

15 Common Mistakes that MLM Distributors Make with Social Media

February 22, 2021

- Live weekly Product and Business Meeting 1st Saturday of each month 10 AM CT: <https://zoom.us/j/215452258> or www.allaboutmannatech.com: others are prerecorded
- Next TNL: February 23rd at 7:30 Pm CT www.allaboutmannatech.com
- This week's "Product Focus:" OSP
- Are you on your way to Hawaii with us???

Article by Tony Robbins...

1. Not being active on Social Media
 - a. It is time to "expose" yourself. No fear.
 - b. Social media is not going anywhere. In fact, only growing.
 - c. Social media is just like meeting a new person on a daily basis.
 - 1) You are doing this already.
 - 2) On social media you have the added benefit that one post hits hundreds if not thousands.
2. Treating Social Media as Something Different
 - a. There is really no etiquette that you have to learn. Just another way to meet people.
 - b. 1 Rule: If you won't do it offline, then don't do it online.
So, would you walk into a house party and without getting to know your new friends begin immediately start pitching products?
3. Focus on too many Social Media Channels
 - a. You have limited time so no way you can stay active on all social media channels unless you have the budget to hire a full-time social media manager for you.
 - b. Best to focus on one and get really proficient.
And the one most popular with MLM is Facebook.
4. Trying to Sell Your Products and Opportunity Immediately
 - a. Never attempt to sell right away. Build relationships.
 - b. Provide value first...what is that for you?
5. Promoting your Company and Products
 - a. Top online marketers do not use social media to sell.
 - b. Create curiosity on social media and when prospects get interested, then can sell offline. If you present the product online, they will go research it on the company website and no longer need you.
6. Don't provide Value
 - a. Always think about how to help your audience and give value...
 - 1) Share knowledge.
 - 2) Share interesting personal information.
 - 3) Share something funny.

7. Not Engaging
 - a. It is like attending social events offline. You don't just walk in and talk; you have to engage with your audience.
 - b. You have to like, comment and communicate with others. Otherwise, you stare and leave.
 - c. Facebook will not like you either! If you don't engage with others, you are telling FB that you have no interest in people or people are not interested in you. You become irrelevant...FB penalizes you.
8. Posting Things that are not consistent with what you Represent
 - a. People are always watching what you do.
 - b. Be consistent with who you are, what you represent.
9. Not Showing Commitment to the Business
 - a. What is your main vision?
 - b. Are you being committed?
 - c. Are you a real entrepreneur? People need to perceive you as a serious entrepreneur. So, are your posts consistent with that?
10. Lack of Consistency in Posts
 - a. You have to make it a daily habit to post consistently.
 - b. This is also a reason to focus on only 1 or 2 Social Media outlets. FB is number one for MLM.
11. No Personal Content
 - a. People ARE interested in your personal life. Include kids, family and your interests.
12. Not Segmenting Your Friends and Leveraging Friend's Lists
 - a. This is one of FB best parts...create different groups of friends and then decide who gets what to see.
 - b. In other words, have a family list and this allows you just to reveal Family stuff or what you choose them to see. You can do this for prospects as well.
 - c. Learn how to segment.
13. Not Having a Time Budget for Social Media
 - a. Social media can hurt your business if you become a "run-away" on FB...so schedule your day. Timer: 5-10 minutes per social media session.
 - b. Must spend your time doing the 5 money making activities to build your MLM business.
14. Replying Back to People Too Quickly
 - a. Reply back after time...not immediately as it shows lack of posture and success.
 - b. If you reply fast, people will lose belief in your leadership because if you were truly successful, it would take time to respond. Protect the IMAGE.
 - c. Train people to wait.

15. Spending Too Much Time on Social Media

- a. Too much of anything becomes a bad thing.
- b. Social media should be a friend not a foe. Don't be so connected that you are not connected in life.
- c. Develop an interesting life off the social media.