

## Association of Network Marketing Professionals

Dallas, May 31 - June 3

Social Media Sessions

June 11, 2018

- TNL is June 12<sup>th</sup> at 7:30 PM CT - Dr. Nugent will be speaking on Empact+ - [www.allaboutmannatech.com](http://www.allaboutmannatech.com)
- Empact+ Sampling ... Who has sent out their free 3 samples!
- Do you have your first signup for the new incentive. This is the most important month to get people signed up Start now! Make sure you check out the rules in the library.
- Check events.mannatech.com for Dr. Nugent coming to a city near you

### Jessie Lee Ward

Loves social media...built a customer base of massive, raving fans

Then built huge referrals; "Success loves Speed"

Find things that are native to your state of being:

Her thing is not looking for people like us...

rather people who never won before, maybe never heard of MLM,

\$300 per month can turn into \$1000, the \$1000 to \$5,000

Engage right away or they are gone...

Ask them to a group blasting the amazing profession of MLM

#### **NEW**

Change the setting on your Group on FB: turn it into a social learning group

Now you can create "FB units"; create training modules for \$3.99

give online tips, recruiting tactics...checklists inside checklists

Organize everything

"New Starters" checklist...where to add new people to, here all your scripts

As a leader you can see how much they are doing

"New promoter A-Z" tell them go watch that and then call me and let's answer all your questions

"Facebook Units"...so new and so huge...

High engaging group for high I's

You can sort into types now: Recognition, Welcome, Opportunity

"Category Type" sort and sift; can direct them right to the type they match into

Find the average person and make them above average...

People in MLM think they are entrepreneurs

only 5% naturally...so, these are not self starting...

Same as if an EE and show up to work...boss tells you exactly what to do

So, you treat as EE and tell them what to do each day

You are the Leader to the group...Know exactly what podcasts to listen to

How are you going to implement this podcast and the ideas into your life

Then welcome 10 people into the group..

Social media has changed everything

high tech and have to be high touch...this is a must for 2018...

page though their FB page so when you do meet them they feel your heart.  
You must love people to be successful...pour into one another...

### **John and Nadya Melton (millennials)**

5 years ago started studying attraction marketing; branded themselves instead of the company  
Not talk about the company

Last month their team produced 700+ new distributors and over 12,000 new customers via  
Facebook

FB marketing strategies you can use today

5 years ago they were writing an informercial...#commission breath

Decision: to build **personal brand** and build value; build relationships and convert

Cycle of Love

Attraction marketing

Curiosity marketing

Active prospecting

### ***80% on social media are bored..***

So, bring some energy and joy

80% of time empowering, entertain and

20% raise eyebrows and be cool/have some game...use curiosity

Teach "3 tips for gorgeous skin

tip 1 drink lots of water

tip 2 stay out of the sun

tip 3 if you don't give nutrients 1st thing in the morning, the body grabs them  
out of the skin

Message me if you want to know what I use"

Audio recorder...on FB...timing is everything; you are planting seeds with all your conversations

Create your million Dollar Team

Cleanse your FB List...google fb friends remover pro in Chrome browswe; Get rid of  
dead in the water people

Use Facebook Live Video even if you don't feel confident or experienced enough

*"Are you posting and ghosting"*...have daily interaction!! Must interact with those who  
are posting; Leverage group chats to recruit and duplicate

Tap into the power of FB groups to prospect and train your team

Group Chats are big...

You can go through 20-30 group chats...

Set them into your chats with upline

Duplication!!

You have a miracle in your mouth and act accordingly

Project more if you want more!

### **Ray Higdon**

Social media is one of the best things and one of the worst things that has happened  
in social media you can turn off thousands

FB Live...he is suggesting brand new FB live strategy

before you go live, during and after

Never taught before

Larry and Taylor Thompson and Culture...Ray learned everything he knows about culture from them.

Read "Go for No" went for 20 nos and did a video every day...

now he is doing 1-2 videos per day for 9 years

Adamant on doing videos because he hated prospecting; He wanted to try to attract people to him

What to do BEFORE you go live on FB

1. Preparing for the live

a. who do you want to attract

what do they struggle with or want

(Marketing is on purpose and prospecting is activity; marketing is passive)

Define who you are trying to attract...

Then what is it they struggle with, want, etc.

You don't have to be an expert at anything

ILT...Invest, Learn, Teach

b. Pick a topic

You can share from any content...

Put a little bit of thought into who you want to attract..

You can lead with skin care even if not skin care (like Naddy)

c. Think of a question...additional expansion

3 ways to look younger

Think of something that relates...like an exercise plan, Google to find out

2. Pre-live

a. Have it be either the first or second thing you have posted on your profile page

So, if posting constantly and getting no engagement, they are not getting your "stuff"

So, don't post all the time on your timeline

b. Get in the habit of checking your messenger for how many people are live and try to go live when more are in; active...see how many friends are active...

c. ENGAGE with 15-20 people RIGHT BEFORE going live; drop comments/emojis NOT likes

3. During your live

a. Do encourage, engagement and comments and interact with them

b. Get in the habit of more natural questions vs. drop 1 (try not to break the 4th wall)

**Four part formula**

1. Intro (Hi my name is...)

2. question

3. content (Google and get fast)

4. call to action (Hey if you like this live I will be more than happy to send a 7 day meal plan for free)

4. CPA delay..example

When people message you for meal plan

"no problem when I am back at my computer I will send it...I am just curious what if any supplements are you taking?"

## Whitney Husband

leads loves and lives with passion

Single mom with 2 children

### Online Parties

Her team builds all with online parties

First Steps to build:

1. Create a unique name or title that pertains to what you do without using the party
2. Start one for yourself
3. Make a goal to host 5 per month with your customers and friends and ...
4. Some will not ha sale...build your network
5. You can turn 1 friend into 100 within 1 day
6. They can then quickly become a referral, team member customer, etc.

She loves to find people who already love her product...so offer idea to invite some friends

Talk to them for 5-10 days and then they can get started...

Be your own host first...

She has sponsored 350 in last 5 years and only knew 30-50 of them before...

So she networks with these people...

Start with 5 parties a month

How do you have 100 conversations per day...

if they post, if they don't strike up conversations on line

You can sell a product...it that is not her goal

She is looking to find a host for her, when they say "you are not taking the commissions from my friends", then they become the hosts for the next party..

Then have a referral system...

they have a party link system

Refer X amount of people and get products for free

Incentivize your host...either through you or the teapa

you can use Groups or Events on Facebook

Use tags in the groups you can send them to each person if they like diff things

Get into messenger, hold your posture! You want to make it about them and how they are going to benefit

Go behind the scenes thanking them for coming, and see what they liked...message them

For the Host create a curiosity post to attract people...

You want to not make it scary...

### Host Hostess Coaching

Give them things to say...solutions to their problems...not salesly... but it needs to create curiosity

So host needs to be there to show their trust for you and that will allow others to trust you

These parties can generate \$3000 in 6-10 days.

Also have an incentive...they are working toward something...

Let the host know what they are working for

### Content of Party

Need 5-10 days to build trust...interest and help solve problems...make sure covers their pay day. High energy and make it exciting.

NO SPAM: Example: Graphics, grainy pictures. Bring lots of value. Focus on solving problems

Post 2-3 times per day

parade your host for doing this for you

recipe and live tutorial...stick to things quick.

give solutions to maximize efficiency

Easy recipe

Toxic free zone

You have 5-10 days to build trust, interest and help solve problems. Provide the best customer service, and interact with your host/hostess friends and family through posts, comments and messenger

Connecting with the guest is crucial... this will expand your warm market

Add the guest onto FB, send them an thank you for message for supporting their host/hostess

Do a shout out post for those who purchase.

Offer the opportunity to your hostesses/host, especially if they are going to have orders.

They can benefit and launch their business with a party

Create your own Mock Party in your own FB group and edit it as you go

You can add your new associates to see this for training

Avoids massive time training...

Have Fun! Keep booking parties even if they don't get sales! Build that Network!

### **AMBER VOIGHT**

Change your mindset

Focus One Course Until Success

She was involved in over 14 MLM's since 2008

She had to grow...

She did not have the skill set

she saw the problem...it was me!

Everything in MLM is a skill so master the skills...

Character

Hustle

Personal Development

Persistence

Belief

We are the team of network marketers...

We award those with good character...

90% of her business is on line  
She listens twice as much as talks  
she goes into groups of her interest and gets to know those people

I don't care if the person joins or not...not my job...I just offer...  
She writes down every single person she talks with  
Next day...you know I have been thinking about you saying you are not a salesperson...  
you know when I asked what curriculum you use. that's what I do....I just recommend

If we worked together you think we could come up with a way it would work?

This person on home schooling site became one of her top BB's

She doesn't waste time...  
Persistence

### **Sarah and Toney Zolecki**

Your FOCUS  
Huge...  
5 days a week...filled rooms of people  
Saturday trainings

every week...  
Wasn't an easy transition  
Wanted to find a way to scale our business big so let's figure out social media thing  
One thing: they were focusing on the wrong thing...most share, likes etc. WRONG  
Be a GIVER...build a social media site by giving...  
Authenticity WINS on social media  
People want to know your story...what are you doing ever day..  
Great fun pictures...connections are amazing...  
the hybrid business...doesn't have to be all social media  
We need as many fishing poles in the water as we can...s however we can get in front of  
people we Do!  
So many diff things attract people to the business.  
Careful to implement many things to attract as many on diff vehicles.

What inspires you...  
On social media  
Why do they want to be connected with you?  
Why do they want to stay connected with you?

LEAVE A LITTLE MYSTERY on social media  
Curiosity posts is one thing  
Keep people guessing on what you are doing  
Mystery...

Don't use the company name...

Added 23,000 customers just last month:

FB lives

Curiosity Mystery (new product he squeezed really hard)

FB Product groups

Toney wants to move fast...

What you know is powerful...as long as we can impact one person we are doing our job...

Need to be vulnerable...

Massive action fast...

Don't be afraid to be vulnerable...

The info we are learning is so powerful

important for us to share with people

It is not about doing lives because it is comfortable, it is about the Giving piece..

**YOUR INFLUENCE MATTERS**

we have a responsibility to influence people every day

you know enough so start influencing others every day

## **Saturday Morning**

### **Courtney Luper**

2 million Facebook Followers

People don't want to be Sold

Don't worry about what other people say, they don't pay your bills why do you care

Idea: She posted on how to make your own Febreze and then Join my free group and enjoy more fun stuff

Be yourself stop trying to be like others

There is not competition...

Embrace Facebook Live videos

People just want friends. People would beg you for your link if you would just be their friend

The loyalty to you not the products

### *Sample Video title*

Can't believe I am doing this

Party animals

How to Survive years of marriage

Warning the contents of this box can change your life

Karma

Monday Motivation

My favorite 2 ingredient dessert

Follow me for more of this stuff

join my group  
We are about to take down this wasp nest  
Get ready to me

### **Rob Sperry**

People stop too early  
The vision needs to be strong enough to get us into action  
Understand the basics  
The more popular the more relevant the more your post is shown  
You build your brand, likability, credibility  
Post constant content  
Every post can be a first impression  
Use your notes on your phone to keep ideas for your Facebook Post  
Give your own insights with the quote on your post  
Personal Development posts  
Use a separate note pad for Facebook live  
Screen shot incredible posts and put in notes  
On this day on Facebook — subscribe to on this day on Facebook  
Double and triple check your grammar  
Don't miss a day of posting  
Don't post 10 times in a day - your posts are competing against yourself  
FB wants quality not quantity  
You want to influence others  
When to post - Go to online chat and see how many are online and then post when most are  
on line  
Quality text and Videos are the best... Avoid politics and religion  
Ask engaging questions – My Favorite part about network marketing is \_\_\_\_\_? The most  
overrated food of all time is \_\_\_\_\_?  
Be vulnerable  
use original content Facebook like original  
Add EMOJIOS to every post – one study says emojis increase engagements by 50%. But don't  
overdo it or your post will look immature  
Don't let your doubts consume you  
Don't copy and paste others content. FB punishes you for it.  
Don't put your link in your post... put it in the comments

### **Angel Fletcher**

Do not be the magician be the magic  
See people not a prospect, care about who they are  
Facebook groups  
Tribes are met with every day  
Start a community group  
Showcase a person to find a reason to use your product  
Highlight what happens in your community and become the authority  
Facebook groups

People want stories

Identify the problem

Stories inspire and implants the question "What if"

It is all about the process

Are you playing games with your business?

Are there people who are unsupportive?

You need to put your whole self in....

Where I am is not longer good enough... I am not settling any longer

Show up in your life and be you

## **Rachel Jackson**

Power of video

Why video

80% of the newsfeed is video but 20% of content upload

Facebook wants to overtake Netflix

You tube in worlds #2 search engine

More reach and more engagement

Deeper connections/rapport

You can't hide

Where do post

Facebook live - your talk show

Instant views

Conversation

Limited evergreen

YouTube - your sitcom

Slower views

Less rejection

Highly evergreen

Get over yourself

"At first you're gonna suck... and then you're gonna suck a little less...and after a while, you'll suck so little that you'll actually be good." Garrett J. White

Fear and doubt and insecurity are the top things that stop you

You need to be willing to look awful before you look great

It took her 50 videos to find my voice

Equipment and set up

Smart Phone

Phone Tripod

Lav Mic and Converter(if you have a Iphone 7 and above)

Ring Light

(you can get these on Amazon)

Better the quality the better the video

Cultivating content

Be the DJ not the songwriter

Stop drop and share

Become an expert filer

Notes, special email, text yourself

Become a story teller - data facts numbers only go so far

## Share a tip And then share a story

### FB Live Topic Ideas

- Your story
- Why Your Team
- Taking Action when Afraid
- Why Your Products
- Benefits of a Side Hustle
- Time Management tips
- Product demo
- How to Make New Friends
- A time when you failed
- Goal setting tips
- Girl talk/chit chat/ GRWM
- Current favorite books
- Parent, cooking or healthy home tip
- Vulnerable story
- Time freedom vs acquiring stuff
- The biggest lesson you've ever learned
- Interview a customer
- Interview an expert/top leader
- Timing + your company
- Going after your dreams
- How to choose a mentor
- Simple money saving ideas
- Haters!!
- Finding balance

Build anticipation

Be unique

Don't be afraid to share your weakness

Don't post that you are going line

Use Tags of Keywords

### **Social media panel**

Ray Higdon, Angel Fletcher, Ryan Higgins, Courtney Luper, Brian Fryer, Rob Sperry, Rachel Jackson, Cesar Rodriguez

Get into massive action...You don't have to do ever strategy

Technology is an extension on how we communicate

Find a small group to work on social medial and only work with them

Prove the concept

Make time to do Facebook - implement it and make it accountability and fun

Activity based competition

Do Top 3 contest. Pre qualification period - 1 customer and then they are entered in a bigger contest

Make them earn the free book - competition

Mindset and approach to social media

How can I positively impact 1 person today? How can I serve instead how can I serve?

Focus on the social size. Don't post product first

It you have questions reach out to me

Be the gate keeper

Follow up until they pass away

Give your Facebook make over

Friends - my friends who live in and create list in that area

Publishing today, Publishing A lot and Dominate the platform

Go deep in 1 platform then move on the next one

Use Facebook audio...Audio add more interaction

Be the bold authentic version of you

Reach out 5 new friends a day

Match energy for energy

Use Facebook messenger video chat

Script on how to get them on the phone

Phone

I find Facebook really impersonal what is your phone and I will give you a call

I am driving what is your number and give you a call

Sellucation - sell through education

People don't want to buy products they want to buy a solution

You are in my inner circle - i will sent you my phone # but I need you to text me your name so

I can save it in so I can be there for you

You still need to do the business old time

Be a top keeper instead of a top earner

Make people feel good no matter where they are

Talk from frustration to feeling good

Women feel and Men touch

Walk people through the door of results

If you are a male include your spouse

Treat them like they are your mother

Listen to people

Take action and be consistent

Customers are selling your product for you

It is not FaceSpam

Be effective story teller

Be a good human being

Learn how to Recognize people

Make your people feel great

95-97 people are looking for an outlet to connect to friends and family

Set a goal of how many people you are going to reach out to every day - (2 new people every day)

Add 10 -1 5 friends a day

Increase your energy

Post every day

Don't be afraid to be different

Step into your greatness

Don't compare yourself

**Saturday Afternoon:**

## Michael Hamburger

Facebook group...to a whole another level with Garret

2 phone calls

one phone call about

second phone call

He paid for it...

This program created...263 leads in 2 weeks

He never spoke to him

1.63 per person

Click through rate...

Boxa could do this for you...191 conversations going on simultaneously...

People raise their hands and say I want in

1998 is when he started with MLM

He is the black sheep

did not build like we do...he placed ads...paid advertising

never worked with his circle of influence

don't need conversation with every person

Advertising versus marketing

Advertising is the 1st step to attract and then marketing is to close...

buy a product or join my business

He loves to have fresh new people to talk to...

Are you seeing a lot of brand new people coming to you? Or are you throwing up?

Jab Jab....book, there is a rythm to social media ads

take a look at my stuff...

If you are not using PAID ADVERTISING...

you are not in the business

It will change your life.

Strategies we share...lots

we share Network marketers to change peoples' lives

BB want to target the millennials...you do not have language...you need to bring the language ot them

Advertising message brings it to them

Don Laprea versus network marketing

Advertising has changed...take the message where they are...

place ads on the internet

Message of PUSH versus PULL

Today's digital landscape has changed everything and the sad truth is many....

Google had program called AdWords

this is what cause him to be addicted...

2005 built first digital marketing

how many leads put out there

Duplication

Tons of leads, coops, etc.

not just staying in circle of influence

If there is a person in your phone you are not willing to call, then delete them

Need to adapt our ways

Kids under 30 are all on Instagram

Build a site on pinterest

Publishing...don't just show up and throw up

Internet marketing:

I will give you something of value if you give me contact info

Then keep adding more and more value

The more familiar they become with you they trust you

Would you rather close 50% or 20% of those you show info to?

He has done it long enough wrong enough for so many years...

People create raving fans...

Do more with ads...

TRACK everything you do

what you don't track you cannot improve

Put a sales team together...put in a FB group and shared a bunch of info with them..

Huge growth...

no judgment

friends who don't know you

Be smart

we are like an animal in the dessert...

look at the lead gen side of things

It is about engagement once you get there...

If you have more people than you know what to do with, WOW

Must use PAID search to really be open for business

Same message for everyone

Scale your business

Leverage your tools