



HOW TO BUILD YOUR 4LIFE BUSINESS ON SOCIAL MEDIA

With the Internet and social media, it's easier than ever before to connect with potential customers and prospects. Your online presence starts with the friends you have right now, but it can expand to friends of friends and even groups that share your interest in wellness.

You can reach out to people all over the world and introduce them to what 4Life has to offer. Show others how you have changed your life with 4Life products and the business opportunity! This guide will help you get started.

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(((SECTION 1)))

Why You Should Build on Social Media

3 BILLION ACTIVE users on the **INTERNET.** 


1.7 BILLION PEOPLE ARE ACTIVE ON **SOCIAL MEDIA.**


47% of all internet users are on **FACEBOOK.** 

FACEBOOK GENERATES 4.5 BILLION "LIKES" EVERY DAY. 

 In a poll conducted by Cowen and Company, U.S. adults across all age groups said that they spend an average of **42.1 MINUTES** every day on Facebook.

Twitter has **284 MILLION** active users, with **500 MILLION TWEETS** every day. 

88 PERCENT OF TWITTER USERS **TWEET** ON MOBILE DEVICES. 

 Instagram has **300 MILLION** users, with **70 MILLION PHOTOS AND VIDEOS POSTED EVERY DAY.**

53% OF INTERNET USERS AGES 18-29 USE **INSTAGRAM.**

 **HAS OVER 1 BILLION** MONTHLY ACTIVE USERS. **4 BILLION** HOURS OF VIDEO ARE WATCHED EACH MONTH. 

88% OF PINTEREST USERS HAVE PURCHASED A PRODUCT THEY PINNED. 

71% OF WOMEN AND 62% OF MEN PARTICIPATE ON SOCIAL MEDIA.

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www.wersm.com/17-very-surprising-social-media-facts/#!prettyPhoto • www.cloudswave.com/blog/social-media-facts-and-statistics-you-should-know-in-2015/

SECTION 2

Your Social Media Journey

A

CHOOSE YOUR
SOCIAL MEDIA
PLATFORMS.



B

FIND AND SHARE
CONTENT.



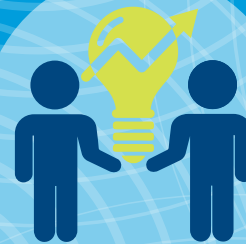
C

PROTECT YOUR BUSINESS.



D

ENGAGE AND BUILD
RELATIONSHIPS.



E

KEEP BUILDING.



CONNECT WITH 4LIFE ON SOCIAL MEDIA!



SECTION 3

Choose Your Social Media Platforms

BEFORE YOU CHOOSE WHERE YOU WANT TO FOCUS YOUR TIME ON SOCIAL MEDIA



Think about your target market and their online behavior.

- What's their average age?
- Are they predominately female or male?



Think about your online personality.

- Do you enjoy sharing photos on Instagram?
- Do you like posting short statements with links on Twitter™?
- Do you like sharing longer stories and experiences that would be great on Facebook?
- Before every post, tweet, photo, or video, think to yourself, "What value will this give to my followers?"



DON'T JUST POST TO POST SOMETHING. THINK ABOUT WHY YOUR FOLLOWERS WOULD BE INTERESTED. WHAT BENEFIT WILL IT PROVIDE TO THEM?

Focus on quality over quantity. Not all time spent on social media is created equal. If you spend 60 minutes a day on Facebook and Instagram—interacting with customers and prospects, answering questions, and making new friendships—that's great. If you spend 60 minutes browsing through your Facebook newsfeed and mindlessly watching YouTube videos, that's not a great use of your time.

Find your voice. Don't be all over the place with your posts. You don't always have to post about the same aspects of 4Life®, but it's a good idea to write most of your posts based on what will provide the most value to your followers.



Facebook

- Facebook is the most widely-used social network, with almost half of all Internet users on it.
- Everything you post on Facebook is content, including posts, comments, shares, and likes.
- Plan your posts for the best possible timing, based on when your friends are most active.
- Engage with your friends by starting respectful conversations. If you post something, be prepared to talk more about it!
- Use your profile space to give your friends a sneak peek into your 4Life journey. Link to the 4Life corporate website and your personal my4life.com site.
- A report by Buddy Media stated that Facebook posts with questions generate 92% higher comment rates. Tip: Post your question at the end of your post, not the beginning.
- Keep things positive. Positive posts are shared more often.
- Provide information, but give followers a reason to click your link for more information.



Instagram

- Instagram users share photos and short videos with their followers.
- Use your profile to give your followers a quick snapshot of you and 4Life.
- Don't bombard your followers with too many posts. Develop a posting schedule.
- Hashtags help link your photos with other photos about the same thing. However, don't turn every word into a hashtag.
- Give your photos a consistent look and feel by using the same photo editor. Keep your photo edits tasteful and simple.
- Use relevant photo captions to gain attention.



Twitter™

- Twitter enables users to send 140-character messages called "tweets."
- With only 140 characters, choose your words carefully! However, don't sacrifice grammar and avoid abbreviating words.
- Make URL links shorter with bitly.com, and make sure your links are correct. Plus, bit.ly links generate the most retweets.
- Use your profile to share your website and the 4Life website with your followers.
- Hashtags are a good way to categorize your tweets with similar content.
- A report by Buddy Media recommends posting between 8:00 pm and 7:00 am, when interaction is 14% higher than the rest of the day.
- Give a clear call to action so that your readers know what to do.



YouTube

- YouTube has become the world's second-largest search engine.
- You can follow YouTube channels or even create your own.
- Utilize the wealth of YouTube content on the 4Life channel. Share 4Life videos about your favorite products, a Great Escape trip you attended, or an upcoming international convention.
- Carefully name YouTube files. You want your videos to be searchable, so make sure the file name includes strong keywords, not just "movie1.mp4."
- Invest in a tripod to film your videos so they're easier to watch.
- Write interesting descriptions for your videos.
- Tailor your YouTube presence to your personal business building focus.



Pinterest

- Pinterest allows users to share and create image collections for their followers.
- 4Life has a wealth of information on its Pinterest boards. Re-pin content that best applies to your product and business focus.
- Pay attention to comments and questions on your pins and boards, so that you can engage your followers in meaningful conversations.
- When you create boards, include relevant keywords in the title so that your boards will come up during user searches.
- Pin colorful images. They are re-pinned ten times more than black and white images.

SECTION 4

Find and Share Content

Got your social media accounts set up? Great! Now it's time to start posting content. As an online business builder, look for customers who will place orders and potentially join your team. But before you ask for their order, connect with your audience by engaging in conversations and providing content that is interesting, relevant, and valuable.

As a 4Life® distributor, you are responsible for safeguarding and promoting the good reputation of 4Life and its products. Keep your marketing and promotion of 4Life, the 4Life business opportunity, the Life Rewards Plan™, and 4Life products and services consistent with public interest, and avoid discourteous, deceptive, misleading, unethical, unlawful, or immoral conduct or practices.

Definitely use sales aids, communications, and marketing materials produced by 4Life to engage with others on social media. Outside of informal posts that fall within the guidelines detailed above, you must submit all self-generated sales aids, promotional materials, advertisements, websites, and other literature to 4Life for approval prior to use.



YOUR FIRST GOAL IS TO CAPTURE PEOPLE'S ATTENTION!

Follow 4Life and top 4Life leaders on social media. Share videos and posts with your followers.



What do other 4Life distributors share?

- Photos of themselves and their team members at 4Life meetings, events, and trips
- Congratulatory messages to their team members for meeting goals or advancing in rank
- Positive experiences with 4Life products
- Lifestyle photos (working out at the gym, spending time with the family, etc.)
- Short motivational videos to encourage or congratulate team members
- Photos of themselves in 4Life gear

HOW OFTEN SHOULD I POST CONTENT ON SOCIAL MEDIA?



YOU DON'T WANT TO BOMBARD YOUR FOLLOWERS WITH DAILY POSTS, BUT YOU DO WANT TO STAY CONNECTED TO THEM. POST WHEN YOU HAVE SOMETHING INTERESTING OR RELEVANT TO SHARE.

SECTION 5

Protect Your Business

As you build a social media presence, always use common sense. When you share something, it's a small representation of who you are. However, don't let that stop you from making statements and opinions. You love 4Life®. Don't be shy about it! Thoughtfully write your posts with correct grammar and spelling, and be ready to engage your followers in a respectful and meaningful way.



Do

- Keep your posts classy and professional.
- When writing about product experiences, use structure/function claims that have been fully substantiated by 4Life's Research and Development department. These claims explain how 4Life products support the natural and healthy function of various body systems.
Correct: 4Life Transfer Factor® supports a healthy immune system.*
Incorrect: 4Life Transfer Factor® will help you get over the flu faster.
Correct: 4Life Transfer Factor® GluCoach® supports healthy blood glucose levels.*
Incorrect: 4Life Transfer Factor® GluCoach® helps fight diabetes.
- Be truthful. Include all relevant information, especially the fact that you're a 4Life independent distributor.
- Include specific healthy lifestyle changes in diet and exercise in combination with use of a specific product.
- Share your thoughts about product convenience and taste.



Don't

- Use copyrighted photos.
- Imply or promise results that are "a quick fix," "easy," "quick and effective," or "no risk."
- Use words such as "miracle," "guaranteed," or "scientific breakthrough."
- Make claims that 4Life products treat, cure, prevent, or mitigate diseases. That includes obesity.
- Tout a product as an alternative to an FDA-approved drug or claim that it has similar effects to prescription drugs.
- Include random and undocumented case histories or personal testimonials by consumers or doctors claiming amazing results.
- Give different directions from the label directions.



If you have questions or comments about legal guidelines for social media, please contact the Legal department at compliance@4life.com.

*THESE STATEMENTS HAVE NOT BEEN EVALUATED BY THE FOOD AND DRUG ADMINISTRATION. THESE PRODUCTS ARE NOT INTENDED TO DIAGNOSE, TREAT, CURE, OR PREVENT ANY DISEASE.

SECTION 6

Engage and Build Relationships

Once you have your customer's attention, it's time to take the next step. Keep him engaged in an ongoing conversation with you.



1. Be authentic.

Share your testimonial about 4Life® products, how you use them in your daily life, and what you love about them.



2. Use images and videos.

According to HootSuite™, videos are shared 12 times more than text posts and links combined. Don't know what to say in your own video? Share one of ours! Follow the 4Life YouTube channel for videos on a variety of topics.



3. Ask people to do something.

Make sure to include a call to action in each post. Ask people to:

- Like a post.
- Share a video.
- Retweet Twitter™ content.
- Comment on a post or photo.
- Post a photo.
- Click on a link.
- Order a product.



4. Interact with people. Check your social media sites daily. Answer questions and follow other 4Life distributors and potential customers. Be interested in what other people have to say, and participate in the community you're building.

SECTION 7

Keep Building

You're off to a great start! Read below to check off important steps to take in building your social media presence.



- Determine where you want to spend your time on social media.
- Be genuine and develop your unique voice.
- Find and share relevant content.
- Build relationships and interact with your audience.
- Check in daily with your social media platforms.
- Showcase how 4Life® products have helped you transform your life and enjoy a great lifestyle.*
- Share the financial freedom you've achieved with the help of the business opportunity.
- Express the fulfillment you feel in serving people around you.
- Provide advice, training, and inspiration to motivate your team members and help your entire 4Life group reach a new level of success.



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