

Week 1 – CIT Conference Call Bullet Points

Section 1: Facebook & Your Social Media Calendar

1. Set up a FB page if you don't have one!
2. Start branding yourself with Themes
 - a. Health Tips
 - b. Healthy Recipes
 - c. Fun & Your Health - Healthy Exercise
 - d. Lifestyle Themes/Weight Loss Themes
3. Create a Calendar around those themes and write it out (see Social Media Calendar download for ideas)
4. Determine times to post based on which Social Media outlet you are using
5. How to give your posts the best visibility
 - a. native posts
 - b. hashtags
 - c. videos/photos

Section 2: Definitely DON'T

1. NEVER post DRAMA stuff...even if you feel you must. It attracts "DRAMA PEOPLE"
2. Leave Politics & Religion off this page pretty much. It's your business page
3. Watch the language that appears in your newsfeed. Keep it polite, show respect above all and attract what you want. Bad language attracts crap language type people. Again, you are building a professional business to pay you professional income!

Section 3: Building your FB audience – getting You out there

1. Build your following - adding friends
2. Tip, Tip, Tip, Sell - creating curiosity
2. Set Goals for adding friends, partners, customers.
3. Engage 2 people behind the scenes per day in PM conversation
 - a. Compliment
 - b. Ask questions
 - c. Build relationship (DON'T POUNCE ON PEOPLE)

If you do it right...you will have more work than you ever thought of having.

Section 4: Your Next Step

1. Post on your wall every day something in the themes area
2. Write Goals - Use your Welcome Guide and Getting Started Guide
3. Have your SPONSOR walk you thru EVERY PAGE on your Welcome Guide:
 - a. Do Form 1000 & Review your Autoship - learn how to change it the right way
 - b. Set up your events - 2 Partners 10 customers is your goal
4. Message me that you have completed this page of "To Do" items