

FACEBOOK LAUNCH GUIDE

This Quick Start is for new coaches who are wanting to utilize Facebook as a way to reach out, grow their business and serve many with our amazing offer.

*Facebook **IS** about building and developing relationships **NOT** about posting and selling...*

Step 1: Connect with a qualified member of your support team to verify it's the right time for you to launch.

Step 2: Verify your privacy settings are set to public.

- This will allow everyone to see your posts...It's amazing what old friends will come to you!!
- You will still have the capability to make a personal post only seen by friends!!
- Here is a helpful video on privacy settings: <https://vimeo.com/317847894/b47bfac88f>

Step 3: Work with your support team to Create an eye-catching before & after (in-progress) transformational picture or use someone from your support team. Be sure that the disclaimer** is present on your picture. If you are just not ready to share your own picture, post a graphic of Celebration, Hope or something else that matches your story!

****Disclaimer:**

ALL before and after pictures used to share via social media and all other communication must have the disclaimer whether they reference weight loss or not. This is super important to keep the FTC happy!

Disclaimer Overview:

When only weight loss is mentioned, with no time frame, (ex: Susan lost 50 lbs.) choose one of these following disclaimers:

- Average weight loss on the Optimal Weight 5 & 1 Plan® is 12 pounds.
- Average weight loss on the Optimal Weight 5 & 1 Plan® is 12 pounds. Average fat loss is 10 Pounds.
- In a clinical study, the group on the Optimal Weight 5 & 1 Plan® lost 10x more weight than the self-directed group. Average weight loss on the Optimal Weight 5 & 1 Plan is 12 pounds.

When weight loss is mentioned, along with a time frame, (ex: Susan lost 50lbs in 4 months) use only the following disclaimer:

- Average weight loss on the Optimal Weight 5 & 1 Plan® is 12 pounds. Clients are in weight loss, on average, for 12 weeks.

Step 4: Pair it with short and catchy wording - show your success so far. You can use whatever wording you like, but we have found that keeping it simple works best.

Ask your support team to add you to the Transformational Stories Facebook page for examples. Some of them are going to be long...so look at some examples of the shorter stories if you prefer that!

WATCH THIS VIDEO BEFORE YOU POST FOR THE FIRST TIME!

<https://vimeo.com/354188419/4f4d5e2262>

Step 5: BABYSIT THE POST & RESPOND

- Be ready to watch the post & respond within 12 hours while they are excited.
- Review the examples of responses below to help guide you in responding personally and thoughtfully to all the comments/likes you receive.
- By responding quickly to each interested candidate (within 12 hours), you increase the likelihood of being able to partner with them to improve their health. You will get the following responses:
 - ❖ "Wow- that's amazing - more info please"
 - ❖ "Congrats - great job"
 - ❖ "What diet are you doing?"
 - ❖ Personal messages asking for help/what are you doing
 - ❖ Likes on your post

HOW TO RESPOND TO ANY COMMENT THAT "ASKS FOR INFO OR HOW YOU DID IT"

Send them a personal message (PM). below are a couple of examples (**don't copy/paste**):

1. Hi _____, Wow the kids are getting so big! How was your trip? thanks so much for the comment on my Before & After picture. I know it's a little thing but it means a lot to me. I feel amazing now and I have so much more energy for the kids! You asked for more info, I'd love to chat with you about what I'm doing. Are you curious for yourself or someone you care about?
2. Hi _____, How are you? We haven't talked in forever!! Your family looks so beautiful on Facebook. I love seeing all your pictures. What are you up to these days? Thanks so much for the comment on my Before & After picture. I know it's a little thing but it means a lot to me. You asked what I was doing. I'd love to chat and share. Are you curious for yourself or someone you care about?

When they respond back "ME", send a PM back to move to a Health Assessment & phone:

Hey there - good morning. That picture from this weekend was awesome. Where were you guys? Susie, let's chat! If I can do this, anyone can. I'd love to learn a little about your goals and share a little about what I'm doing and how I might help. I'm available for a call or video chat this evening or tomorrow. *(When a time is set...send HA with wording in the black box on pg 3)*

When they respond back "SOMEONE ELSE", send a PM back to move to phone:

Hey there - good morning. That picture from this weekend was awesome. Where were you guys? That's great that you have someone on your heart to help! Let's find a time to chat! I'd love to hear about your friend/family and how I might help. How's tomorrow for a quick call or video chat?

HOW TO RESPOND TO "LIKES"

Send them a personal message (PM) & start a conversation - below is an example (**don't copy/paste**):

3. Hi _____. Thank you so much for your support on my health journey! I feel beyond amazing! How are you doing? Your pictures from your tropical vacation looked amazing! Where did you go?
4. Hi _____, How are you? We haven't talked in forever!! Your family looks so beautiful on Facebook. I love seeing all your pictures. Thanks for liking my post. I can't believe how great I feel. How are you and the family doing?
 - Keep the conversation going and develop trust and relationship.
 - When they ask what you are doing use the examples and process regarding "Personal messages asking what you are doing".
 - When they are ready to talk, they will reach out and ask.

HOW TO RESPOND TO COMMENT - "CONGRATS- GREAT JOB"

Send them a personal message (PM) & start a conversation - below is an example (**don't copy/paste**):

Hi _____. The pictures from your vacation are awesome. Looks like you had a blast. Thanks for the support on my weight loss! I feel like a different person! How are you and the family doing?

After you send PM, **respond with a reply to their comment** - make it personal . Below is an example:

Hey _____, Thanks for your support! I feel amazing!

(switch it up a little so that you are not sending the same reply to everyone)

- Keep the conversation going and develop trust and relationship.
- When they ask what you are doing use the examples and process regarding "Personal messages asking what you are doing".
- When they are ready to talk, they will reach out and ask.
- Remember the biggest goal is to send them a Health Assessment and move the conversation to the phone so that you can find their WHY before you share the HOW.

WHEN APPROPRIATE...IT IS THIS EASY!!

Here is a Health Assessment that will help me know what your goals are and see if this program is a good fit for you...

(It is not always necessary to have a time set before you send this to someone...Sometimes this gets them interested if they have gone silent.)

OTHER SUGGESTED RESPONSES TO COMMON QUESTIONS:

What are you doing/What's it called?/What's the cost

*This response should only be used in a personal message - **not in the comments or the post!!***

*****ONLY USE THIS AFTER YOU HAVE FOLLOWED THE STEPS AND SUGGESTIONS ABOVE AND YOU ARE UNABLE TO MOVE THE CONVERSATION TO THE PHONE*****

Hi _____ - I just saw your post about your weekend plans - looks super fun! Have you been there before? The optimal health program that I'm doing is giving me the success I have never had before! Having a coach, some great education and the most awesome support community has been so helpful! And my meal plan is helping me lose weight like I have never been able to before! Let's chat! I know this program can help you just like it's helping me!

What's the cost?

Hi _____ - I just saw your post from the soccer game - looks like the kids are doing great! Have you guys made summer plans yet? Cost is a great question! It actually depends on your goals, what your medical situation is, and how fast you want to lose the weight. Let's chat and see how I might help! Are you free tonight or tomorrow? *(When a time is set...send HA with wording above)*

If someone asks for a website or to be emailed info?

Hi _____ - I just saw your post from the hike - that looked amazing - where were you? The program I am doing has a lot of different plans. Let's chat about what you are looking for. Are you free tonight or tomorrow? *(When a time is set...send HA with wording above)*

WHAT TO DO IF THEY DON'T MESSAGE YOU BACK AFTER INITIAL RESPONSE:

- If no response, reach out again with something personal - go into "friend" mode
- Verify they are on your Contact List
- Continue to comment at least 1 time per week on their posts on their page.
- Reach out with another thoughtful PM at least 1 time per week to continue the conversation *(develops trust and builds the relationship).*
- When they ask what you are doing use the examples and process regarding Personal messages asking what you are doing.
- When they are ready to talk, they will reach out and ask.