



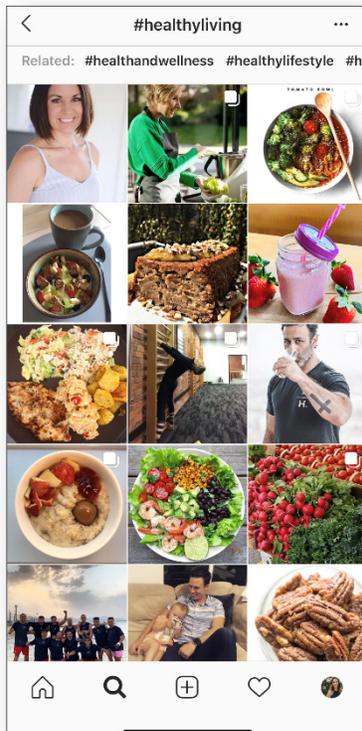
# ENGAGING PROSPECTS VIRTUALLY WITH SOCIAL MEDIA



## RESEARCH

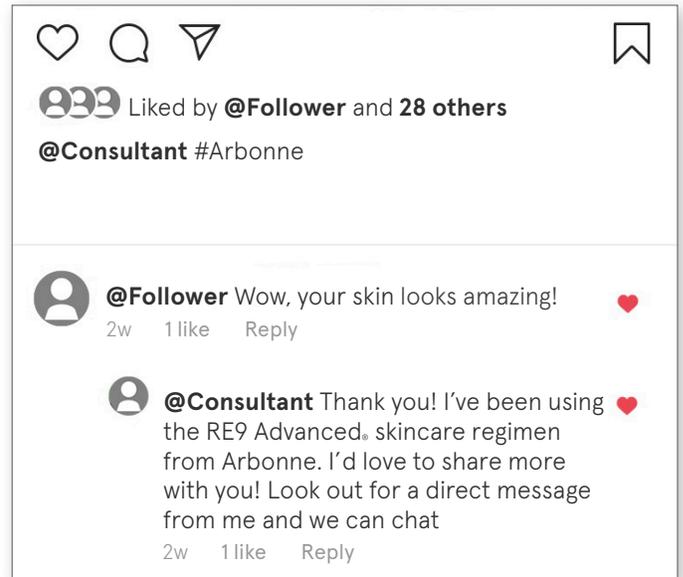
The internet is full of people! Find new prospects and start building genuine relationships with them through likes, comments and private messages.

- Use the Explore page on Instagram or browse hashtags to find and follow other like-minded people.
- Use Instagram polls to ask your audience what content they like to see.
- Stay in the know about the beauty and wellness industries. Learn about and share current events that relate to your passions or your Arbonne business.
- Ask questions in your photo captions or Instagram stories to see how your audience relates to your posts (e.g., What's your favorite skincare product? What's your must-have nutrition product?)



## ENGAGE

Like, comment, share, favorite, retweet, private message, etc. Individually connect with those who want to connect with you! If anyone comments on your photo, reply! If they tag you, share to your Facebook News Feed or Instagram story! If they like and support your content, send them a private message to get their number and meet up for coffee.



## EDUCATE

Use your social media posts as a way to educate your followers on product knowledge, the Arbonne Opportunity and your personal brand.

- Share product education found on The Source regarding ingredients and what it means to be Certified Arbonne Clean..
- Share the importance of skincare, clean ingredients and healthy living inside and out, and why they matter to you.
- Post compliant content about what it looks like to start and grow an Arbonne business.

### EXAMPLE POST



Lital Mintz Snir is with Chantale Montgomery and 2 others at Arbonne.

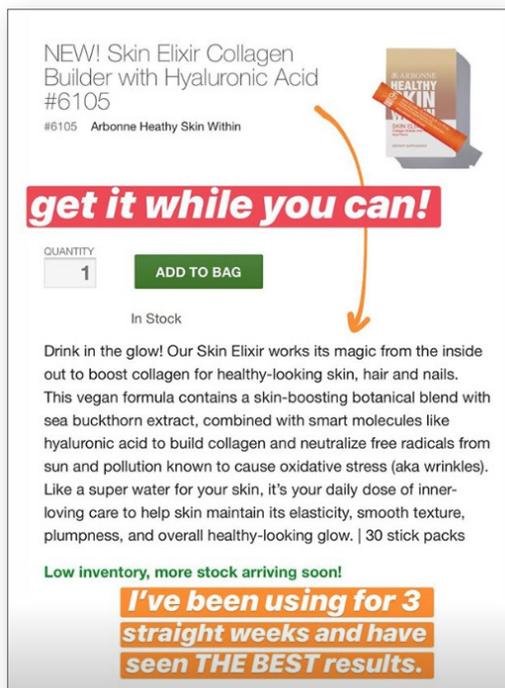
June 13 at 10:29 AM · Toronto, ON, Canada · 🌐

Ya, we all have Arbonne in common. We are all VP's and we might even all enjoy watching The Bachelor 😊 (from left to right) @danashalit owned a business in event planning working over 50h a week. @mekrmpotic worked in TV production full time, @ochantale worked full time in marketing/writer and I worked full time as a travel agent. All so different! We would have never crossed paths if it wasn't for all of us seeing something special about @arbonnecanada opportunity. We were all skeptics, all of us almost said NO. We all thought we were way to "cool" to ever consider a business like this. The best part is that we were all open enough to listen to an opportunity that some people consider "different." A few years later we can all say that saying yes to new opportunities has changed our life forever. The door is always open! Get educated before you might pass on an opportunity of a lifetime. #diversity #beopen



123 22 Comments 7 Shares

### EXAMPLE STORY



NEW! Skin Elixir Collagen Builder with Hyaluronic Acid #6105

#6105 Arbonne Healthy Skin Within



**get it while you can!**

QUANTITY 1 ADD TO BAG

In Stock

Drink in the glow! Our Skin Elixir works its magic from the inside out to boost collagen for healthy-looking skin, hair and nails. This vegan formula contains a skin-boosting botanical blend with sea buckthorn extract, combined with smart molecules like hyaluronic acid to build collagen and neutralize free radicals from sun and pollution known to cause oxidative stress (aka wrinkles). Like a super water for your skin, it's your daily dose of inner-loving care to help skin maintain its elasticity, smooth texture, plumpness, and overall healthy-looking glow. | 30 stick packs

Low inventory, more stock arriving soon!

**I've been using for 3 straight weeks and have seen THE BEST results.**

## USE BEST PRACTICE

Do not use false income and/or lifestyle claims to engage or entice people into following you and learning about your business. It's best practice to always be transparent and authentic (both personally and virtually) when illustrating how you've grown your Arbonne business and how it has fit into your life dreams.

### EXAMPLE POST



envpkristenwalter Carlsbad, California



Liked by michele.lopes28 and 461 others

envpkristenwalter This is Monday !! It didn't always look like this friends ! A decade of hard work, consistently bulding up people, falling on my face and getting up over and over again ! We have not stopped , we have just begun! #arbonne

View all 9 comments

JUNE 10



## ACTION STEPS

1. Follow 5 new accounts you discover through research using the techniques above.
2. Engage with each new prospect by liking, commenting or sending a direct message.
3. Pick a topic that you are passionate about and curate an educational post about it. Make sure to personally reach out to everyone who likes or comments on it!

Arbonne makes no promises or guarantees that any Independent Consultant will be financially successful as each Independent Consultant's results are dependent on his or her own skill and effort. You should not rely on the results of other Arbonne Independent Consultants as an indication of what you should expect to earn. Actual financial results of all Arbonne Independent Consultants for the preceding year are contained in Arbonne's Independent Consultant Compensation Summary (ICCS). You may view the Independent Consultant Compensation Summary on Arbonne's official website at [arbonne.com](http://arbonne.com) > Your Opportunity > Compensation > Compensation Summary.

