

A collage of various icons and logos related to social media and lifestyle. Visible icons include the Twitter bird, Facebook 'f', YouTube play button, Instagram camera, and others. The background is dark with a grid pattern.

# Lifestyle Connections-GPN Marketing Tactics e-Book Training Grow Your Lifestyle Connections Business with Social Media Marketing



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



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



# **GROW RESIDUAL INCOME**

By Filling Your  
**Lifestyle Connections Sales Pipeline**

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# Let's Look at Social Media Marketing Tactics

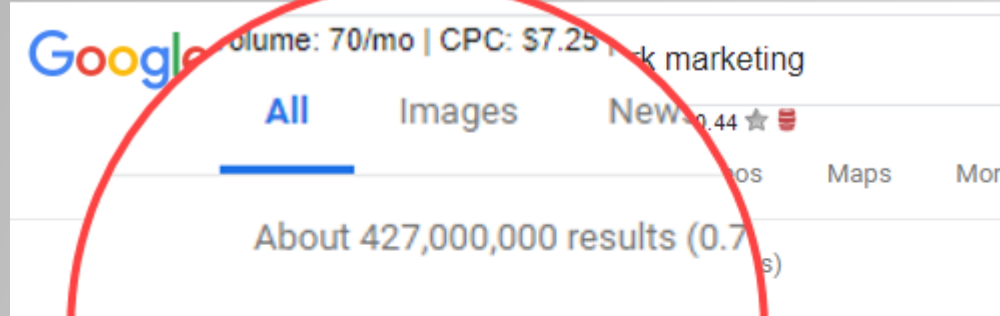


Now, let's take a close look at social media marketing tactics that you can start using right away to build your Lifestyle Connections business.

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# 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.

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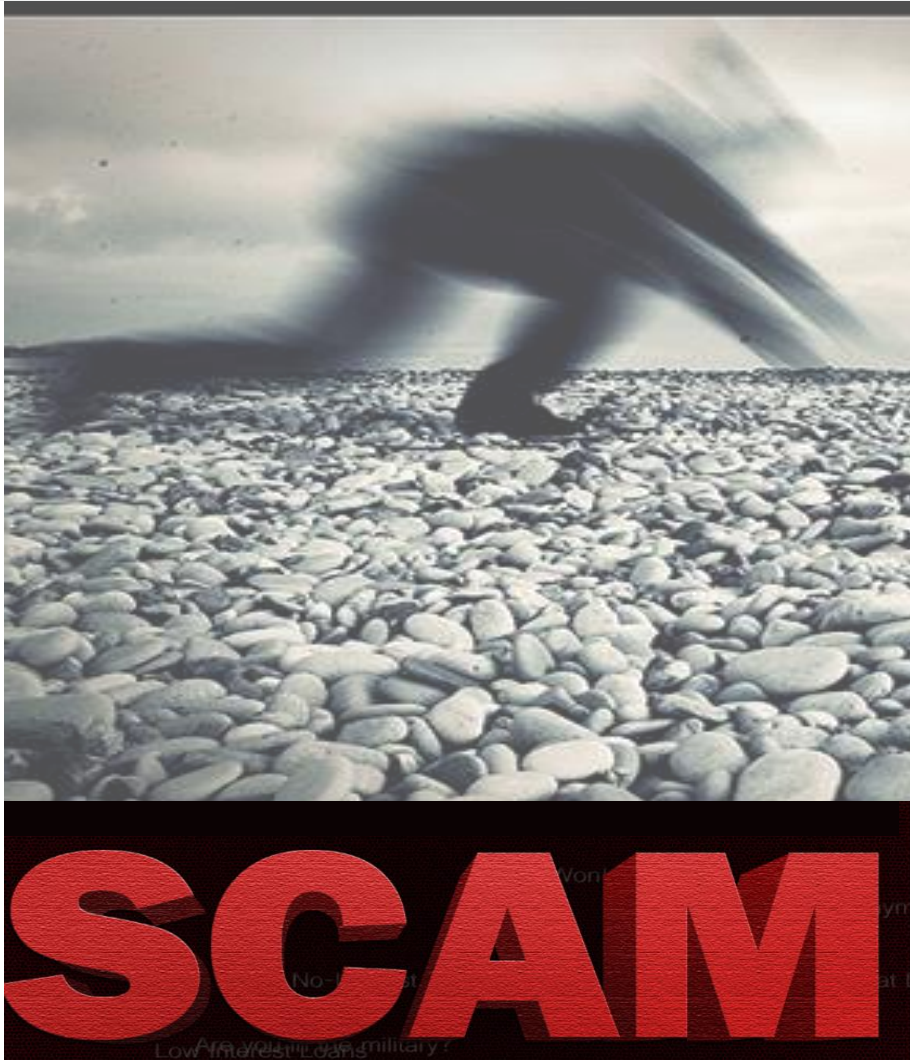


# Social Media Marketing is Personal

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



# Social Media Communication is NOT Selling



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

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# 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.

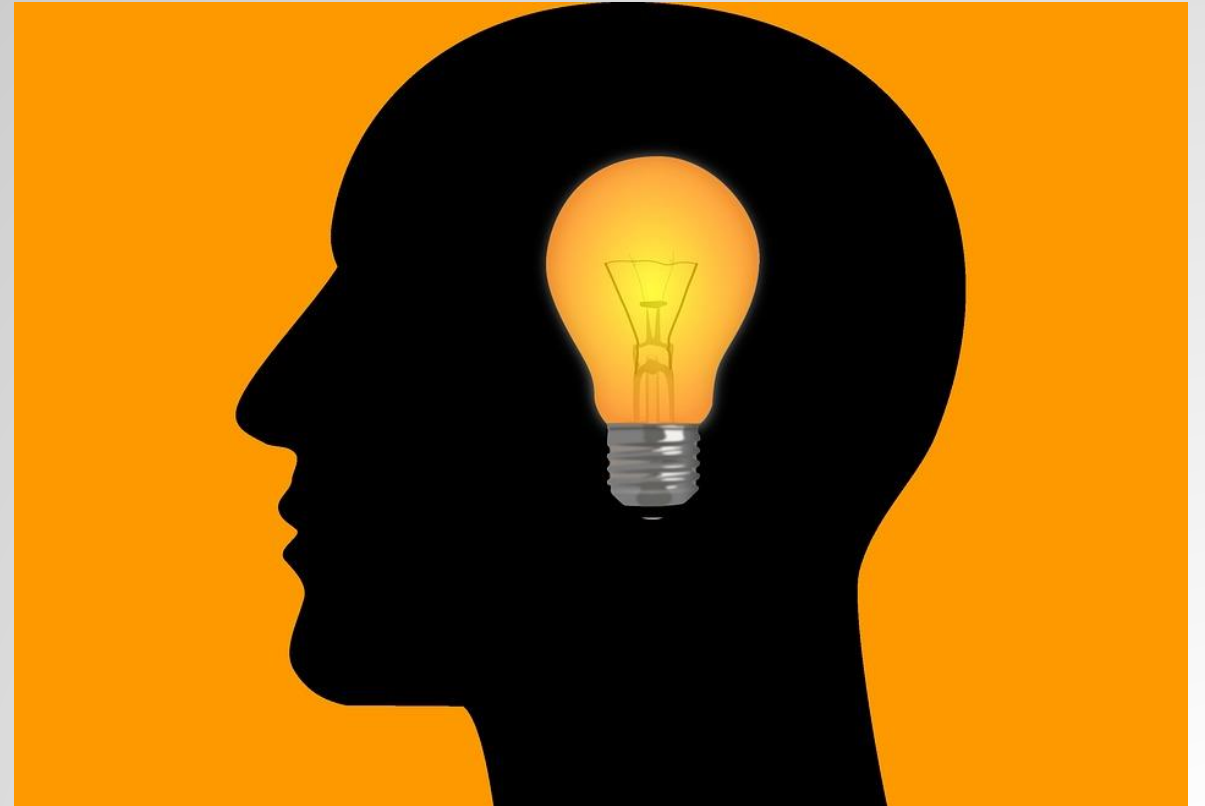
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# Ideas on How to Connect and Build an Engaged Following

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



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# 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.



# 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.

# Share Pictures About Your Lifestyle Connections Experiences



Even posting pictures of you using the two Lifestyle Connections apps can be strong imagery for social media.



# 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.

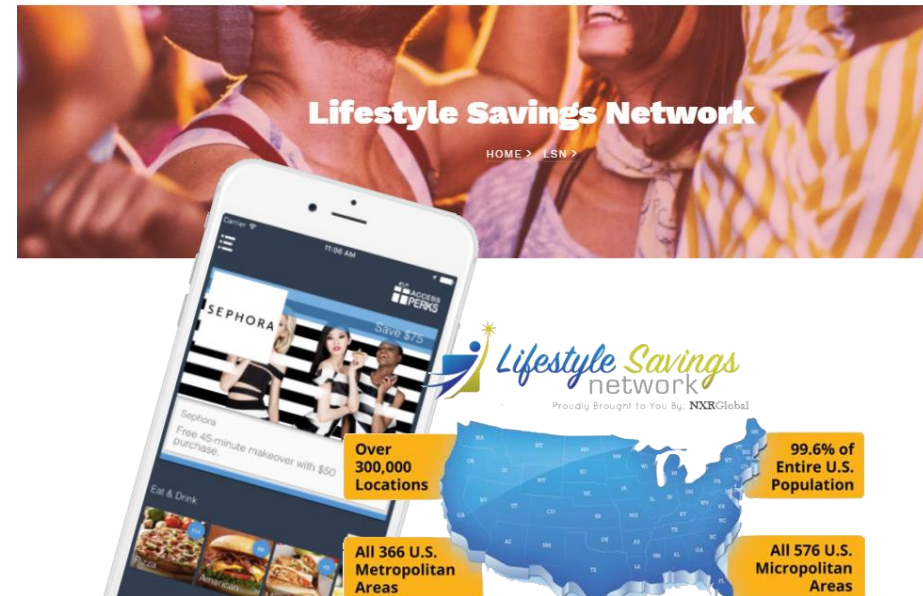
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# In the Beginning, Don't Mention the Company Name



It's important not to mention the Lifestyle Connections company name on your newsfeed or in group posts.



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



# You Lose the Chance for a Memorable 1<sup>st</sup> Impression




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 Lifestyle Connections stories, based on your real-world experience of using the apps to get cash back and discounts on almost all of your personal spending.

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# You Can Also Post Images With Quotes About Shopping



*“Shopping is better than sex.  
If you're not satisfied after  
shopping, you can exchange  
it for something you really  
like.”*

ADRIENNE GUSOFF, attributed, Lipshtick

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

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# 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 get cash back and discounts on their everyday spending.



*“Shopping is better than sex. If you're not satisfied after shopping, you can exchange it for something you really like.”*

ADRIENNE GUSOFF, attributed, Lipshtick

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

*“If you’re interested in how to get cash back and discounts on almost every purchase you make, send me a private message. I’d be happy to let you know how I’m doing that.”*



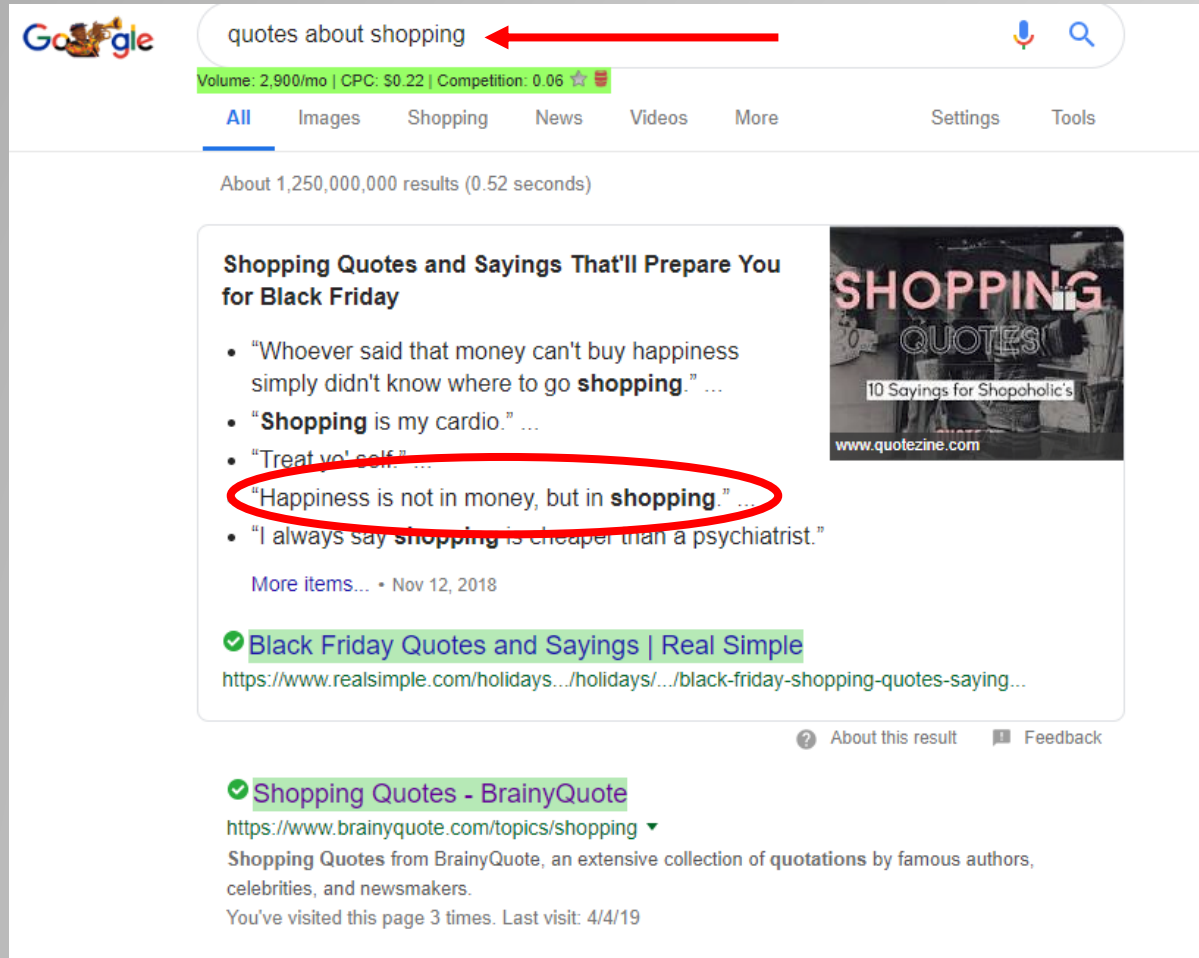
*“Shopping is better than sex. If you’re not satisfied after shopping, you can exchange it for something you really like.”*

ADRIENNE GUSOFF, attributed, Lipshtick

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# Find Quotes to Share on Google



Google

quotes about shopping

Volume: 2,900/mo | CPC: \$0.22 | Competition: 0.06

All Images Shopping News Videos More Settings Tools

About 1,250,000 results (0.52 seconds)

**Shopping Quotes and Sayings That'll Prepare You for Black Friday**

- "Whoever said that money can't buy happiness simply didn't know where to go **shopping**." ...
- "**Shopping** is my cardio." ...
- "Treat yo' self." ...
- "Happiness is not in money, but in **shopping**." ...
- "I always say **shopping** is cheaper than a psychiatrist."

More items... • Nov 12, 2018

✓ **Black Friday Quotes and Sayings | Real Simple**  
<https://www.realsimple.com/holidays.../holidays/.../black-friday-shopping-quotes-saying...>

✓ **Shopping Quotes - BrainyQuote**  
<https://www.brainyquote.com/topics/shopping>  
Shopping Quotes from BrainyQuote, an extensive collection of quotations by famous authors, celebrities, and newsmakers.  
You've visited this page 3 times. Last visit: 4/4/19

SHOPPING QUOTES  
10 Sayings for Shopoholic's  
www.quotezine.com

Search for quotes about shopping – in this example I typed in quotes about shopping.

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

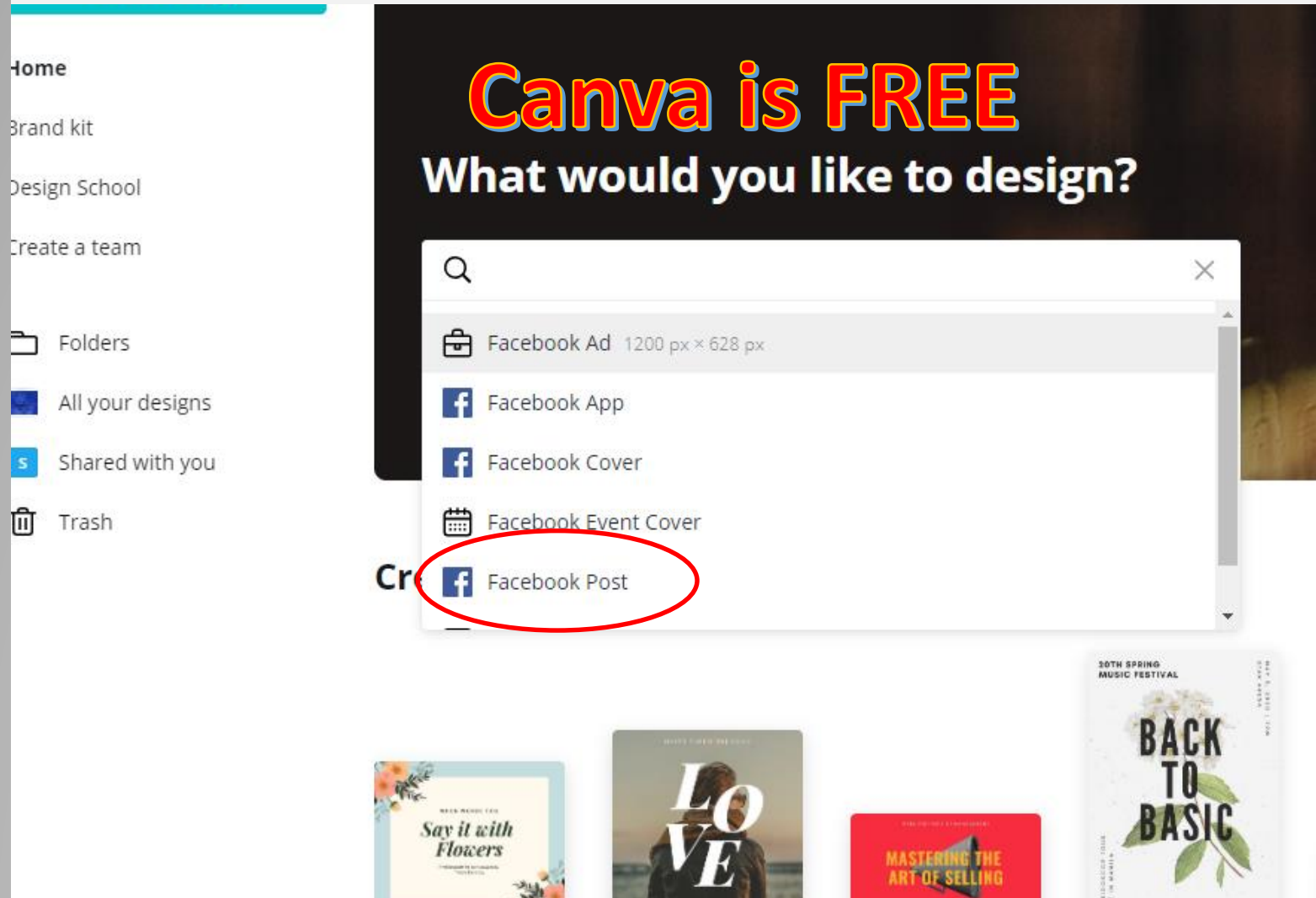
Copy and paste the quote into a Word doc or into Notepad

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# Canva.com Provides FREE Tools to Create Photo Quotes



Home

Brand kit

Design School

Create a team

Folders

All your designs

Shared with you

Trash

Cr

Canva is FREE

What would you like to design?

Facebook Ad 1200 px x 628 px

Facebook App

Facebook Cover

Facebook Event Cover

Facebook Post

Say it with Flowers

LOVE

MASTERING THE ART OF SELLING

BACK TO BASIC

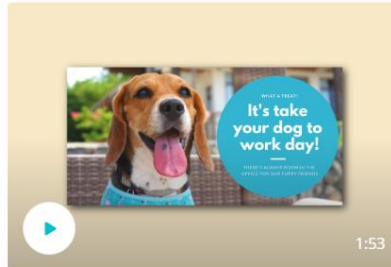
- Go to Canva.com
- Setup a FREE Account
- Select the kind of post you want to create (in this example I selected a Facebook Post)
- Copy and paste your quote on top of the image they provide
- And you're ready to post your quote to the Facebook newsfeed

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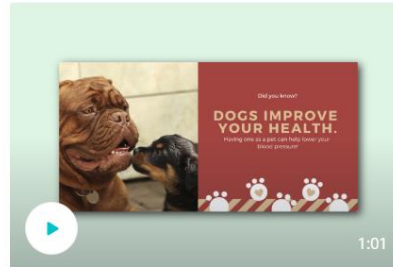
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# Canva Provides Instructions on How the Tools Work

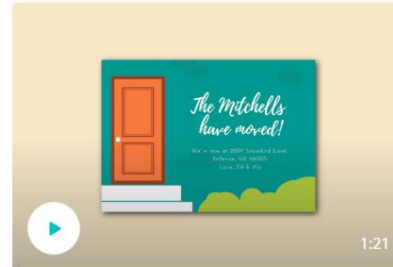
## How to videos: learn how to use Canva



Getting started on Canva



How to share, download, print or publish your design



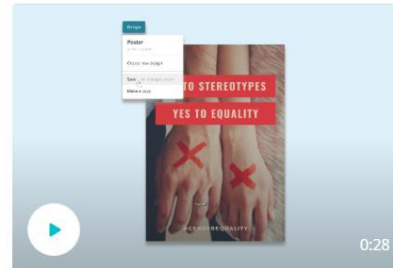
Adding and editing text



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.

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# 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 there was a way to get cash back and discounts on almost every purchase you make and earn even more money helping others do the same; would you want to know more about that?”*

[The response is almost always YES!]



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

When the recipient of your message replies YES, send YOUR [earnmoneybyshopping.com/USERID](https://earnmoneybyshopping.com/USERID) landing page link if you're a GPN member.

Or send your Lifestyle Connections *replicated website* page link if you're **not** a GPN member.

Send your link and reply with, *"Check out LINK URL, and let me know if you'd like to get cash back and discounts on almost all of your everyday spending."*

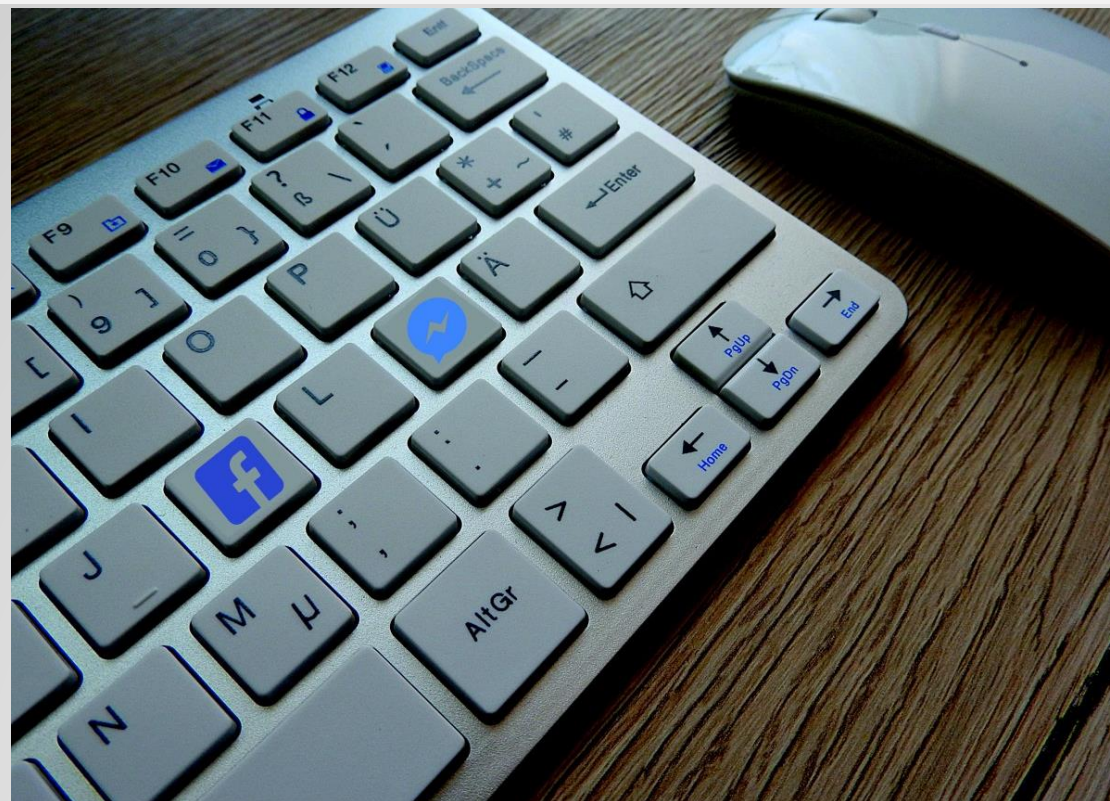


# Here's a Private Message Example for Facebook

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

*Hey NAME, if there was a way to get cash back and discounts on almost every purchase you make and earn even more money helping others do the same; would you want to know more about that?"*

WAIT FOR A YES REPLY.



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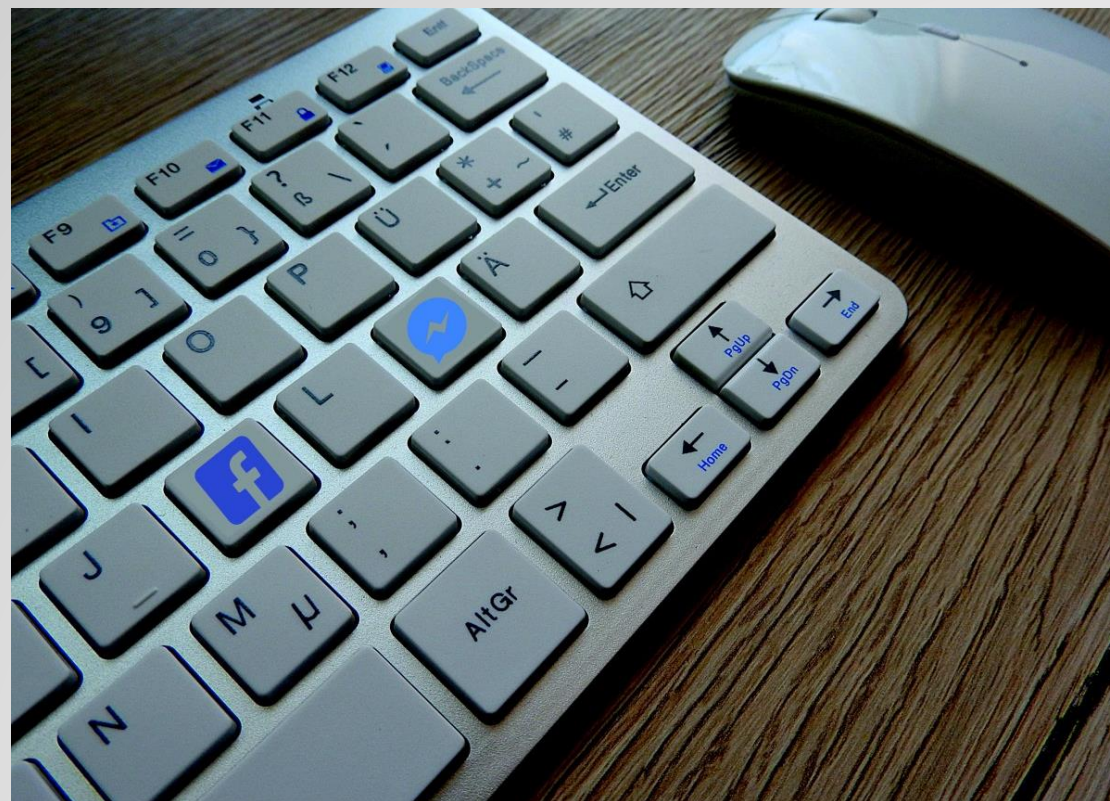
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# Here's a Private Message Example for Facebook

When your contact replies **YES!**

*Check out  
[earnmoneybyshopping.com/YOURUSER ID](http://earnmoneybyshopping.com/YOURUSER ID)  
(or your Lifestyle Connections page link if you're  
not a GPN Member) and let me know if you'd  
like to start getting cash back and discounts  
on your everyday purchases.*

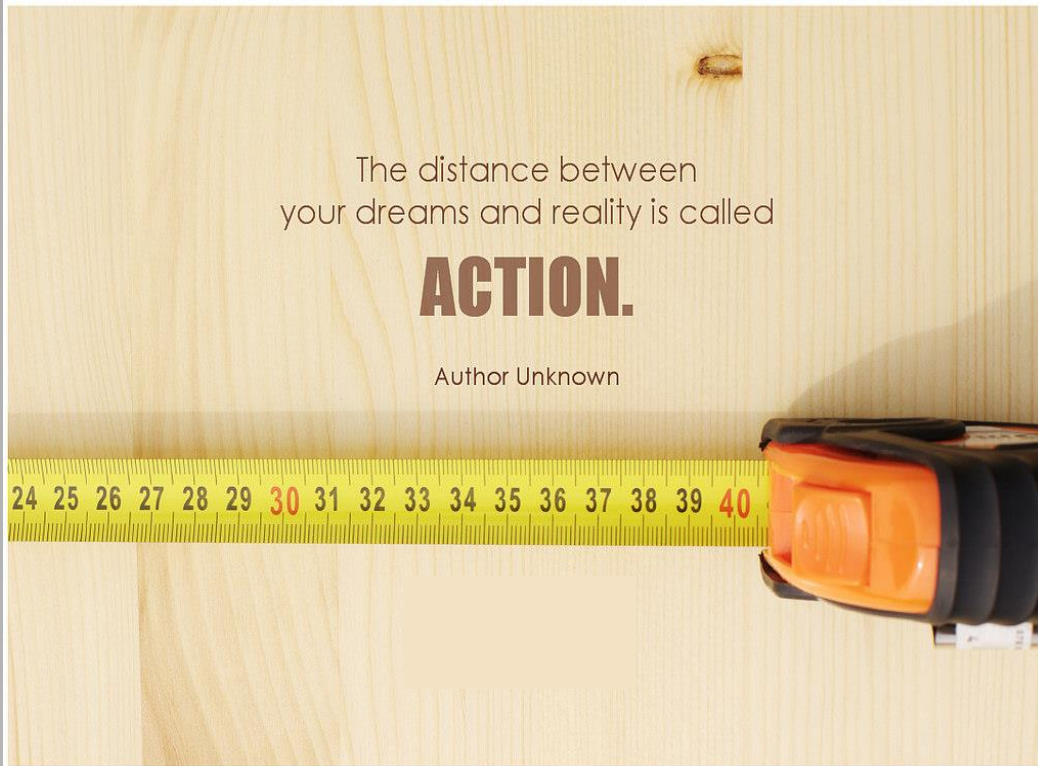


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# Your Social Media Marketing **ACTION** Steps



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 getting cash back and discounts by using the Lifestyle Connections apps.
- And creating and sharing entertaining “photo-quotes” you craft about shopping.

## **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).

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A background collage featuring various icons and logos related to social media and lifestyle. Visible elements include the Twitter bird logo, the Facebook 'f' logo, the Instagram camera logo, and a portion of the Apple logo. There are also some abstract shapes and colors like purple, red, and blue.

# If You Have Questions About Marketing Your Lifestyle Connections Business

Email [Coaching@GPNCenter.com](mailto: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 Lifestyle Connections