

Journaling on Facebook/Social Media Sites

- 1) Be yourself: Post your life. What do you love? Post about it. Drip Arbonne into those posts. Not every single one, but make sure it's included in what you're doing. When you're excited because you got an Arbonne package at the door, post that! When your jeans are too big because of Arbonne, post that! When it's a 3 fizz stick kind of day, post that! Just show how Arbonne is a part of your daily life. When posting about products, make sure that it relates to a story, as opposed to just a sales pitch. People react to stories.
- 2) Journal your story: If you're currently doing the Clean Eating Challenge, post at least 1-2 times per week about your JOURNEY and personal experience with it. **DO NOT SELL**. Your story will sell. People will be watching your story and sometimes it'll take them a while to ask you about it, but keep posting and they will.
- 3) Keep your page fun: Your page should be fun and personal, but not too personal. A general rule of thumb is to post something personal, something funny or inspirational, something family and something Arbonne related. Stay away from politics and religion or people will tune you out.
- 4) Add people on Facebook right away: As soon as you meet someone and make a connection, ask them if they're on Facebook and add them right then and there. Just make it super casual. Now you get to further your connection with these people from a distance. They can watch your life and learn who you are. Start forming an online relationship with them. Begin liking and commenting on their posts.
- 5) Always Private Message: When someone mentions something on their page that you think Arbonne can help with, don't comment in detail on their post about it. Send them a PM to get them the details. When you're doing this, don't think of yourself as a sales person, but instead as someone whose offering a service. Never push it. Just give them the info and then let them decide.
- 6) Put up lots of photos and keep captions short
- 7) Don't offer sales: It's against Arbonne's policy to offer a sale on Social Media. It devalues our products and can also hinder your sidelines efforts.
- 8) Celebrate your teammates successes on their pages: When you want to congratulate someone on their success, find a cute picture or image of a quote and write up a congrats note on their page. It helps both people's friends to see what's going on in our businesses and how much we celebrate each other. Don't just "like" your teammates posts, but comment on them! Comments make their posts more visible and their friends more interested.
- 9) Group Etiquette: If you are a part of a Facebook Group outside of Arbonne and someone asks a question that can relate to Arbonne and another Arbonne consultant has already commented, please do **NOT** promote your business on that thread. You can comment and say how amazing it is, but send them back to the first consultant on the thread who commented. It looks very tacky and cut-throat if 10 different consultants all say contact me for info. It makes our business look very unattractive to others.
- 10) **ALWAYS BE POSITIVE!**