

The background is a dark, textured surface covered with various social media and technology icons. Visible icons include the purple and white YouTube logo, the red and white YouTube logo, the white Instagram camera icon, the blue and white Twitter bird icon, the blue and white Facebook 'f' icon, and the white and black Apple logo. There are also several camera lenses of different colors (purple, white, black, green) scattered throughout. The text is overlaid on a semi-transparent dark grey horizontal band.

GPN Vision

Marketing Tactics e-Book Training

Grow Your Business with

Social Media Marketing

Welcome to the GPN
Vision marketing
tactics training on
Social Media
Marketing.



gpn

your residual income
success platform

This Training Shows
You How to Use
Social Media
Marketing Tactics to



GROW **RESIDUAL INCOME**

By Filling Your
Sales Pipeline Using the GPN Vision

gpn

your residual income
success platform

Let's Look at Social Media Marketing Tactics

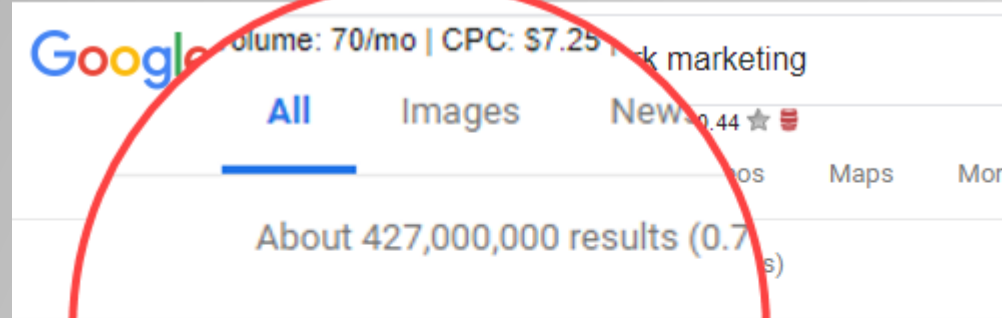


Now, let's take a close look at social media marketing tactics that you can start using right away to build your business using the GPN Vision.

gpn

your residual income
success platform

Search: Social Media for Network Marketing



It's no wonder that network marketers, as a group, are confused about social media marketing.

There are over 420,000,000 (MILLION) websites
that provide information about SOCIAL MEDIA MARKETING
for the network marketing industry.

gpn

your residual income
success platform

Social Media Marketing is Personal

To keep it simple, the main point to understand is that social media marketing is all about personal, relevant, 1-to-1 communication that is particularly interesting to the people viewing your posts.



gpn

your residual income
success platform

Social Media Communication is NOT Selling



When communicating on your newsfeed, in groups, or in private messaging do not try to sell the GPN Vision on your first message – your listeners will likely see your attempt at selling as a SCAM and run away from you quickly.

People are on Social Media to Connect and Be Social



The reason they run from sales messages is NO ONE is on social media to be sold.

They are on social media to be SOCIAL. That's why personal, relevant, and 1-to-1 communication is the key to successful social media marketing.

gpn

your residual income
success platform

Ideas on How to Connect and Build an Engaged Following

Let's look at some ideas you can use to connect and share on social media in a personal, entertaining, and interesting way.



gpn

your residual income
success platform

We're in a Lifestyle Business, SO Share Your Life!



Social media is a GREAT place to talk about your life, adventures, and experiences. When you're using Social Media give people something personal to look at.

Personal communication on Social Media builds the
“Know, Like, and Trust” Factor.

gpn

your residual income
success platform

Post Pictures to Tell Stories About Your Life



Post family pictures, post lifestyle pictures, post pictures and videos about your travels, weekend adventures, and things you're doing.

Talk about your adventures and experiences.

Real Life Stories Build Trust and Trust Builds Tribes (followers)



The more you post about real-life events and stories, the more your social media “tribe” gets to know you, which leads them to like and trust you at the same time.

An engaged tribe, meaning social media followers, is how your social media message spreads.

gpn

your residual income
success platform

In the Beginning, Don't Mention the GPN Vision by Name



It's important not to mention the GPN Vision on your newsfeed or in group posts.

If you could create a portfolio of home businesses that are focused on putting **money back** into other people's pockets on things they are already buying; **turning everyday spending into an investment strategy**, would you want to know more about how that works?



The reason is, when you do, you eliminate curiosity in the beginning.

You Lose the Chance for a Memorable 1st Impression

gpn

your residual income
success platform

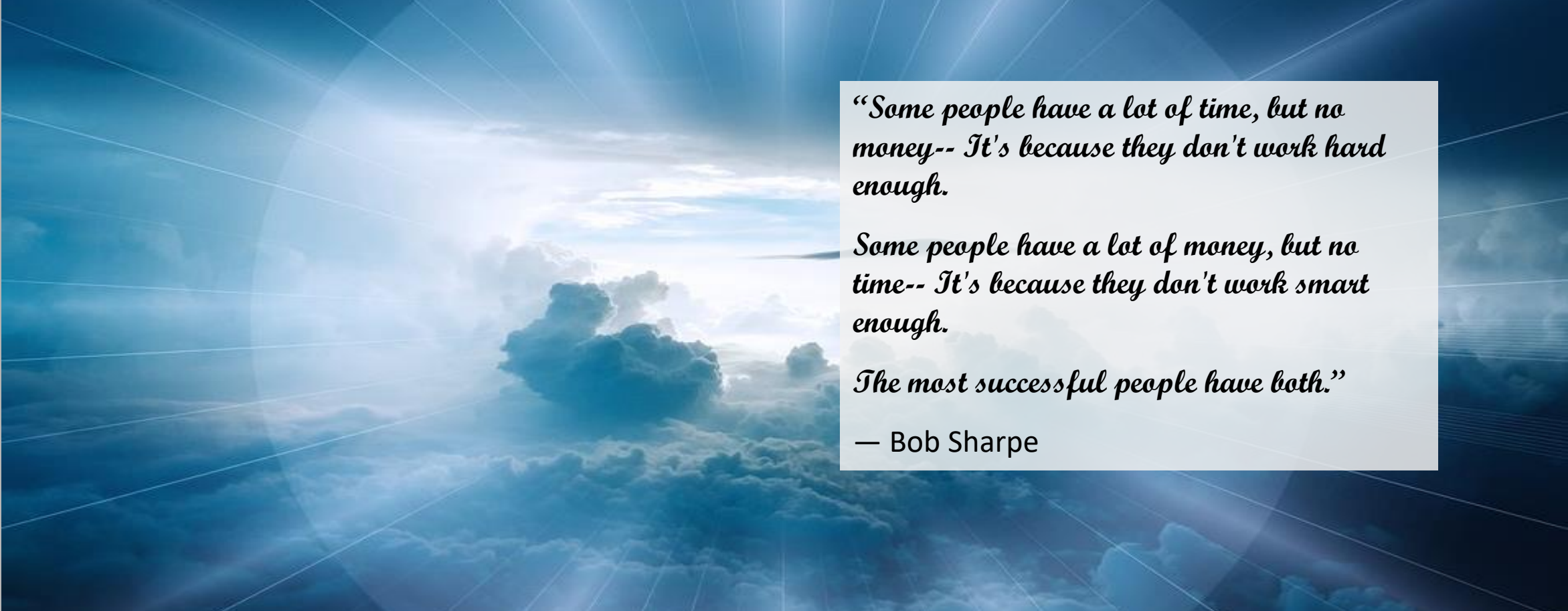
People will search the company name and form an opinion (which is generally incorrect).

And you lose the chance to create a memorable first impression by sharing your true and factual GPN Vision stories, based on your real-world experience of using the GPN Vision and Business Building Consultant team.

gpn

your residual income
success platform

You Can Also Post Images With Quotes About Success



“Some people have a lot of time, but no money-- It's because they don't work hard enough.

Some people have a lot of money, but no time-- It's because they don't work smart enough.

The most successful people have both.”

— Bob Sharpe

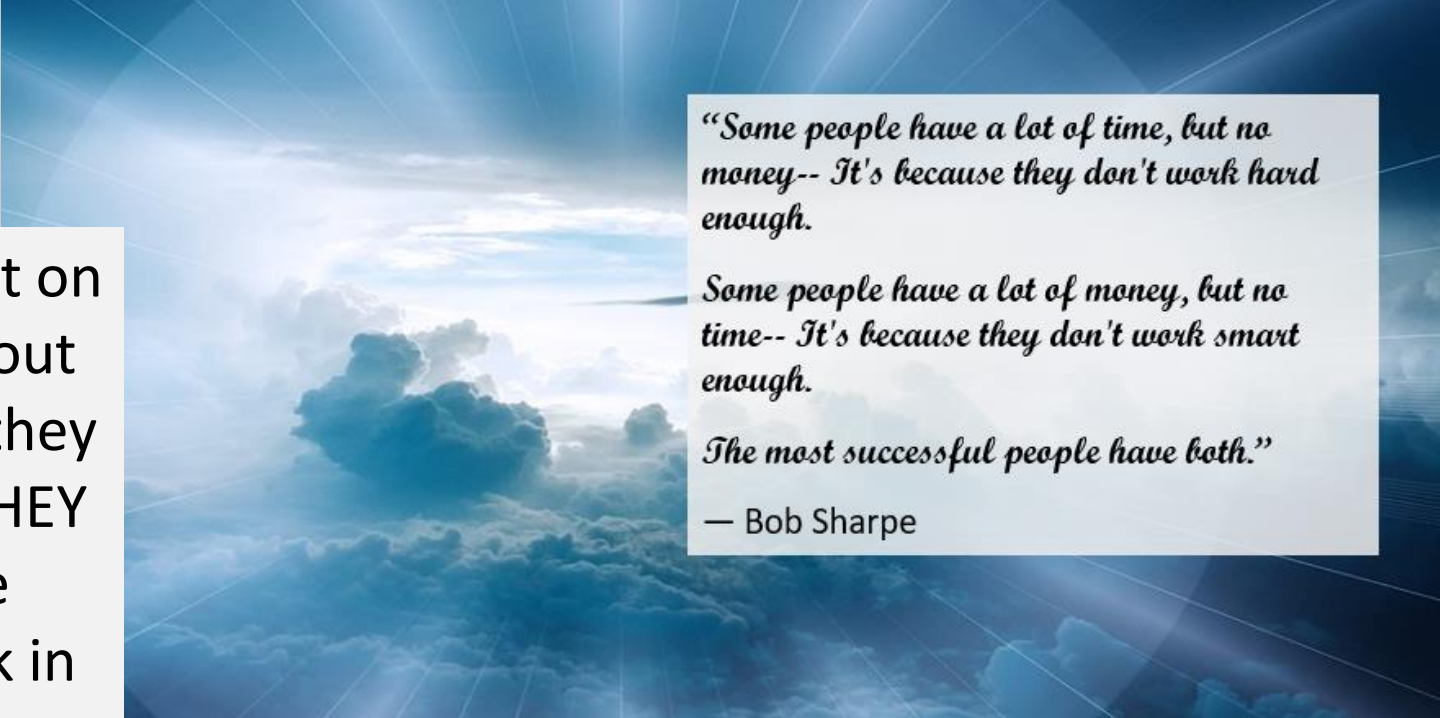
to entertain, amuse, and engage people on your newsfeed.

gpn

your residual income
success platform

Connect With People Who Comment or Like Your Quote

Ask people who like and comment on your photo-quote post to reach out to you with a *Private Message* if they want to learn more about how THEY can create a portfolio of home businesses that puts money back in people's pockets on things they are already buying.



“Some people have a lot of time, but no money-- It's because they don't work hard enough.

Some people have a lot of money, but no time-- It's because they don't work smart enough.

The most successful people have both.”

— Bob Sharpe

gpn

your residual income
success platform

To Invite Someone to Send You a Private Message Say...

“If you’re interested in learning how to put together a portfolio of home businesses that put money back in people’s pockets on things they are already buying, send me a private message. I’d be happy to let you know how I’m doing that.”

“Some people have a lot of time, but no money-- It's because they don't work hard enough.

Some people have a lot of money, but no time-- It's because they don't work smart enough.

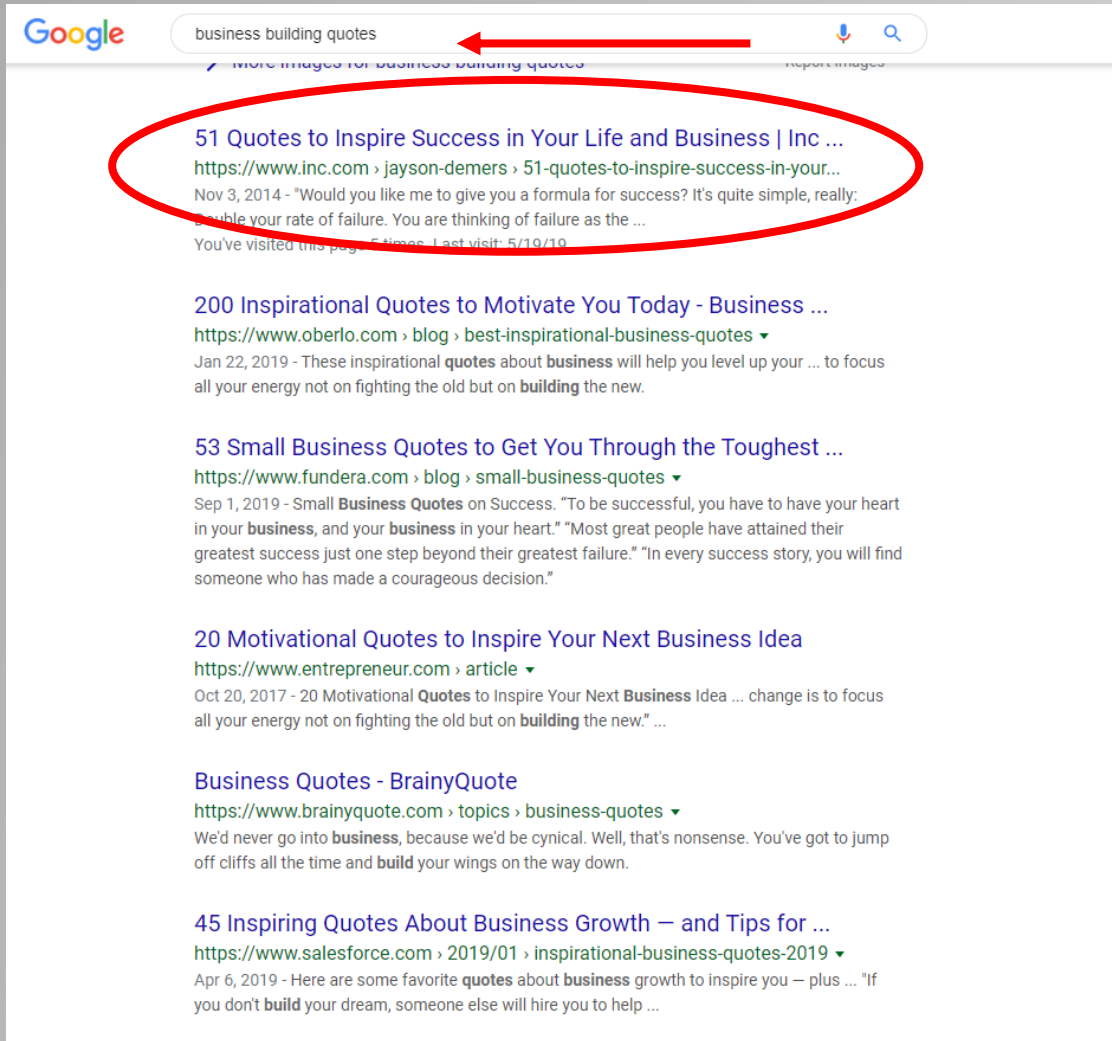
The most successful people have both.”

— Bob Sharpe

gpn

your residual income
success platform

Find Quotes to Share on Google



Google search results for "business building quotes". The search bar contains "business building quotes" with a red arrow pointing to it. The first result is circled in red:

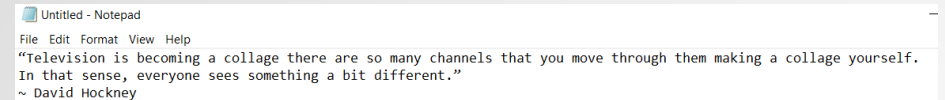
51 Quotes to Inspire Success in Your Life and Business | Inc ...
<https://www.inc.com/jayson-demers/51-quotes-to-inspire-success-in-your-...>
Nov 3, 2014 - "Would you like me to give you a formula for success? It's quite simple, really: double your rate of failure. You are thinking of failure as the ...
You've visited this page 5 times. Last visit: 5/19/19

Other results include:

- 200 Inspirational Quotes to Motivate You Today - Business ...**
<https://www.oberlo.com/blog/best-inspirational-business-quotes>
Jan 22, 2019 - These inspirational quotes about business will help you level up your ... to focus all your energy not on fighting the old but on building the new.
- 53 Small Business Quotes to Get You Through the Toughest ...**
<https://www.fundera.com/blog/small-business-quotes>
Sep 1, 2019 - Small Business Quotes on Success. "To be successful, you have to have your heart in your business, and your business in your heart." "Most great people have attained their greatest success just one step beyond their greatest failure." "In every success story, you will find someone who has made a courageous decision."
- 20 Motivational Quotes to Inspire Your Next Business Idea**
<https://www.entrepreneur.com/article>
Oct 20, 2017 - 20 Motivational Quotes to Inspire Your Next Business Idea ... change is to focus all your energy not on fighting the old but on building the new." ...
- Business Quotes - BrainyQuote**
<https://www.brainyquote.com/topics/business-quotes>
We'd never go into business, because we'd be cynical. Well, that's nonsense. You've got to jump off cliffs all the time and build your wings on the way down.
- 45 Inspiring Quotes About Business Growth – and Tips for ...**
<https://www.salesforce.com/2019/01/inspirational-business-quotes-2019>
Apr 6, 2019 - Here are some favorite quotes about business growth to inspire you – plus ... "If you don't build your dream, someone else will hire you to help ...

Search for quotes about business building – in this example I typed in business building quotes.

Find a quote you like.



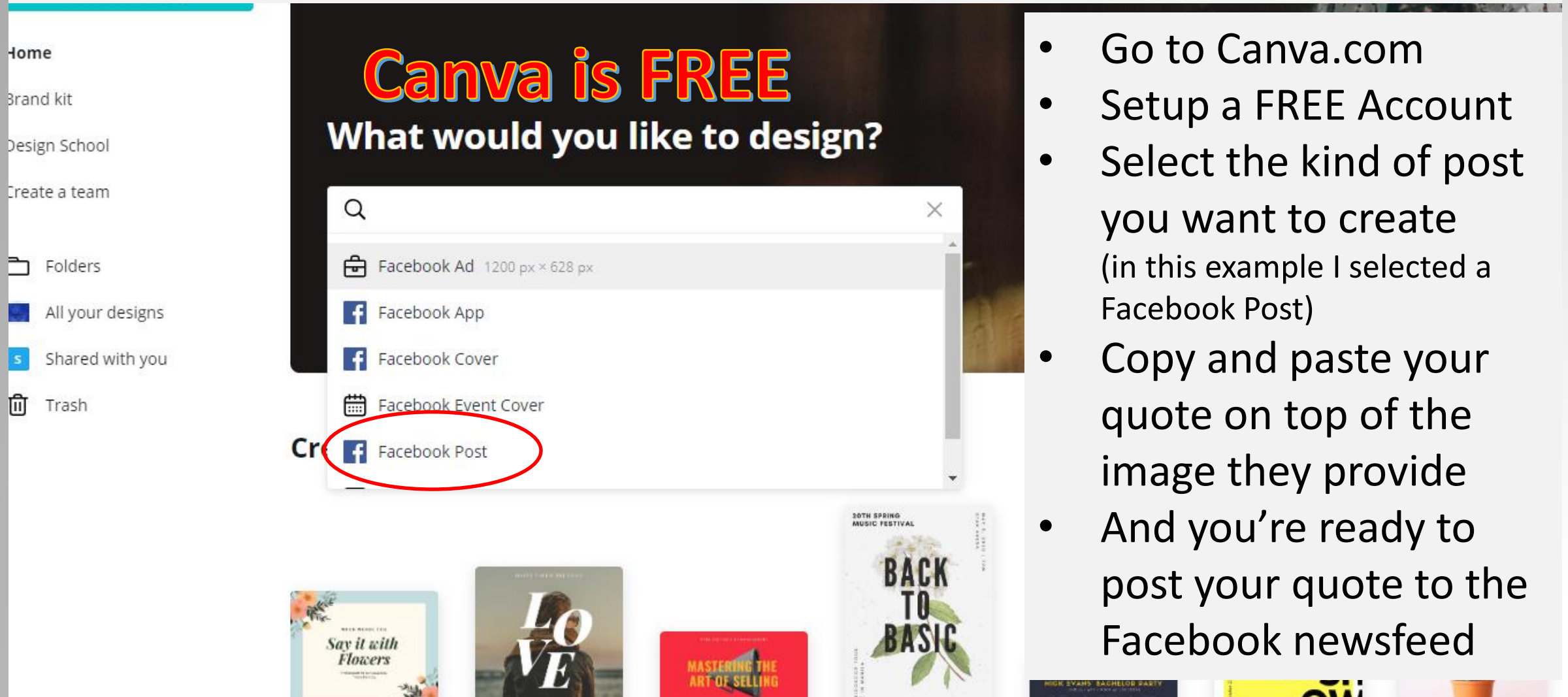
Untitled - Notepad
File Edit Format View Help
"Television is becoming a collage there are so many channels that you move through them making a collage yourself. In that sense, everyone sees something a bit different."
~ David Hockney

Copy and paste the quote into a Word doc or into Notepad

gpn

your residual income
success platform

Canva.com Provides FREE Tools to Create Photo Quotes



The screenshot shows the Canva.com homepage. On the left is a navigation menu with options like Home, Brand kit, Design School, Create a team, Folders, All your designs, Shared with you, and Trash. The main content area features a large banner with the text "Canva is FREE" in red and blue, and "What would you like to design?" in white. Below this is a search bar with a magnifying glass icon and a close button. A dropdown menu is open, showing search results for "Facebook Post", which is circled in red. Other results include Facebook Ad, Facebook App, Facebook Cover, and Facebook Event Cover. At the bottom of the page, there are several design templates, including one with the text "Say it with Flowers", another with "LOVE", and one with "BACK TO BASIC".

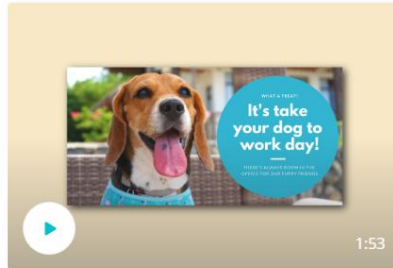
- Go to Canva.com
- Setup a FREE Account
- Select the kind of post you want to create (in this example I selected a Facebook Post)
- Copy and paste your quote on top of the image they provide
- And you're ready to post your quote to the Facebook newsfeed

gpn

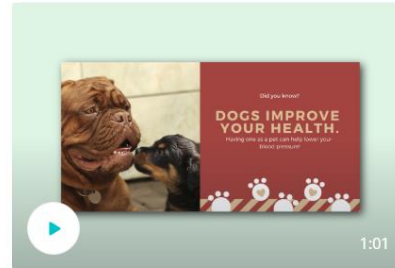
your residual income
success platform

Canva Provides Instructions on How the Tools Work

How to videos: learn how to use Canva



Getting started on Canva



How to share, download, print or publish your design



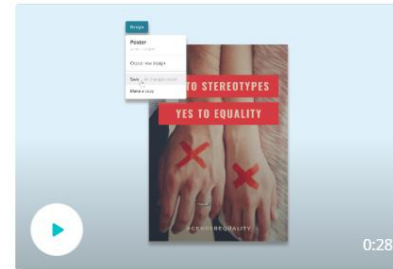
Adding and editing text



Uploading images to Canva



Choosing the right font



How saving works in Canva

There are simple how to videos about how to use the Canva tools on their website so you can get up and running quickly; easily creating compelling quote graphics to share.

gpn

your residual income
success platform

Social Media Marketing With Private Messages

Use social media private message to **reach out to contacts you know in network marketing** or other contacts you have that may want to make extra money.

Open dialog with a question before sending anything.

“If you could create a portfolio of home businesses that are focused on putting money back into other people's pockets on things they are already buying; turning everyday spending into an investment strategy, would you want to know more about how that works?”

[The response is almost always YES!]



gpn

your residual income
success platform

When You Get a **YES** Reply, Send Your Lead Capture Page Link

When the recipient of your message replies YES, send YOUR residualincomesuccessplatform.com/USERID landing page link.

Send your link and reply with, *“Check out LINK URL, and let me know if you’d like to learn how to create a portfolio of home businesses that are focused on putting money back into other people's pockets on things they are already buying.”*



If you could create a portfolio of home businesses that are focused on putting **money back** into other people's pockets on things they are already buying; **turning everyday spending into an investment strategy**, would you want to know more about how that works?

GPN,
Your Residual Income
Success Platform,
Vision

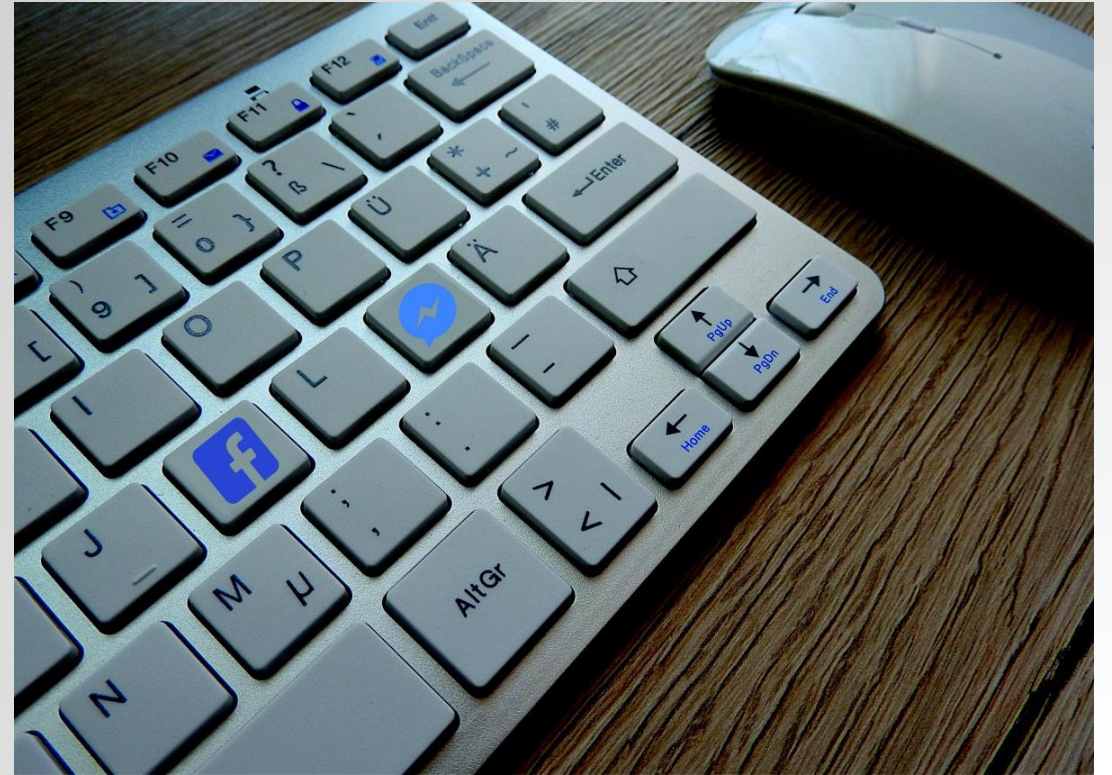
Learn How

Here's a Private Message Example for Facebook

Remember, you only want to private message people you know and who know you.

Hey NAME, if you could create a portfolio of home businesses that are focused on putting money back into other people's pockets on things they are already buying; turning everyday spending into an investment strategy, would you want to know more about how that works?

WAIT FOR A YES REPLY.



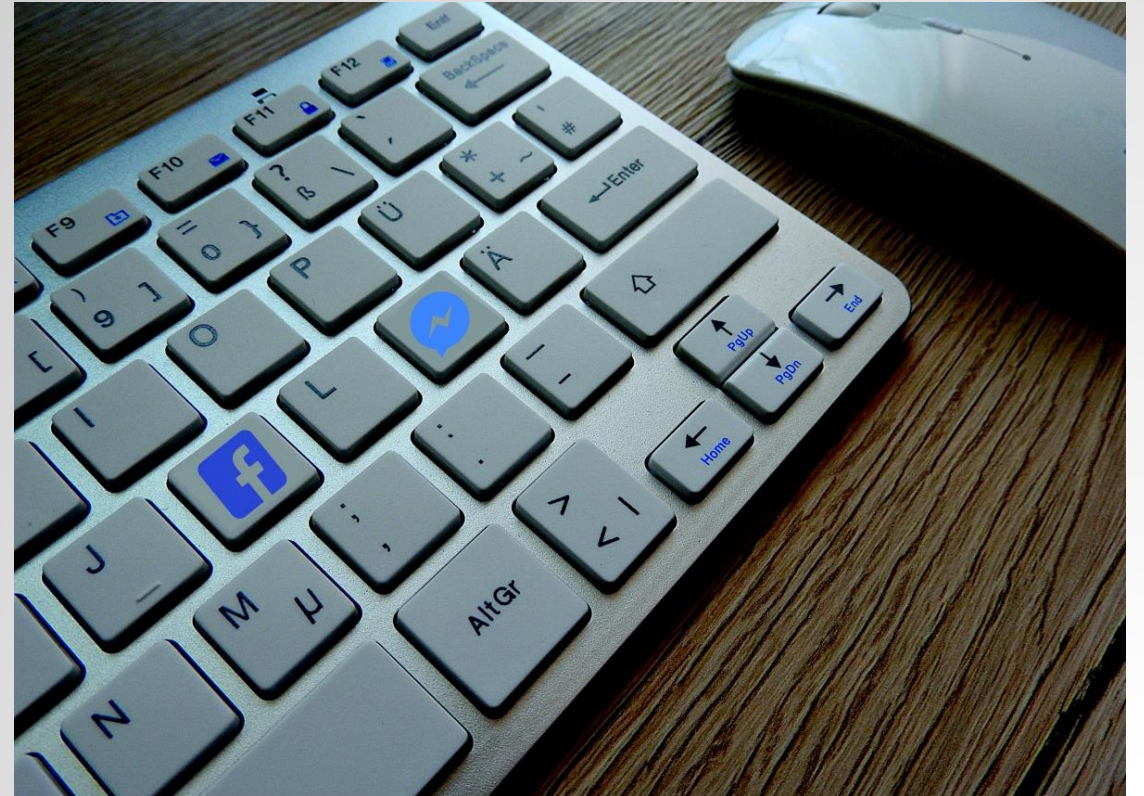
gpn

your residual income
success platform

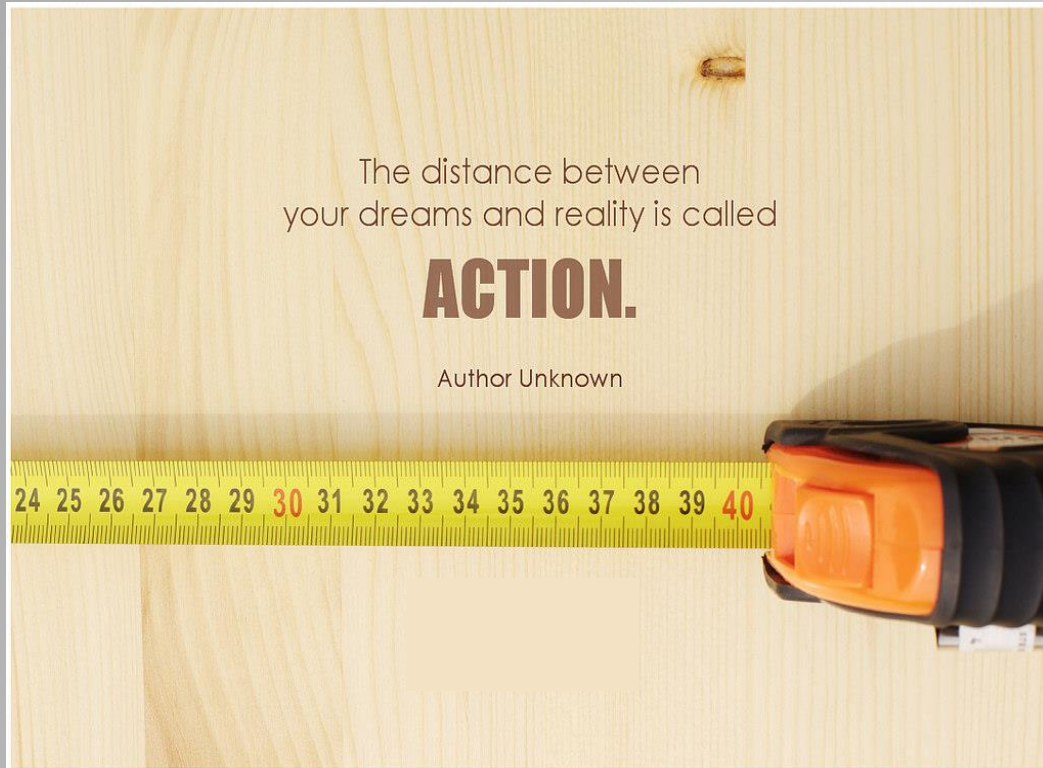
Here's a Private Message Example for Facebook

When your contact replies **YES!**

*Check out
residualincomesuccessplatform.com/YOURUSERID
and let me know if you'd like to start helping
people turn their everyday expenses into an
investment strategy.*



Your Social Media Marketing **ACTION** Steps



Plan to post on social media at least 3 to 5 times a week to “be seen”.

If you post less frequently than that, it will be hard to get traction with Social Media Marketing.

Break up your posts between

- Sharing moments and events in your life.
- Telling stories about how you’re helping people turn everyday expenses into an investment strategy with the GPN Vision.
- And creating and sharing entertaining “photo-quotes” you craft about business success.

Remember to ONLY send private messages when either:

1. Someone gives you permission on your newsfeed to message them.
2. You’re sending a private message to a contact you already know (and who knows you).

gpn

your residual income
success platform

The background features a collage of various social media and technology-related icons and smartphone screens. Visible icons include the Instagram camera, the Twitter bird, the Facebook 'f' logo, and the Amazon smile logo. Smartphone screens in the background show text like 'Tune', 'Instagram', 'Phoster', 'Letter', and 'Game'.

If You Have Questions About Marketing Your Business Using the GPN Vision

Email_Coaching@GPNCenter.com

and we'll be happy to answer your questions
and assist you to create an action plan
to build and earn with the GPN Vision