

# El Messenger Pro DIY Set-up Guide – Divinely Driven Results

## Set-Up Steps:

Even though the set-up for El Messenger Pro can be a little time consuming once you have it all set up, it saves you a lot of time going forward.

### **Step 1: watch VIDEO: Installing and Logging into EL Messenger Pro (4:07 minutes)**

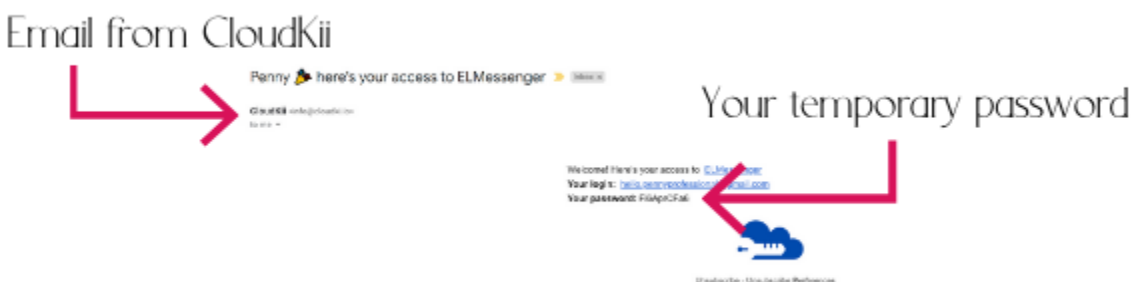
Installing extension on your Chrome Browser

After you purchase El Messenger Pro check your email. You will receive 2 emails:

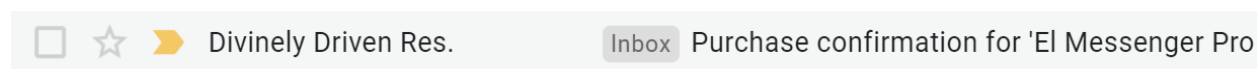
You will receive an email from CloudKii (example below)



This email will have your login information:



And you will receive an email from Divinely Driven Results (example below)



### **Step 2: watch VIDEO: Creating Tags (3:25 minutes)**

## TAGS

Based on who your target audience is, you will want to create specific tags that make sense to you and your business. Ideally, your tags tell you where the person you are talking to is in your sales cycle.

Here are a few ideas for tags that might be relevant:



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- **New** - This is simply the default tag that will be assigned to every new person you will be talking to inside your Facebook messenger.
- **Follow Up** - Everyone you simply need to follow up from time to time to see what they are up to. They might be a good fit for what you have, but you aren't sure yet.
- **Potential Lead** - These people might be a good fit for what you have, based on your conversations. It didn't get to a sales conversation yet, but you know that your product might solve a problem they are facing.
- **Hot Lead** - These people are the closest to buying something from you. They know what you offer and they have expressed a strong interest in it. They might still be on the fence and are thinking about it. Make sure to follow up with them and close the sale.
- **Not Ideal Client**
- **Team Member**
- **Group Names** (may have several for each of the groups you interact with regularly... eg. Faithful Ladypreneurs)
- **Current Client**

These are a few of the essential tags. If you have a specific audience in mind where a specific tag makes sense, use it.

## **Step 3: watch VIDEO: Creating Message Segments (6:49 minutes)**

In El Messenger Pro, you have Segments and Templates. Segments are portions of a message designed to be randomized by the system as to keep Facebook from flagging you for sending out the same message too many times. Global Segments are set up to be used by any tag, whereas Tag Segments can only be used by certain tags, such as when you are friending people from a specific Facebook group.

You would use Segments for any message you will be sending out in bulk so that you are not flagged by Facebook, so this could be an invite to one of your events, etc.

The more segment variations you have, the more unique messages will be sent. Try to aim for at least 3 different variations of each segment.

Make sure to make it as specific and personal as possible, to increase the chances of them getting back to you.

A good message usually consists of 3 segments:

Intro, Something In Common, Open Ended Question

### Creating Message Segments

- Different variations of the same message that the software can spin around
- Mainly used for Post Friender
- Intro {Hi, Hey, Hello}
- Body {Looks like we {thing in common}, Seems like you and I are both {thing in common}, I see you are also into {thing in common}}
- Question {How has it been going for you? How long have you been part of this? What has your experience been like?}



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- Only available for the tag

Examples:

## **Global Segments:**

### **Hi Message**

Hi {name},

Hello {name},

Hey {name},

### **New Friend Hi Message**

Hi {name}, it's so nice to e-meet you!

Hello {name}, it's a pleasure to e-meet you!

Hey {name}, so great to e-meet you! 😊

### **New Friend Body/Intro**

I am excited to get to know each other more.

I love making new friends on Facebook.

It's great to connect.

### **New Friend Question**

Tell me more about what you do.

How do you use your talents and gifts to serve others?

I'd love to connect, are you in the entrepreneurial space too?

### **Post Interaction Hi Message**

Hey {name}, thanks for interacting on my post and accepting my friend request.

Hi {name}, great to see your interaction on my post and accepting my friend request.

Hello, {name}, thanks for your interaction on my post earlier and accepting my friend request.

## **Specific FB Group Segments:**

### **FB Group: New Friend Body/Intro**



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I see that we are both in the same \_\_ (FB group name) \_\_ group, and I love the feel of your profile.

We are in the same Facebook Group: \_\_\_\_\_, so thanks for accepting my friend request.

So great to connect with someone who is in the \_\_\_\_\_ Facebook group too!

## **Step 4: watch VIDEO: Creating Message Templates (5:39 minutes)**

### **Tag Templates**

Tag templates will be “canned messages” that appear in the system for you to choose, so simply copy and paste (and make your own) into the various tags so that these messages appear to be used per tag.

Note: In order to use the Segments you just created you will need to create a template with the segments like this: New Friend Hi Message | New Friend Body/Intro | New Friend Question, then set this template to your default as this is the message that will be sent to all new friends when the particular tag is chosen.

Here are few examples:

### **New**

Neat, what got you started with that? 😊

I love that! What do you love most about what you do?

Awesome, just out of curiosity, what goal are you most excited about for your business this year?

That’s so great, let me ask you, what do you feel that you need to have in order to accomplish that goal?

Hey \_\_\_\_\_, I have been thinking about you, how has \_\_\_\_\_ been?

### **No Response**

Hey \_\_\_\_\_, how's your week going so far?



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Hey I know life gets busy, but I would love to connect and \_\_\_\_\_,  
so just let me know if you want to hop on a call to chat if that's better for you.  
Have a great day!

Hey friend, I bet life just got super busy, so no worries, would you still like to set  
up that call? :)

## **Regular Check-Ins**

Hey \_\_\_\_, how's your week been so far?

Hey \_\_\_\_\_, how's that goal going and is there any topic you'd like a resource on  
to help you?

Hey \_\_\_\_\_, I have been thinking about you, how's it going lately?

## **Step 5: watch VIDEO: How to use The Post Friender (16:07 minutes)**

This helps you start new conversations with new people.

- The biggest time & energy saver
- Let's you quickly automate your outreach and gets you into conversations
- You will need a message template, consisting of message segments
- Find a post where your target audience is hanging out
- It can be inside FB group, Fan pages, Profiles
- Let it run for a few minutes
  - 15-20 friend requests in a session. Do it 1-3 times a day.
- Don't go crazy

## **Step 6: watch VIDEO: Automatically Send Friend Request To Members Of A Group (14:41 minutes)**

- Go into a group on Facebook and click on "members"
- You have the choice to add people that are:
  - Admins & Moderators
  - Members with things in common
  - People that are new to the group



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- You can include Profile Tags like “Entrepreneur”, “Coach”, “Affiliate Marketer”, “Self-Employed” etc. to further narrow down who you want to connect with.
- You need:
  - A tag
  - A message template consisting out of message segments
  - Click the radio button to use a specific message that will get sent out

### **Step 7: watch VIDEO: Friends In Common Connector (9:49 minutes)**

- Allows you to automatically send friend requests + a welcome message to people in the “People You May Know” column
- You can choose how many mutual friends you need to have as a minimum for EL Messenger to send a friend request
- Fantastic way to build your audience with people that have a lot of friends in common – Especially good if you have been around for some time.
- You will need:
  - A tag
  - A message template consisting out of message segments
  - Click the radio button to use a specific message that will get sent out

### **Step 8: watch VIDEO: Automate Your Engagement (6:42 minutes)**

Make offers, Rinse and Repeat and make more money

### **Step 9: watch VIDEO: Follow Up, Close The Sale, Make More Money (6:23 minutes)**

Still need help? Get specialized Lead Generation and Prospecting Training for you or a team member to take your Sale to another level.

Book a call and [let's talk](#)

