

HOW TO USE THE INTERNET AND SOCIAL MEDIA FOR YOUR NEW BUSINESS



Social media is not just for entertainment. It's a key tool in the promotion of products. But where do we begin with it?

After all, it can seem a little daunting. There are so many platforms these days and you may not be that familiar with all of them.



First, decide which social media platforms you will use. The best thing to do is to first determine your target audience and see what social media platforms they use. You may want to create a separate profile for your business activity.



HOW TO USE SOCIAL MEDIA

A grayscale photograph of a woman with dark, wavy hair, smiling and looking towards the left. She is positioned on the right side of the frame. In the foreground, a laptop screen is visible, showing a dark area. The background is a blurred office environment with desks and chairs.

1. Create a page

2. Connect with new people

3. Present the products and opportunity

**3 STEPS TO USING SOCIAL MEDIA FOR YOUR
BUSINESS**

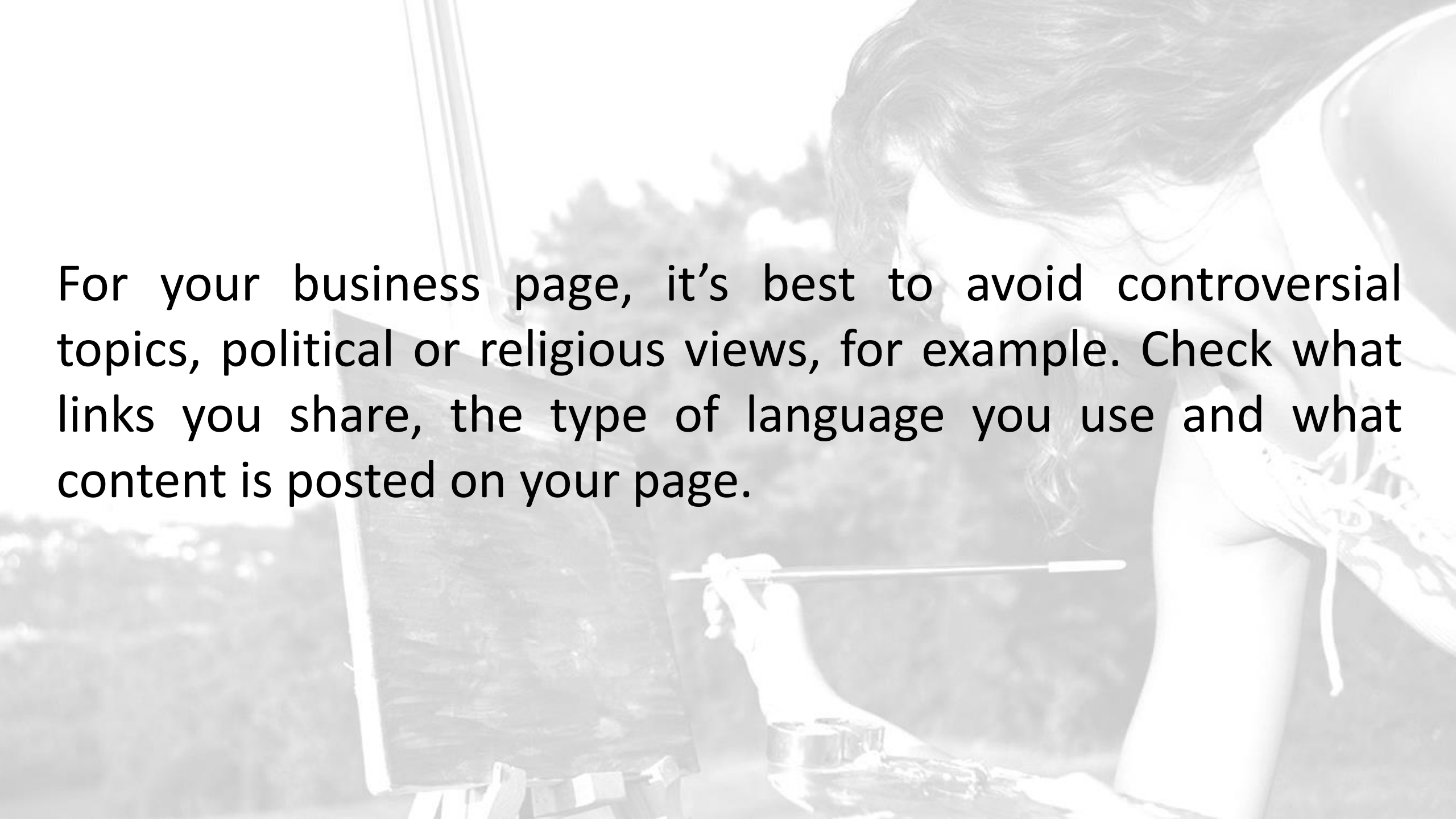


1. When creating your page, consider:

- Choose a great username
- Capture attention with a fantastic cover photo
- Choose an appropriate profile photo
- Provide key details in the “About” section
- Create some content to make your page look useful

Ideas on what to post:

- Personal Story
- Lifestyle hacks
- Healthy tips
- Entertainment topics

A grayscale photograph of a woman with long, dark, wavy hair painting on a canvas. She is wearing a light-colored, short-sleeved top and shorts. She is holding a paintbrush in her right hand and a palette in her left. The background is a blurred outdoor setting with trees and a bright sky. The text is overlaid on the left side of the image.

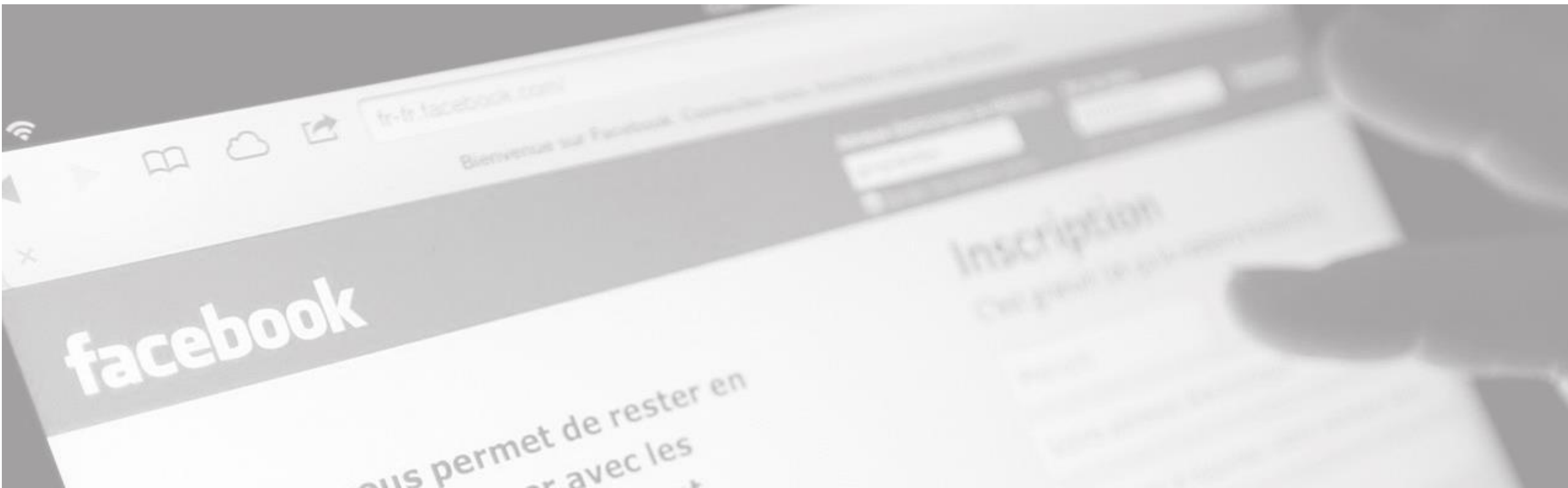
For your business page, it's best to avoid controversial topics, political or religious views, for example. Check what links you share, the type of language you use and what content is posted on your page.



We recommend not to put the name “Coral Club” anywhere on the profile.

Someone may quickly search the name and form an opinion prior to having a conversation with you. It is better to explain that you are part of Coral Club through conversation.

- Find examples online of successful fellow distributors or business pages and learn from them.
- Post no more than 1-2 times per day



Try not to repost too often, your followers will appreciate your own content.

It is also better to post quality content but less often, than poor quality content regularly.

Remember: every post forms an opinion about you. Make sure you present yourself well.

“What an awesome experience!
Just tried skiing for the 1st time! Now I can’t get enough!



**Publish only high
quality posts on your
page!**

**Example: Post about
your hobbies**

“Everyday is a great day to help someone! The Holiday Soup Kitchen is open and is looking for volunteers.”



Example: Post about your charity work

“Thus with a kiss I die...

It was incredible! Romeo & Juliette is definitely my all-time favourite! I still have goose bumps.”



Example: Post about your favourite play

“Anyone been to Rome? Looking for resto recommendations near Castle of Angels”



Example: Post about travel



Where to find potential Clients and Partners online?

When you are ready to start finding your audience, look up Social Media groups about:

- healthy lifestyle
- sports
- beauty
- healthy eating
- self-development
- groups for young parents/mothers/fathers
- entrepreneurship
- network marketing
- other

Here you can find someone who shares your interests - invite them to your page!

Of course, not everyone will respond to your invitation. But, if you have tailored your page to your target audience and have high-quality content then you should get some followers! You can also use any shared interests to start conversations with people.



Friends of your friends!

Go to the pages of your friends' friends and invite them to your page.

When a person sees that you already have a mutual friend on the social network, it will be easier to strike up a conversation.



CONTACTING CLIENTS

How to start?

1. Hi, love your recent photo shoot. Do you have any tips for taking great photos?
2. Hey, I noticed that you have a lot of posts about healthy eating and fitness. I'm into that too. Can we connect?
3. Hey, great photos of your golden retriever. I'm in the...area as well. Do you ever go to the dog park?

Once initial contact is made, the person becomes a "warm" contact.



MAKING THE PROPOSAL

A good business proposal:

Is Individualized

Is Simple and concise

Leads to a meeting

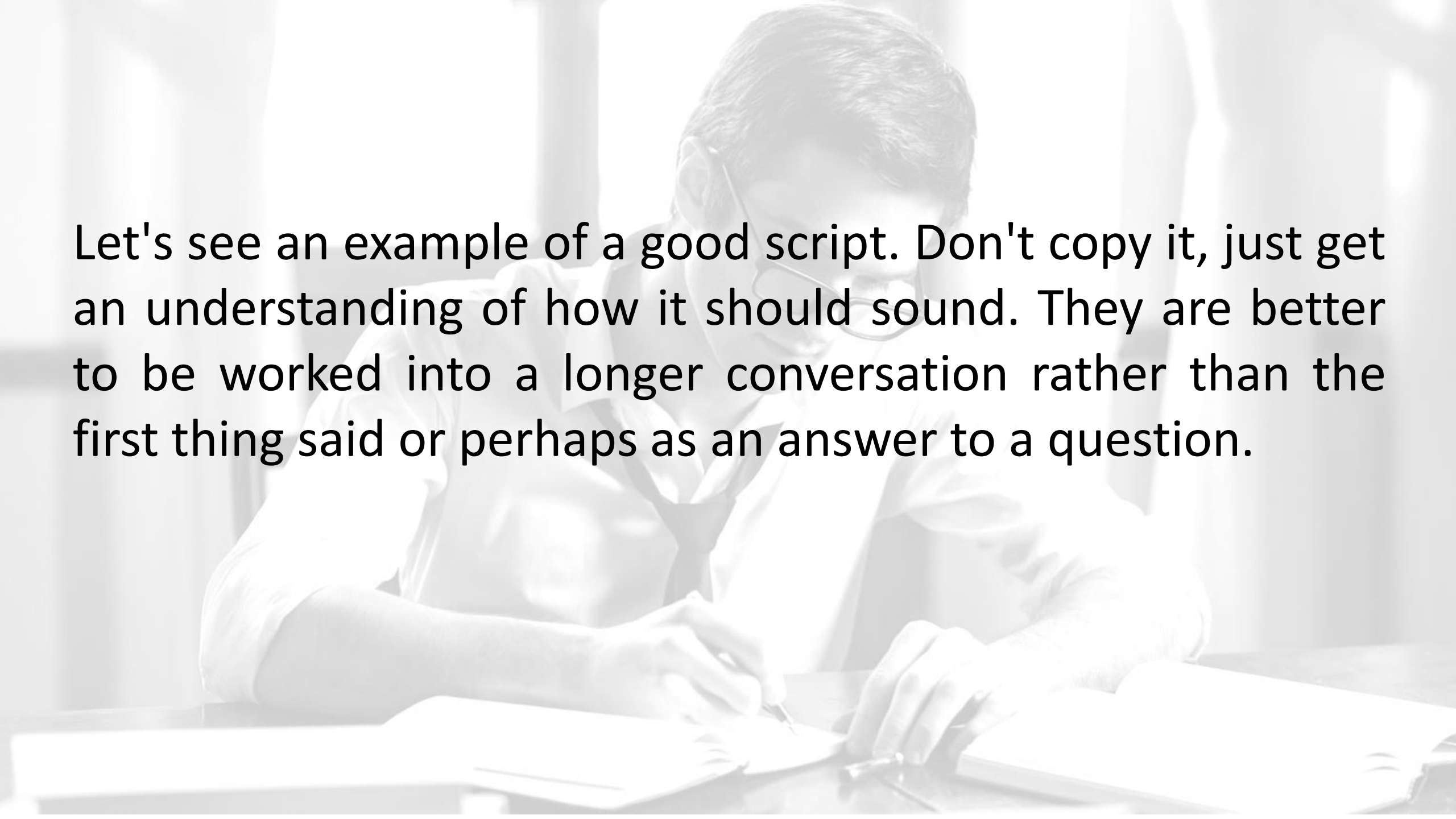
It's best not to answer any additional questions until the meeting.

Good day!



I love staying active and achieving my best every day, don't you? Tell me, are you interested in how to restore and maintain your health and of your loved ones? To prolong youth and beauty? How to stay active for many years to come?

EXAMPLE OF AN INEFFECTIVE PRESENTATION

A man with glasses, wearing a white shirt and a dark tie, is sitting at a desk. He is looking down and writing in a notebook with a pen. There are several other notebooks and papers on the desk. The background is slightly blurred, showing what appears to be an office or classroom setting with other people standing in the distance.

Let's see an example of a good script. Don't copy it, just get an understanding of how it should sound. They are better to be worked into a longer conversation rather than the first thing said or perhaps as an answer to a question.



... Do you know why water balance is so important for your health? Please visit this chat to learn more...

EXAMPLE OF AN EFFECTIVE PRESENTATION

Health is very important to me so I decided to start a business in the health industry. I found an interesting opportunity. Would you like to find out more?



EXAMPLE OF AN EFFECTIVE PRESENTATION



You were told “no”. What's next?

You can maintain a connection on a personal level.

There may be another opportunity in the future to bring up the opportunity again.



CRITICAL ERRORS

5 critical mistakes to avoid:

- Spam
- Plagiarism
- Poor content quality
- Poor quality of photos
- Disinformation



YOUR TASK

1. Explore additional material in the Successful Partner Workbook.
2. Register and start working on social networks.

