

SOCIAL MEDIA & YOUR BUSINESS

Social Media will not make your business a success; it is simply an aide in communicating with your customers. The average customer needs between 7 & 30 contacts before they do business with you. This is because customers have a personal trigger of when it is time to make a purchase or book a party. As a consultant you have little to do with when that trigger occurs, but when it does you want to be at the top of that persons mind for where to make that purchase.

Try to learn your clients & adjust your status updates to their schedule. Just because you are up at 3am doesn't mean your customers are. Participate actively in your clients status updates. Like statuses, comment, offer tips, lend support, involve yourself in their jokes, etc. Comment when people are griping about losing a job, hating their job, or not making enough money.

Try not to post more than 1 time per day!!!!

Rule of 3rds

-1/3 Personal

Create statuses they can relate to
Make them easy to respond to
Humor!

-1/3 Business

Open party dates
Sales on particular items
Recruiting

-1/3 Resources

Sexy recipes
New studies

Romance Tips / Massage Tips Stay current on adding your new clients to Facebook. Add them the next day when you are doing your end of party paperwork so they remember who you are when you send your Friend Request. How many times do we hear that customers don't know who their consultant is. Don't be that consultant!

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1. Link to Newsletter
2.	3.	4. Open Party Dates	5. Something Fun about this job	6.	7. Friday Fun Fact	8.
9.	10. Kit Special	11.	12. Something great PR has done for you	13.	14. Friday Fun Fact	15.
16.	17. Link to a resource	18.	19. PR corporate news	20. Thankful Thursday Sale	21. Friday Fun Fact	22.
23.	24.	25. Treasure Hunt Tuesday	26.	27.	28. Friday Fun Fact	29.