



TOTAL LIFE CHANGES®

Presents

U.L.E.A.R.N

Leadership, Earning, Attraction, Retention, & Networking

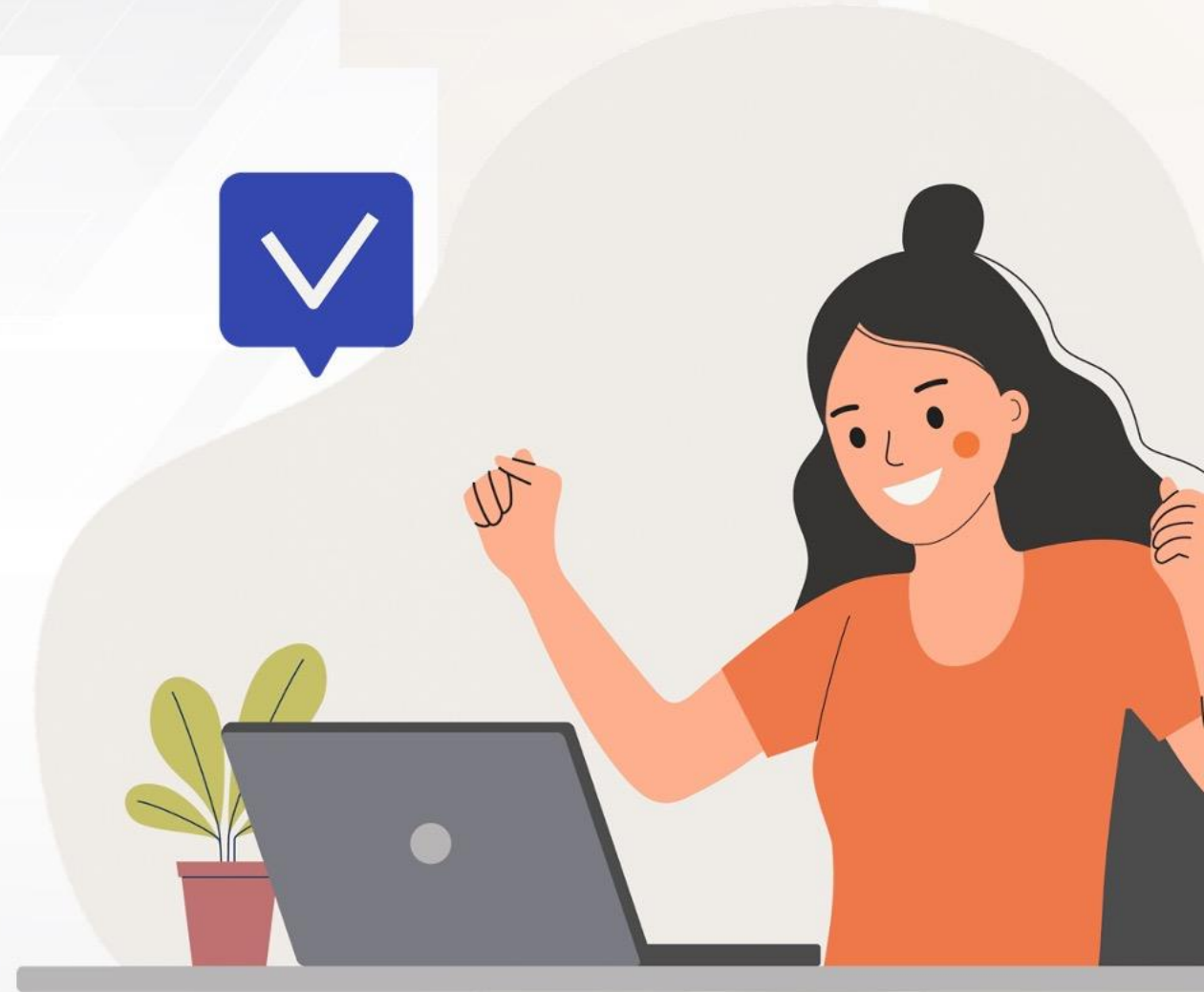
TikTok & Instagram Reels

- Algorithm allows for greater reach to a more receptive audience.
- Help build your network and create new leads.
- Allow you to be yourself, have fun, and relate to your audience.



Facebook Groups

- **Create a community for your customers.**
- **Provide a single space that contains information about your business and allows you to make personal sales.**
- **Allow you to create events and chats.**



What is a referral post?

- A post that a customer makes to promote your product in exchange for an incentive.

What does it do?

- Referral posts generate high-quality leads.
- Expands your social media network and following.
- Increases your confidence in discussing the product with others.



How to send a referral post

Message 1:

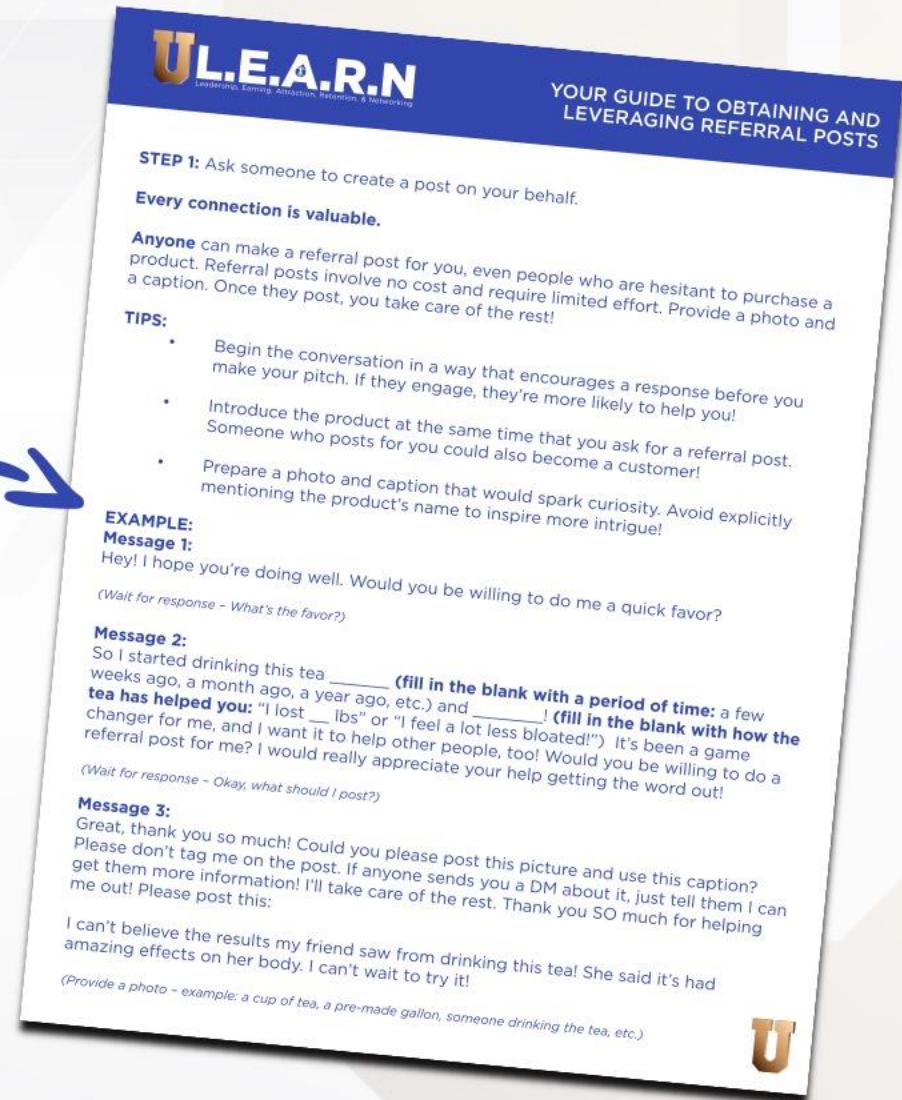
Hey! I hope you're doing well. Would you be willing to do me a quick favor? 🙏

(Wait for response - What's the favor?)

Message 2:

So I started drinking this tea _____ (fill in the blank with a period of time: a few weeks ago, a month ago, a year ago, etc.) and _____! (fill in the blank with how the tea has helped you: "I lost ___ lbs" or "I feel a lot less bloated!") ❤️ It's been a game changer for me, and I want it to help other people, too! Would you be willing to do a referral post for me? 🙏 I would really appreciate your help getting the word out!

(Wait for response - Okay, what should I post?)



How to respond to prospects on referral post

- Make sure to send friend requests, so it builds your network.
- Now you will have people following you because they want what you have.
- Send a message. Never answer questions on post.

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REFERRAL POST SCRIPTS
(ROSE ALVARADO)

HOW TO RESPOND TO PEOPLE WHO CONTACT YOU AFTER SEEING A REFERRAL POST:

Send a friend request to anyone who asks for more information on the referral post so you stay connected with them. This builds your network. You now have people following you who want what you have. Send the first message, then send them a comment on the referral post that says, "Sent you a message!" This helps with the algorithm and attracts more people to ask for information!

Script:

Hey there! I saw you were interested in our tea!

(Wait for response)

Great! It's a tea that has helped me _____ (fill in the blank). Drink 8 oz with lunch and dinner and half a cup with an evening snack. It's a cleansing tea that a lot of people have used to help them throughout their weight-loss journeys! Where are you located?

(Wait for response)

Oh nice! I'm from _____ (fill in your state)! We can ship you a pack of tea and show you how to brew it yourself every week! I have a few options available. If you want to give it a try, let me know!

(Wait for response. They usually ask how much it costs.)

I have 3 options available: 1 pack for \$25, 2 packs for \$40, or 5 for \$55. Each pack makes a gallon of tea, and each gallon should last you a week! The more consistent you are with drinking it, the better your results. I'm so excited for you to try it! You're gonna love it!

(They will either buy it or say they have to wait until payday. Either way, make sure you stay connected with them because you just planted a seed! They will buy when they are ready.)

Tips to Increase Engagement

- Put yourself out there and be creative.
- Take risks and try new things.
- Increase your visibility by posting regularly, use relevant hashtags and trending audio.
- Pin your best performing posts.
- Engage with your followers regularly, responding to their comments.
- Sharing your followers content can help to foster a sense of community and loyalty.
- Experiment with different post types.
- Analyze your data to see what resonates with your followers.





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