

The background is a collage of various social media and technology-related icons and logos, including Instagram, Facebook, Twitter, YouTube, and others, all slightly blurred and overlapping.

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envyTV-GPN

**Marketing Tactics e-Book Training
Grow Your envyTV Business
with Social Media Marketing**

Welcome to the
envyTV 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 **envyTV** Sales Pipeline

Let's Look at Social Media Marketing Tactics

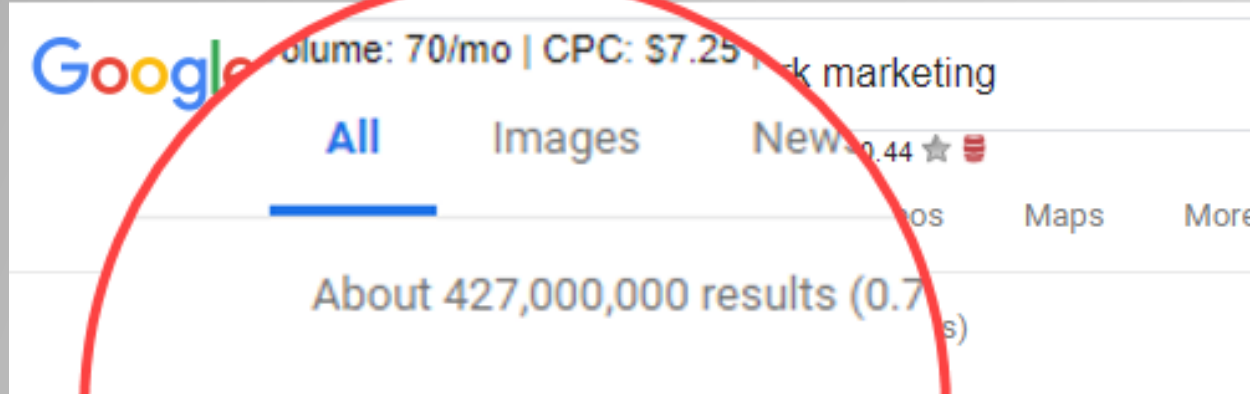


Now, let's take a close look at social media marketing tactics that you can start using right away to build your envyTV business.

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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.

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 envyTV 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.

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Ideas on How to Connect and Build an Engaged Tribe

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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envyTV is 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.

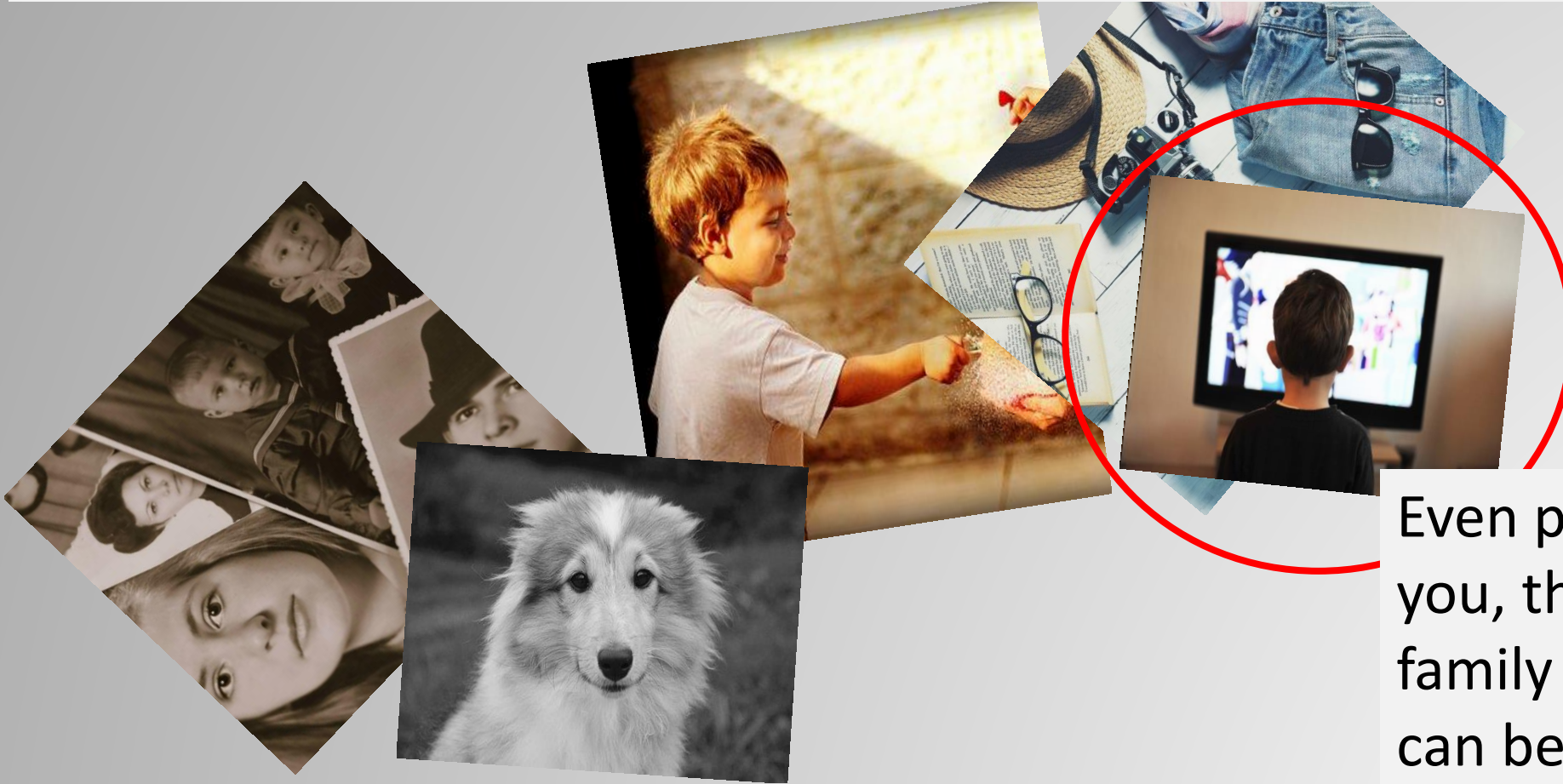
Post Pictures to Tell Stories About Your Life



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 envyTV Experiences



Even posting pictures of you, the kids, or your family watching envyTV can be strong imagery for social media.

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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 envyTV company name on your newsfeed or in group posts.

The screenshot shows the top of the envyTV website. At the top is a dark navigation bar with a green eye logo on the left, followed by links: Home, Channels, Devices, How it Works, For Best Results, Become an Affiliate, FAQ's, About Us, and Contact Us. A green 'Sign Up' button is on the right. Below the navigation bar is a large blue banner. The banner features the text 'Never pay too much for TV again' in white. On the left, it says 'Get UNLIMITED high quality streaming channels For \$49.97/month' in white and yellow. In the center is the envyTV logo, which consists of a green eye icon above the word 'envy' in a stylized font, with the tagline 'We Are The Love of The Streaming Universe™' below it. To the right of the logo is a large globe made of many small video thumbnails. A hand is holding a black remote control in front of the globe. On the far right of the banner, there are three yellow checkmarks followed by the text: 'No contracts', 'No credit check >', and 'No problem'.

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

You Lose the Chance for a Memorable 1st 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 envyTV stories, based on your real-world experience of using envyTV for your personal television enjoyment.

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You Can Post Images with Quotes on Them About TV



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

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 1,500+ streaming TV channels for \$59.97 a month

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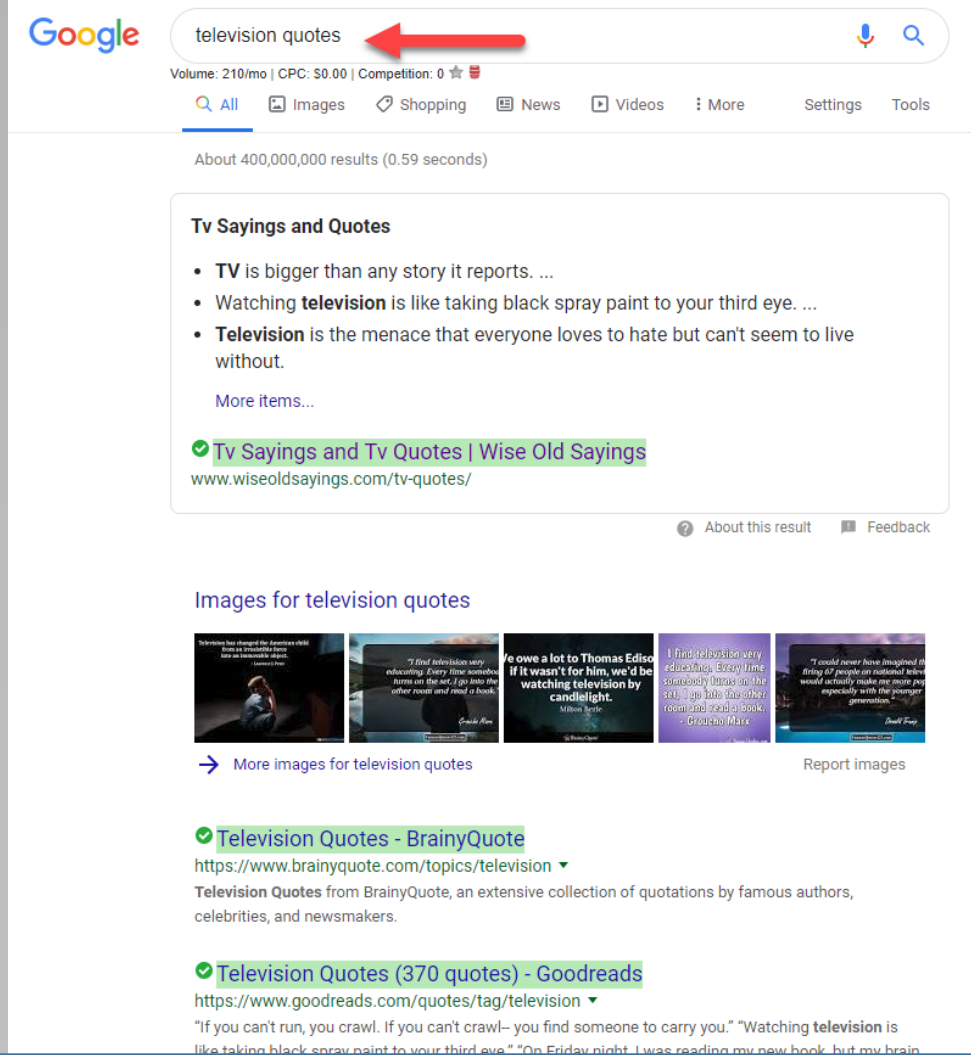
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To Invite Someone to Send You a Private Message Say ...



“If you’re interested in how to get 1,500+ streaming TV channels for \$59.97 a month, send me a private message. I’d be happy to let you know how I’m doing that.”

You Can Find Quotes About Television on Google.com



Google television quotes

Volume: 210/mo | CPC: \$0.00 | Competition: 0

All Images Shopping News Videos More Settings Tools

About 400,000,000 results (0.59 seconds)

Tv Sayings and Quotes


- TV is bigger than any story it reports. ...
- Watching **television** is like taking black spray paint to your third eye. ...
- **Television** is the menace that everyone loves to hate but can't seem to live without.

[More items...](#)

✓ [Tv Sayings and Tv Quotes | Wise Old Sayings](#)
www.wiseoldsayings.com/tv-quotes/

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<https://www.brainyquote.com/topics/television>

Television Quotes from BrainyQuote, an extensive collection of quotations by famous authors, celebrities, and newsmakers.

✓ [Television Quotes \(370 quotes\) - Goodreads](#)
<https://www.goodreads.com/quotes/tag/television>

"If you can't run, you crawl. If you can't crawl-- you find someone to carry you." "Watching **television** is like taking black spray paint to your third eye." "On Friday night, I was reading my new book, but my brain

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

Find a quote you like.

Untitled - Notepad

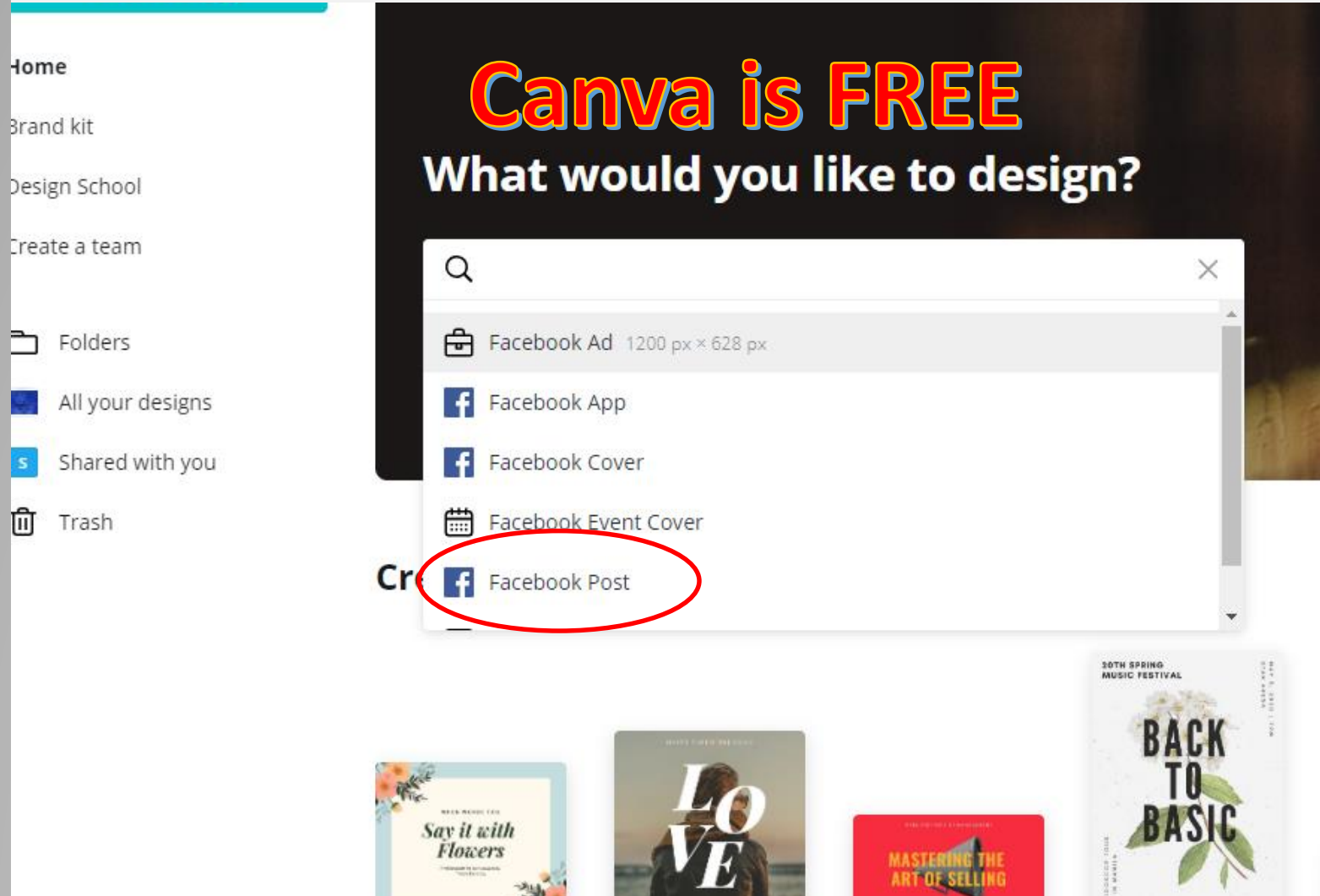
File Edit Format View Help

"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.

Canva.com Provides **FREE** Tools to Create Photo Quotes



Canva is FREE
What would you like to design?

Search results:

- Facebook Ad 1200 px x 628 px
- Facebook App
- Facebook Cover
- Facebook Event Cover
- Facebook Post**

Design templates shown:

- Say it with Flowers
- LOVE
- MASTERING THE ART OF SELLING
- BACK TO BASIC

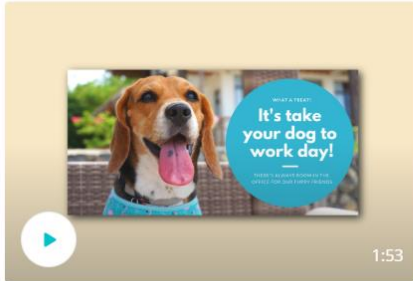
- Go to Canva.com
- Setup a FREE Account
- Select the kind of post you want to create (in this example I selected a Facebook Post)
- Copy and paste your quote on top of the image they provide
- And you're ready to post your quote to the Facebook newsfeed

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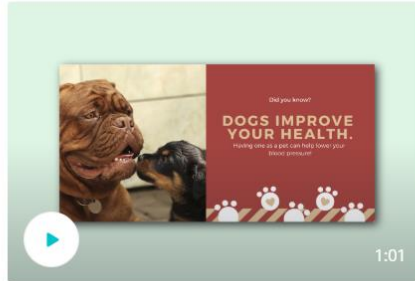
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Canva Provides Simple Instructions on How the Tools Work

How to videos: learn how to use Canva



Getting started on Canva



How to share, download, print or publish your design



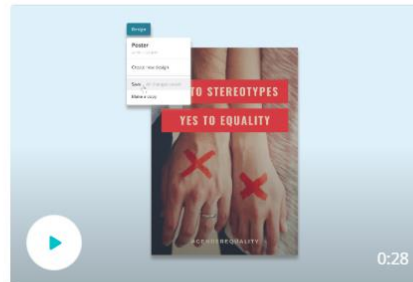
Adding and editing text



Uploading images to Canva



Choosing the right font



How saving works in Canva

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

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Private Messages are Another Way to Reach People

Use Private Messages to reach your friends or people that you already know (and who know you). Contacts in the network marketing industry can be very receptive.

ONLY send messages to people you already know.

You can private message a friend or a network marketing business contact with a message like:

“Do you want to stop paying too much money for your cable or satellite TV service? If you could get 1,500 streaming channels for only \$59.97 a month and even have a chance to EARN extra income by helping other people save money too, would you want to know more about how that works?” [Response is almost always YES!].



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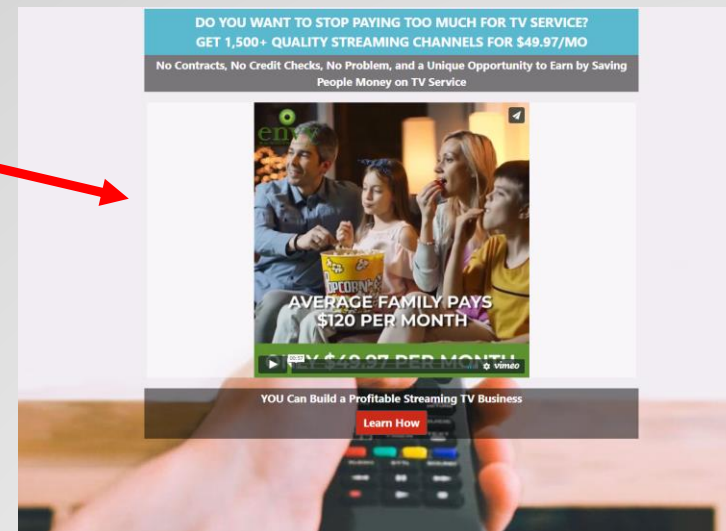
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When You Get a **YES** Reply, Send Your Lead Capture Page Link

When the recipient of your message replies YES, send YOUR paylessforcabletv.com/USERID landing page link if you're a GPN member.

Or send your envyTV *replicated website* page link or a link to an envyDecide interactive video 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 stop paying too much money for your cable or satellite TV service."*



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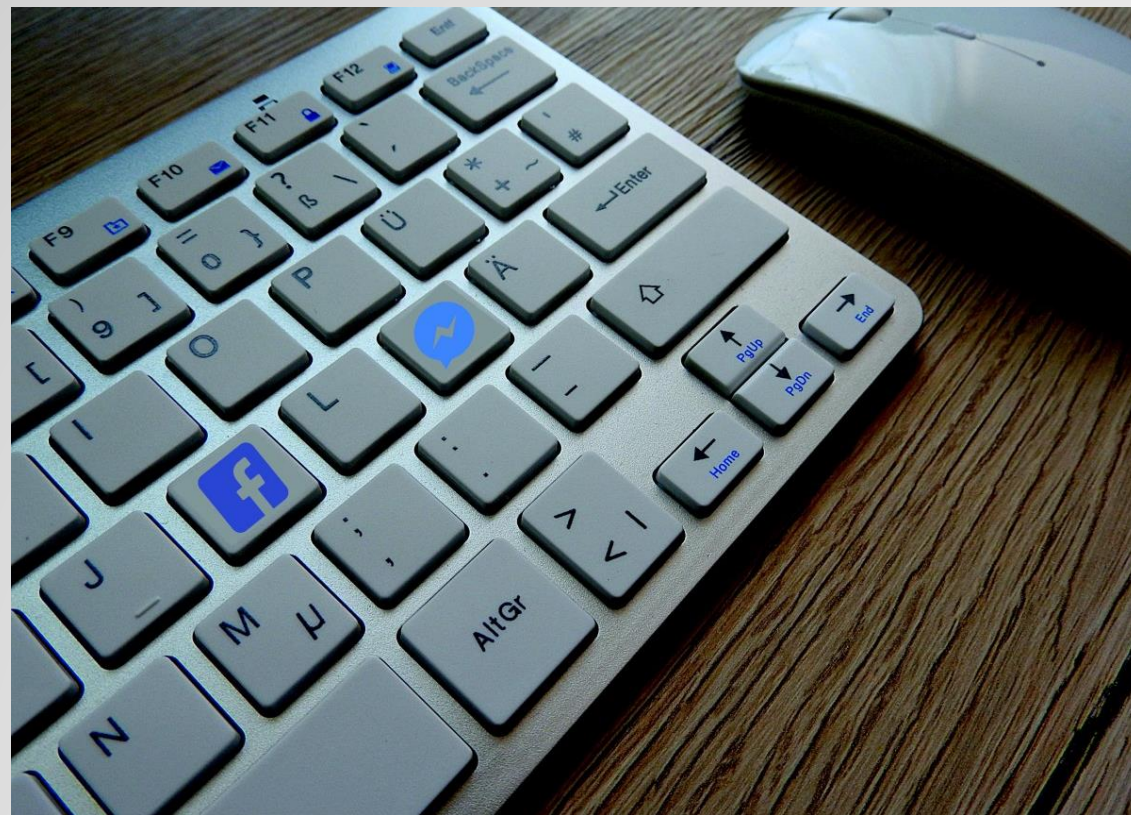
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Here's a Private Message Example for Facebook

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

Hey NAME, Do you want to stop paying too much money for your cable or satellite TV service? If you could get 1,500 streaming channels for only \$59.97 a month and even have a chance to EARN extra income by helping other people save money too, would you want to know more about how that works?

WAIT FOR A YES REPLY.



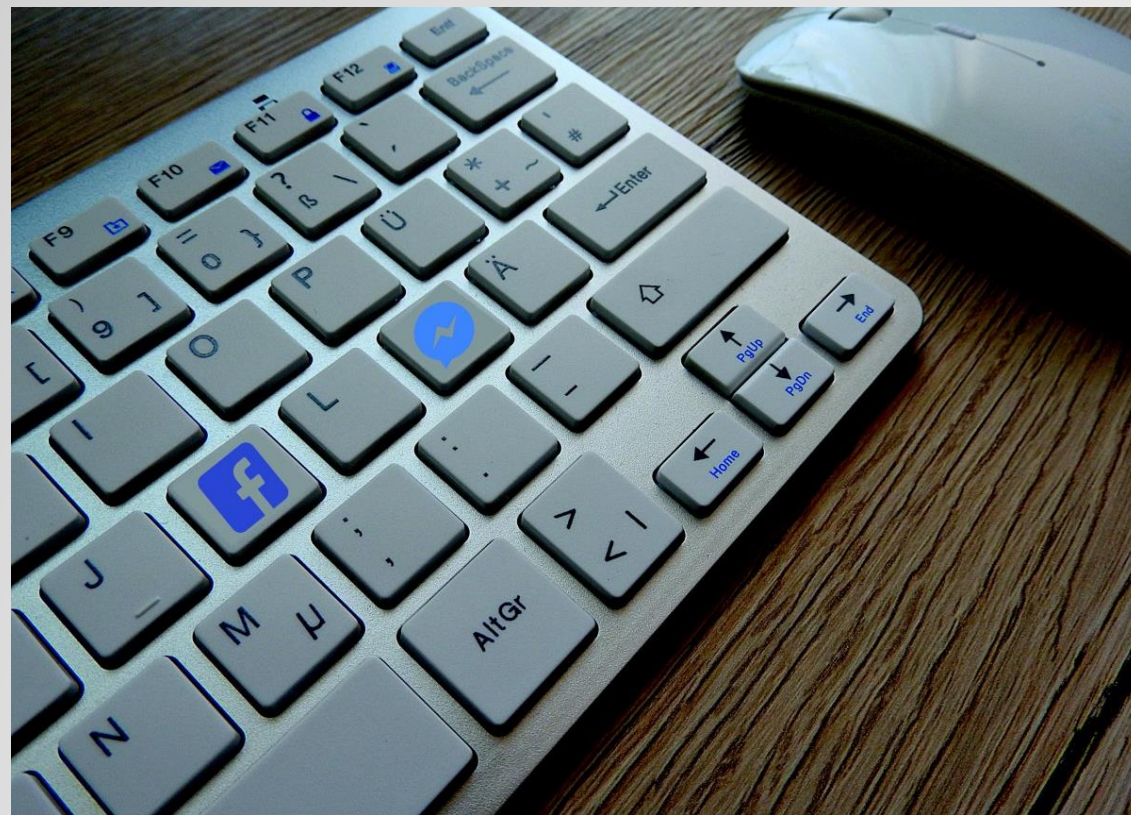
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Here's a Private Message Example for Facebook

When your contact replies **YES!**

Check out paylessforcabletv.com/USERID (or your envyTV replicated website page link if you're not a GPN Member) and let me know if you'd like to stop paying too much money for your cable or satellite TV service.

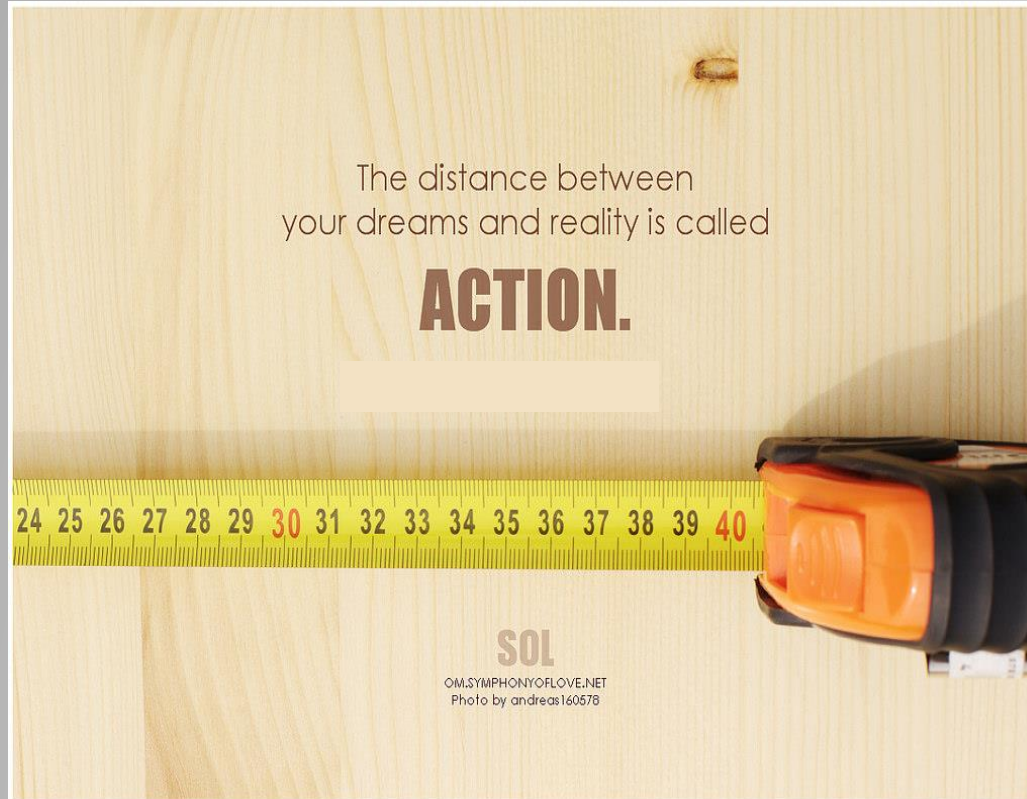


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Now it's Time to Take **ACTION** on What You Learned

Here are your social media marketing **ACTION** steps to start taking today



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 using envyTV for your personal enjoyment.
- And creating and sharing entertaining quotes you find about television.

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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The background is a collage of various social media and technology-related icons. It includes the Instagram camera icon, the Twitter bird icon, the Facebook 'f' icon, and a portion of the YouTube logo. There are also some blurred text elements like 'Instagram', 'Twitter', and 'Facebook' visible. The overall theme is digital marketing and social media.

If You Have Questions About Marketing Your envyTV Business

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 envyTV