



<p>Legacy [ˈlegəseɪ] NOUN</p>		<p>an amount of money or property left to someone in a will; a thing handed down by a predecessor</p>
<p>Brand NOUN</p>		<p>a particular identity or image regarded as an asset; a torch; a sword</p>
<p>Leader [ˈliːdər] NOUN</p>		<p>the person who leads or commands a group, organization, or country</p>

CREATING NEXT-LEVEL (NLE's) ENGAGEMENTS

A next level engagement is the opportunity that exists at a higher level of connection. A higher level of connection becomes more personal over time.

In this case, we're creating next-level engagements where we will "herd" people from social media into direct 1:1 engagement.

In all of the events on our PROSPECT spreadsheet, I will respond to the person with a Direct Message. (Level 1)

We cover the words to use in section 3.4 of the portal

After receiving specific information that I ask from the person, I invite them to my calendar in a Direct Message. Because the NLE is still happening in the direct message, we are still on Level 1.

Once the person books a call on my calendar, we reach the next level - Level 2: phone call!

Order of NLEs for All Social Media Connection Events ([Refer to Creating Connection Events Worksheet](#)):

PROSPECT:

(I record all messages between myself and the prospect on our PROSPECT spreadsheet)

[Level 1] Respond in DM

[Level 1] Invite to call in DM

[Level 1] Drop calendar link in DM

LEAD:

(When a prospect books a call, I move their name from the PROSPECT spreadsheet to the LEAD spreadsheet)

[Level 2] Speak on phone call

CUSTOMER:

(When a lead pays for my services, I move their name from the LEAD spreadsheet to the CUSTOMER spreadsheet)

[Level 3] Enroll lead in program

Keep this spreadsheet on hand while you're working on sales activities in your Buyer's Journey spreadsheet.

[Share your questions, wins and challenges about this worksheet in our Facebook Mastermind.](#)