while: It's been so long! I saw that you (add detail)

and I had to say hi. How have you been?

Another simple way to open up a conversation with a follower is by replying to their Stories on social. Your message lands directly in their inbox!

Think about it...how you are striking up conversations online with your audience?

Keeping the Conversation Going

Once you have a conversation started, it is SO important to keep the conversation going to build on that relationship
build on that relationship.

A few things to remember:

1. DO NOT drop a four-paragraph essay in a message. If it's too long, it feels spammy, they don't read it, and it appears to be a copy/pasted long-winded message.
2. DO keep it short and sweet to foster a more natural back-and-forth conversation.

Imagine having a real-life conversation. You don't keep talking for hours on end. You pause and wait for a response. Same thing when you're online. Ask a question, and wait for a response. Give them the time and space to reply.

Keep in mind, what's different is that online conversations may take place over the course of a few days or a few hours. Not everyone is glued to their phone, so don't be surprised if you have a bunch of back-and-forth interactions and then the other person drops off and doesn't resurface for a few days.

In the online world, it is easy for the conversation to be paused. Unlike a real in-person conversation, you can bow out of the conversation or ghost someone super easily! Your job as a direct seller is to keep cultivating the lead and keep that conversation going.

Don't take it personally when you're ghosted or someone goes dark and ignores your conversation—it's usually not you, it's them. Really. They are busy. There may be so much happening in their own life that it is easy to forget a conversation over social media. Or, your message simply isn't for them right now.

Reconnect regularly. Reply back to unanswered messages. Follow up with a quick voice memo. Reply back to their Stories or posts. Stay top of mind and in front of them.

Here are a few follow-up messages you can make your own:

- Ahhh...this convo got lost in the shuffle! Just looping back on (topic).
- Things have been busy, but I didn't want you to think I forgot about you! I wanted to check back in on (topic).
- If you're like me, things are nuts at your house. When you get a second, you'll have to tell me what you think about (topic).

This may be a good time to see how many "open" conversations you have that you probably need to revisit.

Turning to Business

After you've built the relationship, it's time to chat about business. This should come about in a natural way in which you're casually mentioning what you're working on, events you have coming up, or in reference to products that you love.

You also want to be intentional about introducing the business. Here are a few "excuses" to talk about business:

• Gift Giving Season: Have you finished your holiday shopping? I found the best gift for (person)! Is there anyone on your list that I can help you shop for? • Sales and Promotions: I just had to tell you that (company) has the best deal right now! I know you've heard me talk about (product) and it's on sale! Want me to grab it for you? • Events: I am running a pop-up at (event) on (date). Want an invite? Would you like to check it out? Want to take a peek?

In the conversations above, you're ending with a question! That is going to prompt a response. While it may feel direct or awkward at first, it works! Get in the habit of it. If you don't ask, the answer is already no. Get comfortable asking questions in your conversations.

Final Tips

Here are a few final tips when it comes to the art of online conversations!

1. BE YOU! Use your own voice, speak from the heart, and personalize the messages to sound like you! Authenticity is key!
2. USE VOICE and VIDEO: Sending short videos or voice memos to your followers creates a stronger connection. It creates curiosity to push the "play" button. Also, they hear how genuine you are in your voice.
3. PERSONALIZE IT: It's easy to copy/paste/send over and over and over again. But, it doesn't work. Quality over quantity. Make sure you're truly building relationships and connecting with your followers.

Last thing—it's so important to practice the art of online conversations to make it a habit.

There are so many "formulas" to conversations. Just be sure to start talking to people daily and cultivating your relationships.