

HOW TO USE SOCIAL MEDIA FOR YOUR SUCCESS WITH ASEA?

The concepts below are useful for anyone who wants to use social media to build their ASEA business. However, if your prospect wants to work like a typical influencer or affiliate marketer, the ASEA ONE compensation plan has specific solutions for them, in case they do not want to build a classic network marketing business. Organize a 3-way call with Theu to discuss tailored solutions for them.

UNBOXING VIDEO AND CURIOSITY POSTS (B.FRYER)

This training shows you how to create Facebook posts that will attract paying customers within 48 hours without spamming your friends and family. This is a simple way to get some immediate results.

First, we're going to talk about your unboxing video.

Second, I'll teach you how to create curiosity posts.

Step one: The unboxing video

Use your phone for best video quality. I would encourage that this Facebook Live video be about five to seven minutes long. Do this when your first or next shipment of ASEA products comes. Don't open the box right away. Instead, take the opportunity to go live on your personal, public profile and share your excitement with your audience for what just arrived. Before you go live, list out several benefits of your products on a piece of paper. Only mention benefits that ASEA officially authorizes for your specific market.

The title of your live could be something like this: "Oh my gosh. I'm so excited about what I just got, or I'm so excited about what just got delivered". Something like that, something that's catchy, it's going to pique someone's curiosity to tune into your video. Next step before you go live is let your upline and maybe some of your teammates know that you're about to go live, and have a couple of them ready to jump on your video, just for additional support and to allow other people to see that there's more people on your video, but be sure to let them know, **not to mention the company or the product name in the comment section**.

Then go live: First, always introduce yourself. Second, ask the viewer a simple question. It could be something like, hey, where are you tuning in from today? Next, share excitement around what just arrived at your house and show an unopened box. Next, share a couple of reasons why you are so excited and how

this, whatever's in the box helps people, right? This is where you can insert that list of benefits, maybe just three to five benefits. Share some of those things which that particular product is helping people achieve. Feel free to use notes during this live. And then next, ask them to drop a keyword and or number if they would like to receive any of the benefits that you just shared.

For example, in the middle of your live, you could say something like, you know, what's in this box, right? This product has been known to help people with (name the benefit). If you want to (name the benefit) type the word (a word that stands for this benefit) in the comments below. This is going to start the process of your viewers interacting live and with the replay.

Then take out a knife or scissors to cut open the box and tell them that you just can't wait to show them what it is inside. When you show the box, make sure it does not reveal the product or company name. After the box is opened, I want you to get super, super excited. Reach your hand inside the box, and instead of taking out a product, pause, freeze for just a moment, look back into the camera and say this exactly: "You know I was going to show you what's inside this box, but honestly, I'm not sure how many of you really want to know. So if you want to know what this is, type *I want to know* in the comments below, and I'll be sure to shoot you a private message right after this video."

You're building the excitement, the anticipation, and then you're kind of leaving them hanging, but you're asking for permission to share. Yes, I want to know more. This is giving you permission to now reach out via private message, phonecall, text.

To finish your video, tell them thanks for tuning in and to have a great day. Now, if this is your first Facebook Live, or you haven't gone live in a while, or maybe this is your first ever network marketing company or product, be sure you give yourself ample time to respond to the messages that you're going to immediately get following this video. Yes, this formula works that well. For some of you, this may push you outside of your comfort zone, but this is about helping you get some immediate results.

Step two : The Curiosity Post

48 hours after your unboxing video, I want you to create a curiosity post around your product or business. How do you do that? Step number one, somehow express an attitude of gratitude. Step number two, you need to address a problem. Step number three, you need to share a benefit.

Here's a couple of examples. Now I encourage you not to copy me word for word, but I'm going to give you a few various examples to kind of give you an idea of what a curiosity post might look like:

"I'm so grateful my good friend shared with me her secret to ... (insert the benefit here). Super excited to get started."

But you didn't say how. This is going to create a ton of curiosity and get those who also want similar results to raise their hand, comment on your post or reach out to you via message, thus generating a lead for you to have a conversation. Very simple!

Okay, what about this next one?

"I felt like I have tried everything. I was waking up feeling sluggish, run down all the time and had zero energy. I made one small tweak to my morning routine that has given me so much energy throughout the day. I'm super excited."

If you like our skincare products:

"I'm saving so much time with my new skincare routine, quick, easy, and has me looking 10 years younger!"

Here's a business type of post:

"Today, we made a decision. Over the last few years, we have always sat and wondered, how are we going to get ahead? ... between student loans and other bills, it feels like we were barely treading water, so thankful a good friend reached out and showed us a simple way to overcome all of this. Today is a new day."

So do you see, you didn't even mention that you started a new business, or you joined network marketing. You didn't need to say any of that. You shared the problem, and then you transition into being thankful for a solution that has come your way. This is going to encourage others that are in the same position to reach out to you and learn more about what it is you're doing.

Doing your unboxing video and then creating your first curiosity post, 48 hours later, you're going to generate some conversations for you to share your products and or business with those people, thus resulting in some new business for you immediately. You might want to create another curiosity post after a few days.

Notice how no product or company name was mentioned in any of these, but they are targeted to attract your perfect customer and or business partner.