

The background is a dark, textured collage of various social media and marketing-related icons and items. Visible elements include a purple circular icon, a red square with white text, a blue square with a white bird (Twitter), a blue square with a white 'f' (Facebook), a white camera, a yellow circular icon, a green circular icon, and a black and white portrait of a woman. The text is overlaid on this collage in a white, bold, sans-serif font with a thin black outline.

Residual Income Success Plan
Marketing Tactics e-Book Training
Grow Your Business with
Social Media Marketing

Welcome to the
Residual Income
Success Plan
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 **Sales Pipeline** Using
the **Residual Income Success Plan**

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Let's Look at Social Media Marketing Tactics

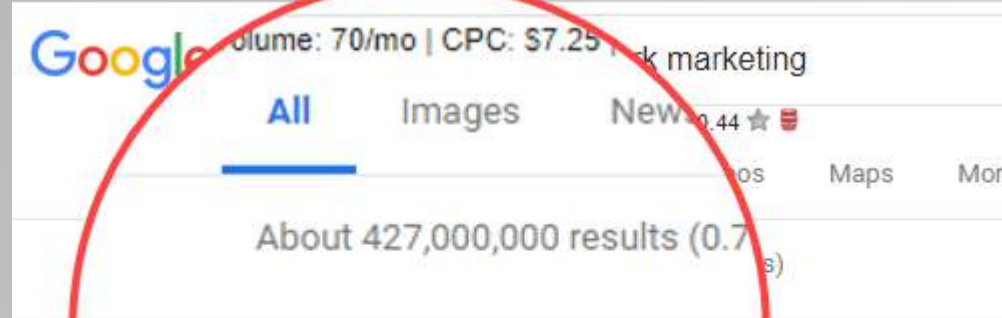


Now, let's take a close look at social media marketing tactics that you can start using right away to build your business using the Residual Income Success Plan.

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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.

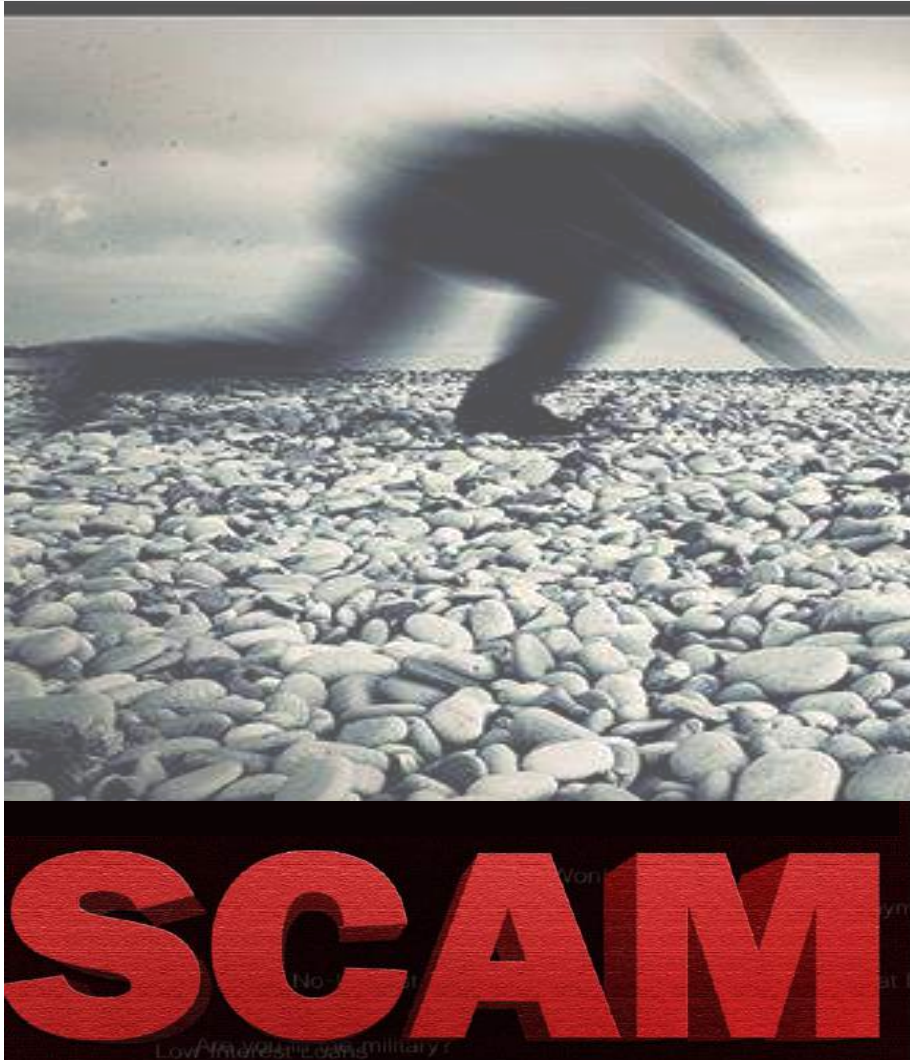
There are over 420,000,000 (MILLION) websites
that provide information about SOCIAL MEDIA MARKETING
for the network marketing industry.

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 communication 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 the Residual Income Success Plan 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.

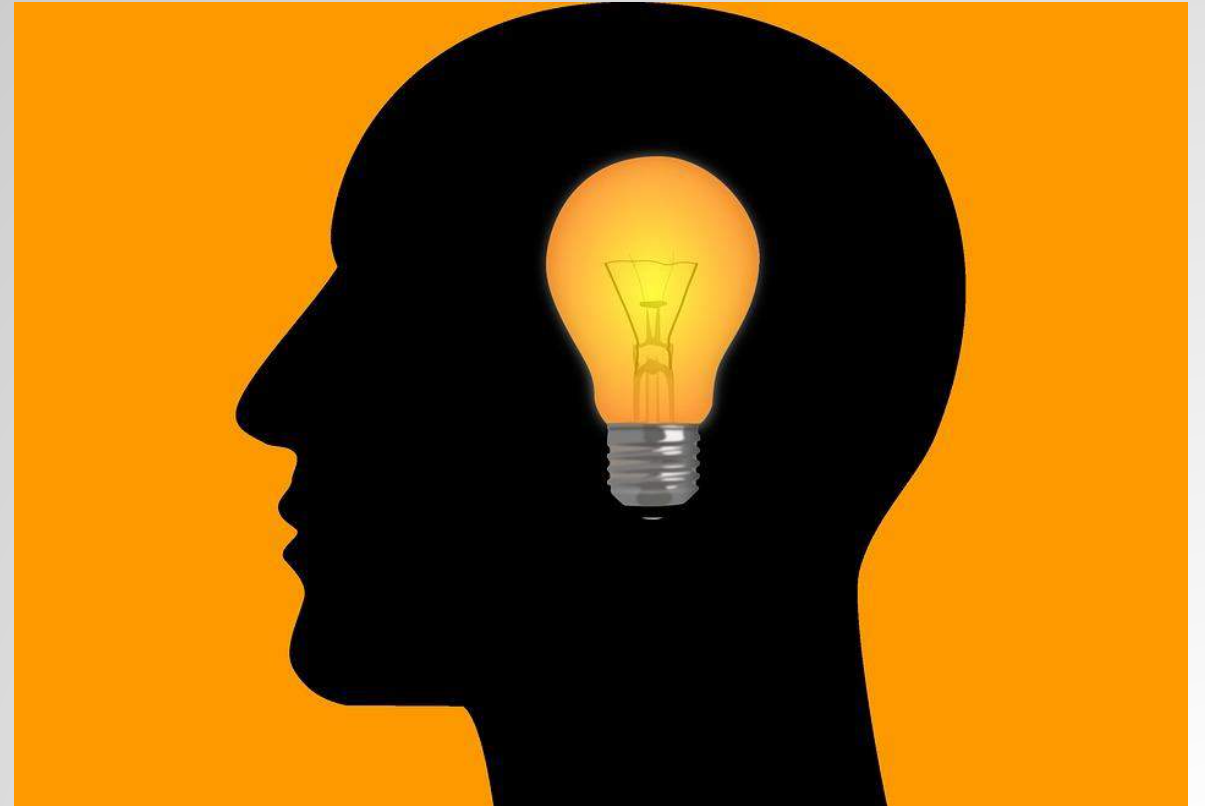
They are on social media to be SOCIAL. That's why personal, relevant, and 1-to-1 communication is the key to successful social media marketing.

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Ideas on How to Connect and Build an Engaged Following

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



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.

Be sure to share stories about the picture or adventure you're sharing to provide context.

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.

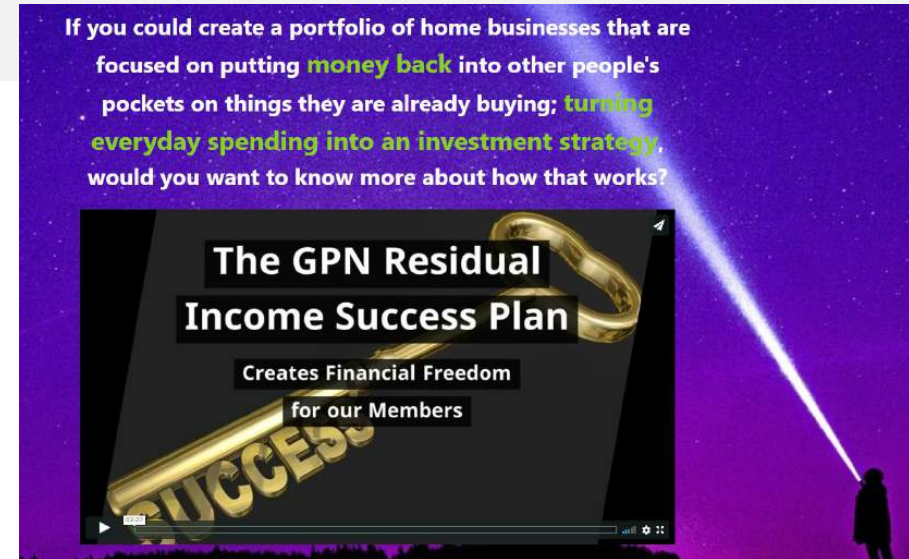
An engaged tribe, meaning social media followers, is how your social media message spreads.

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In the Beginning, Don't Mention the Residual Income Success Plan by Name

It's important not to mention the Residual Income Success Plan 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 1st Impression

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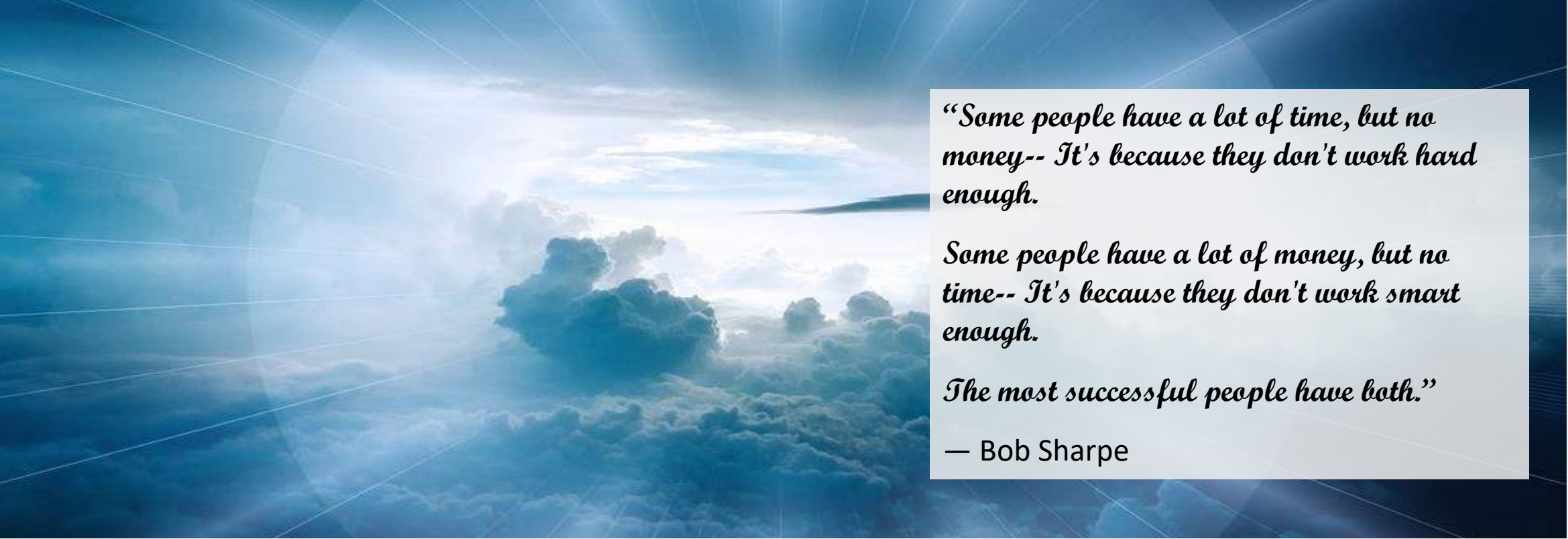
People will search the company name and form an opinion (which is generally incorrect).

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

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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

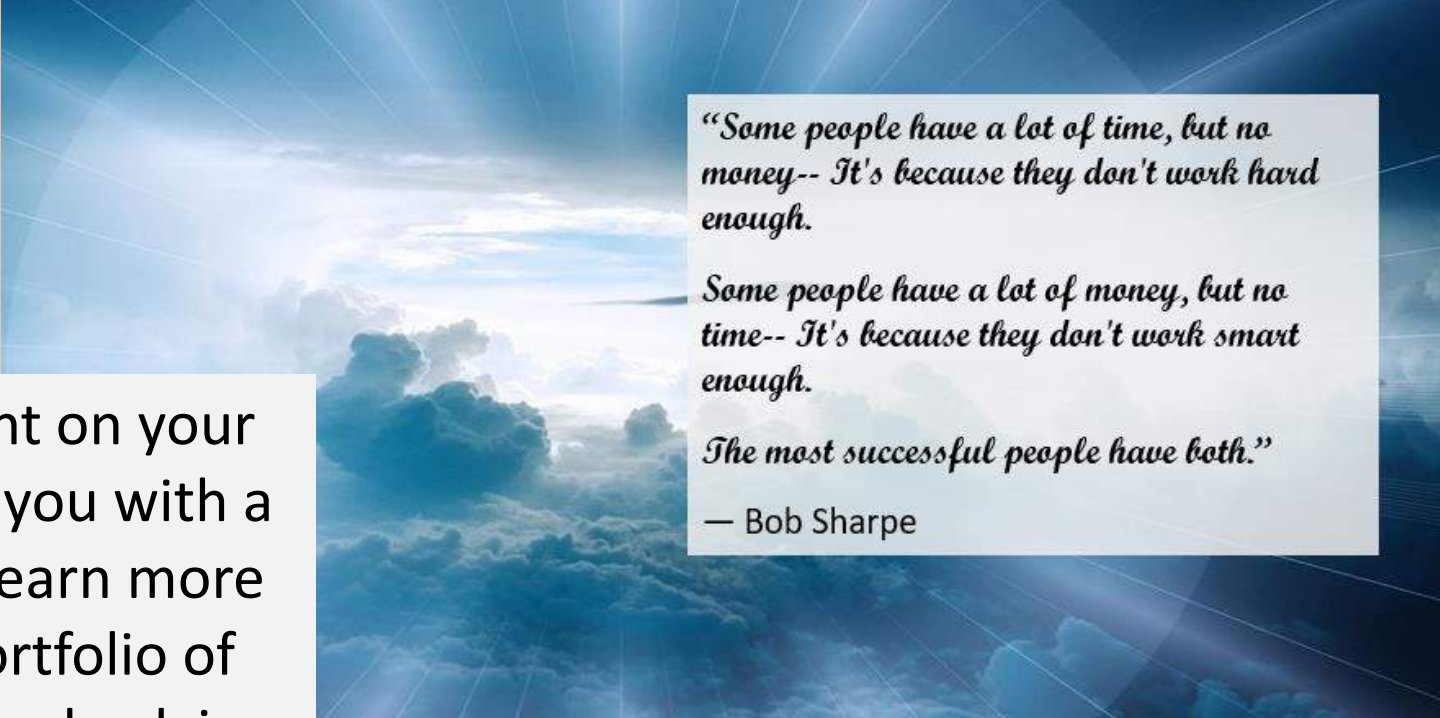
to entertain, amuse, and engage people on your newsfeed and in Groups you participate in actively.

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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 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

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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.

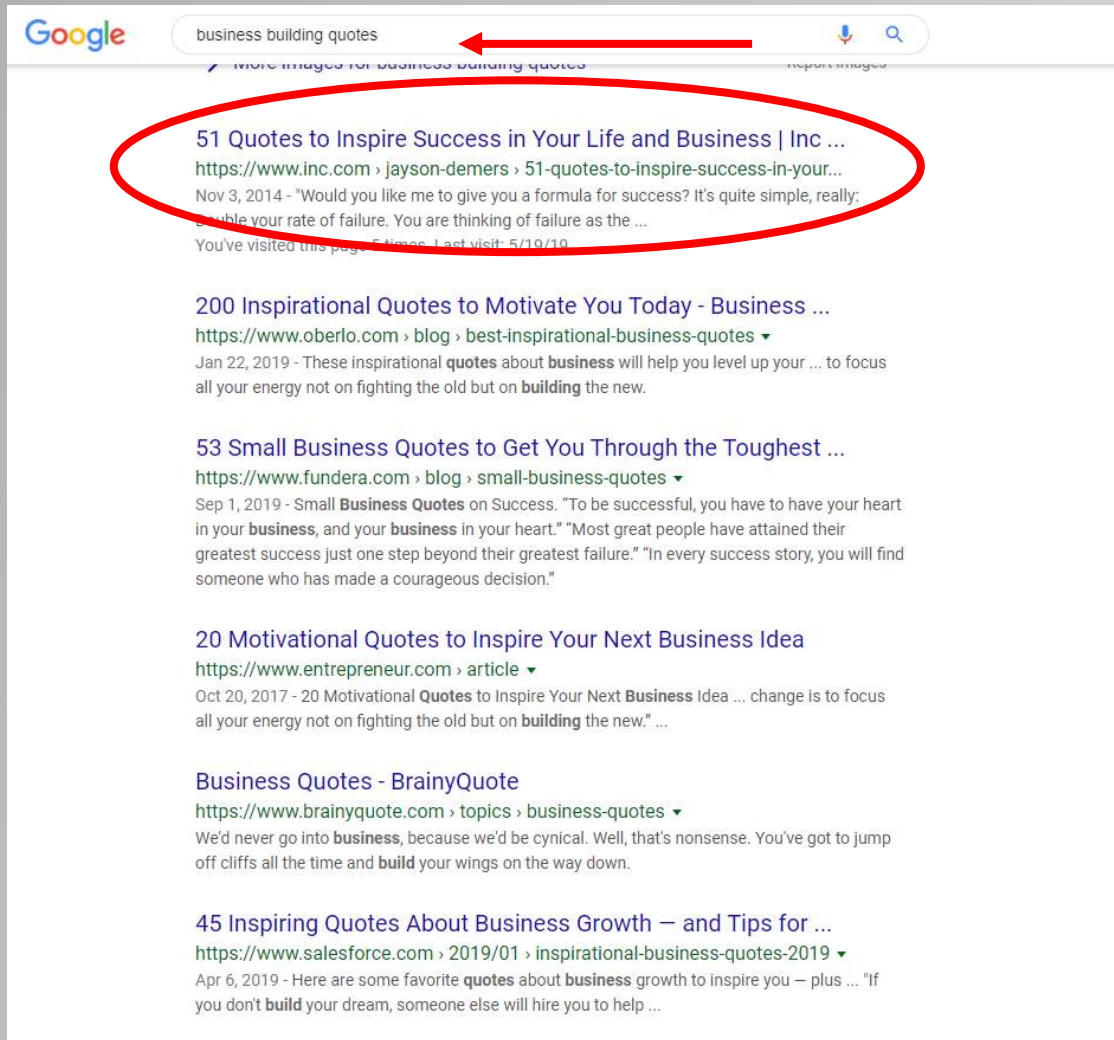
The most successful people have both.”

— Bob Sharpe

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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 search 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

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."

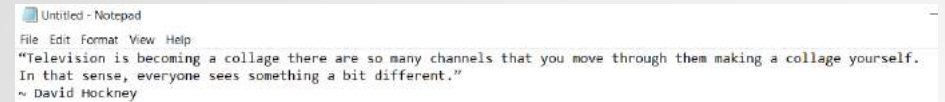
20 Motivational Quotes to Inspire Your Next Business Idea
<https://www.entrepreneur.com/article>
Oct 20, 2017 - 20 Motivational Quotes to Inspire Your Next Business Idea ... change is to focus all your energy not on fighting the old but on building the new." ...

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.



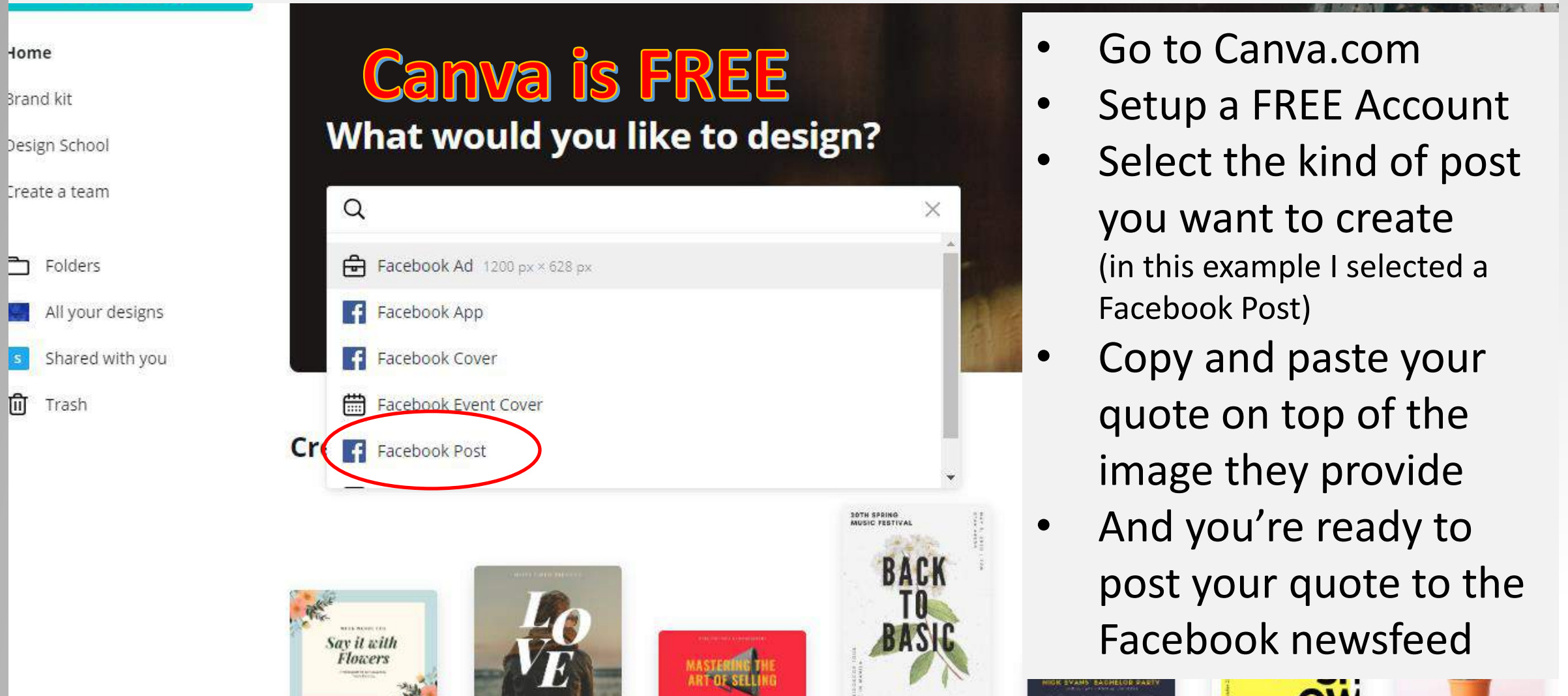
Untitled - Notepad
File Edit Format View Help
"Television is becoming a collage there are so many channels that you move through them making a collage yourself. In that sense, everyone sees something a bit different."
~ David Hockney

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

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Canva.com Provides FREE Tools to Create Photo Quotes



The screenshot shows the Canva.com homepage. On the left, there is a navigation menu with items 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 black banner with the text 'Canva is FREE' in red and yellow, 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 Ad 1200 px x 628 px'. The results include 'Facebook App', 'Facebook Cover', 'Facebook Event Cover', and 'Facebook Post', which is circled in red. Below the search bar, there are several design templates, including 'Say it with Flowers', 'LOVE', 'MASTERING THE ART OF SELLING', and '30TH SPRING MUSIC FESTIVAL'.

- 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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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



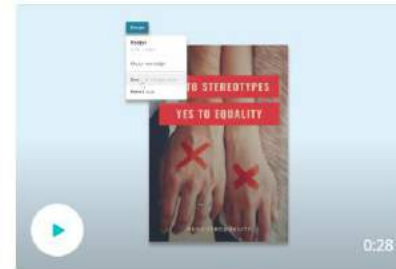
Adding and editing text



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 messages 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; on a team with over 70% of people successfully taking action to build their business, would you want to know more about how that works?”

[The response is almost always YES!]



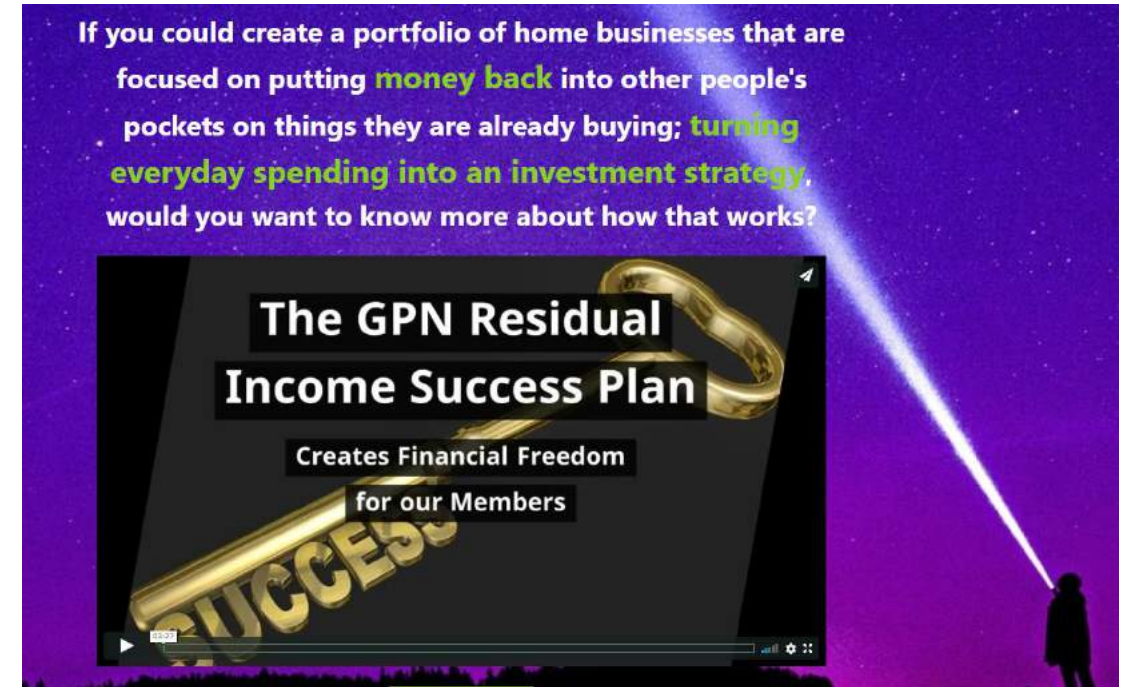
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When You Get a **YES** Reply, Send Your Lead Capture Page Link

When the recipient of your message replies YES, send YOUR Landing Page Link residualincomesuccessplatform.com/USERID

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.”*



Here's a Private Message Example for Facebook

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

“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; on a team with over 70% of people successfully taking action to build their business, 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!**

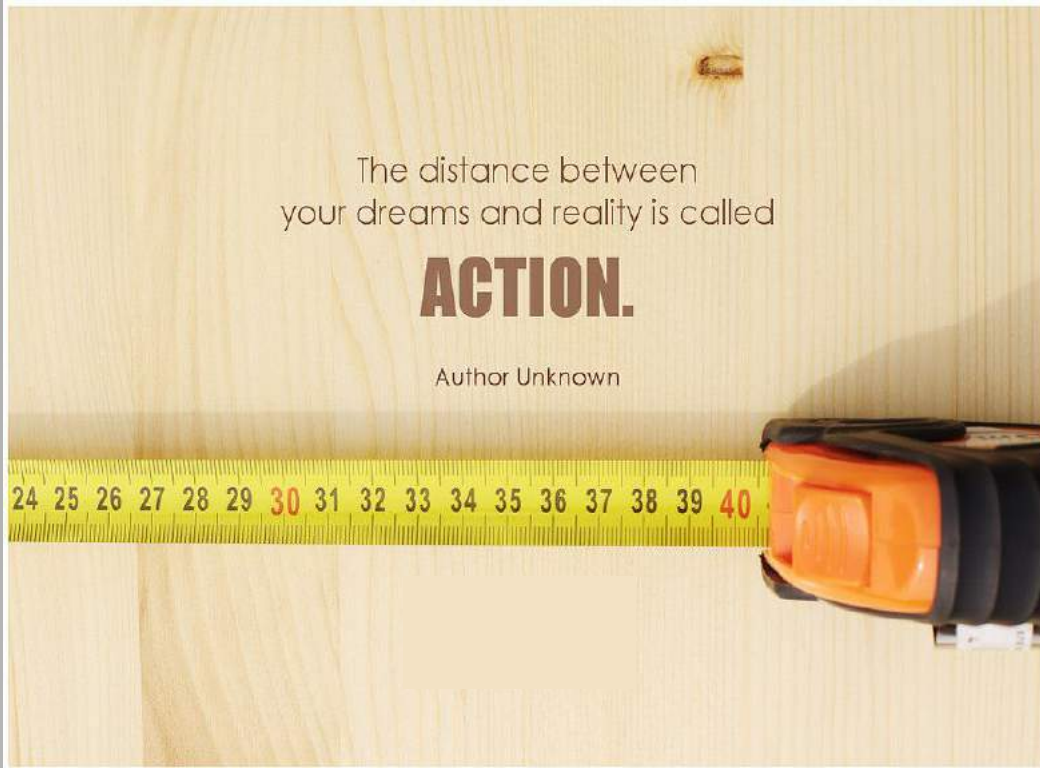
*Great, check out
residualincomesuccessplatform.com/YOURUSERID
and let me know if you'd like to start helping
people turn their everyday expenses into an
investment strategy.*



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Your Social Media Marketing **ACTION** Steps



Plan to post on social media at least 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 put money back in their pocket on the things they buy every day, with the Residual Income Success Plan.
- 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).

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If You Have Questions
About Marketing Your
Business Using Social Media and
the Residual Income Success Plan

Email_Coaching@GPNCenter.com