

## Facebook: A New Era in Building Relationships May 4, 2015

- The next “Tuesday Night Live” meeting at Corporate Offices... is May 12<sup>th</sup> with Merri-jo Hillaker
- Check out upcoming Mannatech Town Hall Meetings and Super Regionals - <http://events.mannatech.com>
- Jeff and Judy Allen Support Fund – More info: [www.judyallensupport.org](http://www.judyallensupport.org)
- Association of Professional Network Marketing is coming to Dallas... May 14-17... <http://anmp2015.com>. Be there and learn why we are in the best profession.
- 4<sup>th</sup> BP of Incentive... now is the time to focus! Build your business. See you on the Mexican Riviera!!
- This is the last week of the BP... Make sure you make it a great BP

Article by Jim Lupkin and Brian Carter: Direct Selling News, April 1, 2015

Recommended book by same authors: "Network Marketing for Facebook" 2014

### **History**

- a. Stated in 2003 of one of the most successful networkers: "If someone could figure out how to build relationships online they would build the largest team of distributors in the history of network marketing."  
Facebook came online 1 year later...and that distributor's remarks proved true.
- b. Facebook connects more than 1.35 billion people around the world.  
Facebook is five times as popular as the next most popular social network.  
"It makes building relationships easier than any other social site."  
So, doesn't it make most sense to use the easiest method of building relationships if you business is ALL ABOUT building relationships?

### **Tips for Facebook Use**

1. Facebook is part of the Strategy, Not the Whole Strategy
  - a. If this is your only strategy it will fail.
  - b. Personal contact remains imperative.
  - c. New relationships on FB
  - d. But even with relationship, the person must experience the products or how can they excite others on FB?
  - e. If your associates don't like building relationships with people, they will do no better on FB. LEARN strong communication skills. Mastering the basic in-person skills helps you on FB.
2. **Facebook Group** Takes Distributor Culture on line
  - a. Distributors can move mountains when they belong to a group of passionate people who are working together: same goals, supporting each other every day.
  - b. FB is a tool to empower leaders to work with all distributors.
  - c. Here is how a FB group works:  
Set one up for your organization. One distributor has an incredible result, shares

with everyone by posting on FB. Another one gets frustrated, shares and other distributors encourage them.

Your distributors have questions...post on FB Group and get the answers.

d. Advise your distributors to check in on the Group a number of times per week.

Always "like" other distributors posts.

Reserve "commenting" to times when you truly have something meaningful to offer.

They can post new materials several times per week: questions, words of encouragement, pictures, or videos. Encourage to be creative and social. A Group Page can be as effective as a Live Event if done right...but it works 24 hours per day, everyday.

### 3. Your Facebook Profile is Who you are Online

a. When people trust you they are more apt to do business with you. From your profile picture, cover image and "about" section, people can learn all about you, and trust you.

b. Here is an example of how it works:

c. Coach your people to understand their profile picture is first impression.

Use close up, don't put pet in or family since doing business with you.

Also update from time to time as it gives people a chance to learn about you, your life, and personality. Examples:

d. The "About" section is most overlooked but powerful section of FB page.

It should be filled out fully...personal and business profile...opportunity to be more credible and provide more personal details

A blank personal profile tells others you are not interested in building relationships.

A filled one suggests you are an open book...more trustworthy.

### 4. Why it is critical to Stay in Touch with Friends on Facebook

a. Consistent contacts will build interest over time and a person once not interested might just come around.

b. "People don't care how much you know until they know how much you care."

b. Two ways to stay in touch:

1) Posting quality content

2) Interacting with friends' posts

c. Balance business with personal posts. Personal should be about 80%.

Showing your real life is important to others.

1) building content for the business ones can come directly by sharing from Mannatech's newsfeed or [www.allaboutmannatech.com](http://www.allaboutmannatech.com)

Example: "The CEO (also chief medical officer) of my nutritional company just started a new program on GI re-engineering...check it out!"

d. Activity is generated by activity...True in any aspect of direct selling!

One chapter of their book is on "Go Public on Facebook"

3 Steps to writing a successful Post

