

RECRUITING SCRIPTS

Compliant Recruiting Scripts

Open, follow up, and answer objections without a single claim that could get you in trouble.

WHAT'S INSIDE

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Talk to people without sounding like a pitch

The builders who recruit the most are rarely the slickest talkers. They are the ones who reach out consistently, lead with curiosity, and follow up without being weird about it. This guide gives you copy-paste scripts for every stage — and keeps every word of it on the right side of the line.

Two rules sit underneath every script here. First, you are starting a conversation, not closing a sale. Your only job on the first message is to earn a reply. Second, you never make a promise the company has not made in writing. No income figures, no health outcomes, no "guaranteed." Curiosity converts; claims create liability.

The one-sentence test

Before you send anything, ask: "Could I defend this sentence to my company's compliance team and to the FTC?" If you hesitate, cut it. A boring compliant message beats a brilliant risky one every time.

The mindset that makes scripts work

- **Lead with the person, not the product.** Reference something real about them before you mention what you do.
- **Ask, don't announce.** "Would you be open to..." outperforms "You have to see this."
- **One ask per message.** Don't stack a compliment, a pitch, and a calendar link in one breath.
- **Match the channel.** A text should read like a text. Don't paste a 200-word block into a DM.

Personalize the first line, template the rest

Write the opening sentence fresh for each person — their name, a detail, a reason you thought of them. Then lean on the script for the structure. That blend reads as human and saves you an hour a day.

Openers that earn a reply

An opener has one goal: get a yes to a small question. Notice that none of these mention money, results, or even the company name. You are testing for interest, not pitching.

Warm market (someone you actually know)

WARM OPENER — REACH OUT

Hey [Name] — random question. I just started something on the side that I'm genuinely enjoying, and you came to mind because you've always been [good with people / into wellness / a natural connector].

No pressure at all, but would you be open to me sending you a 2-minute overview so you can tell me if it's a fit? Totally fine if the timing's off.

WARM OPENER — RECONNECT FIRST

Hey [Name]! It's been way too long — how are the [kids / new job / move] going?

(Send this alone. Have an actual conversation. Only bring up your business in a later message, and only if it fits.)

Cold or social market (someone who engaged with you)

SOCIAL OPENER — THEY COMMENTED OR REACTED

Hey [Name], thanks for [commenting on / reacting to] my post about [topic]! Curious — was it the [specific thing] that caught your eye, or are you just exploring?

(Let them answer. Their reply tells you whether to share more or just be friendly.)

Why the question matters

Ending an opener with a genuine question does two things: it signals you care about them, and it gives you permission to follow up later ("Hey, you mentioned you were curious about..."). A statement closes the door; a question props it open.

- **Never open with a link**

Dropping a replicated site or video link in the first message is the fastest way to get ignored or flagged as spam. Earn the yes first, then send the resource they agreed to receive.

The 7-touch follow-up that isn't annoying

Most builders quit after one or two messages. The conversations that turn into customers and teammates almost always take several touches — spaced out, varied, and never guilt-trippy. Here is a cadence you can run on autopilot.

When	What to send
Day 0	Opener (earn the yes)
Day 1	Send the resource they agreed to
Day 3	"Did you get a chance to look? No rush."
Day 5	Answer the likely objection before they raise it
Day 7	Share a relatable story or a customer's experience (no claims)
Day 14	"Want me to keep you in the loop or shelve it for now?"
Day 30	Soft re-open with something new and relevant

DAY 3 — THE GENTLE NUDGE

Hey [Name], no pressure at all — just wanted to make sure that [video / overview] didn't get buried. Did you get a chance to peek at it? Happy to answer anything or happy to leave it; totally your call.

DAY 14 — THE PERMISSION CLOSE

Hey [Name], I don't want to be the person who keeps poking you. Would it be more helpful if I checked back in a month, or should I just leave the door open for whenever you're ready? Either is genuinely fine with me.

The permission close protects the relationship

Asking "should I follow up later or leave it?" almost never costs you the deal — and it keeps you from being the pushy uplines everyone dreads. People say yes to checking back far more than they say a hard no.

Objection answers (the honest kind)

Objections are not rejections — they are requests for information. Answer the real concern, stay truthful, and never counter an objection with a claim. Below, the left column is what you hear; the right is the spirit of a good reply.

1. "Is this one of those pyramid things?"

Acknowledge it honestly. "Fair question — I asked the same thing. It's [company], a direct-sales company; I get paid when real products get sold to real customers. I'm happy to show you exactly how it works so you can judge for yourself." Never get defensive; transparency disarms.

2. "How much money do you make?"

Do NOT answer with a number, a screenshot, or a teammate's income. "Results vary a lot and depend on the work someone puts in — I can't promise any income, and honestly anyone who does is waving a red flag. What I can show you is how the comp plan works so you can decide if the effort matches what you want."

3. "I don't have time."

"Totally get it — nobody has spare time. Most people I work with started with a few hours a week around a full life. Want me to show you what a realistic minimum looks like, and you can decide if even that's doable right now?"

4. "I'm not a salesperson."

"Honestly, the people who do best usually aren't. It's more about sharing things you like than selling. Would it help to see what the day-to-day actually involves?"

5. "Let me think about it."

"Of course. So I follow up in a way that's helpful and not annoying — is there a specific thing you're weighing, or is it more about timing?" This surfaces the real objection hiding behind the polite one.

The words that get builders in trouble

The FTC and your company's compliance team care about a specific set of phrases. Learn them once and you will self-edit forever. This is the single most valuable page in this guide.

Income claims, health claims, and guarantees are the three categories that draw scrutiny. The fix is almost always to swap a promise for a possibility, or a result for a process.

Don't say	Say instead
"You'll make \$1,000 a month"	"Here's how the comp plan works — results depend on your effort"
"Replace your income"	"Some people build this part-time around a job"
"This cured my [condition]"	"I've personally enjoyed using it" (no health outcome)
"Guaranteed results"	"No outcome is guaranteed — it depends on the work"
"Get rich / financial freedom"	"A flexible way to earn alongside your life"
"Passive income while you sleep"	"Income is tied to ongoing activity and sales"

- No specific dollar figures, percentages, or timelines for earnings
- No "guaranteed," "risk-free," "can't lose," or "everyone"
- No medical, health, or weight-loss outcome tied to a product
- No income screenshots or implied lifestyle-from-the-business claims
- Every claim could be defended to compliance AND the FTC

The reader's company comes first

This guide is general education, not legal advice and not a substitute for your company's policies. Some companies forbid wording that's fine elsewhere — for example, naming the company in a cold message, or mentioning the product in the same post as the opportunity. Always run your scripts through your own company's compliance guidelines and follow them, even when they're stricter than this page.

FROM TIERUP

Every opener, follow-up, and objection answer in this guide lives inside TierUp's duplication library, ready to copy — and before you send anything, paste it into the built-in compliance script-checker to flag income claims, health claims, and FTC-risky language with a suggested rewrite. Build your conversations on a system that keeps the cadence and watches your wording for you, at tierup.bizbottech.com.