



TOTAL LIFE CHANGES®

Presents

U.L.E.A.R.N

Leadership, Earning, Attraction, Retention, & Networking

Expanding Your Business through Social Media

- **Keep your profile up to date.**
- **Use a photo of yourself as your profile picture.**
- **Make your profile visible to the public.**
- **Keep your workplace off your profile.**

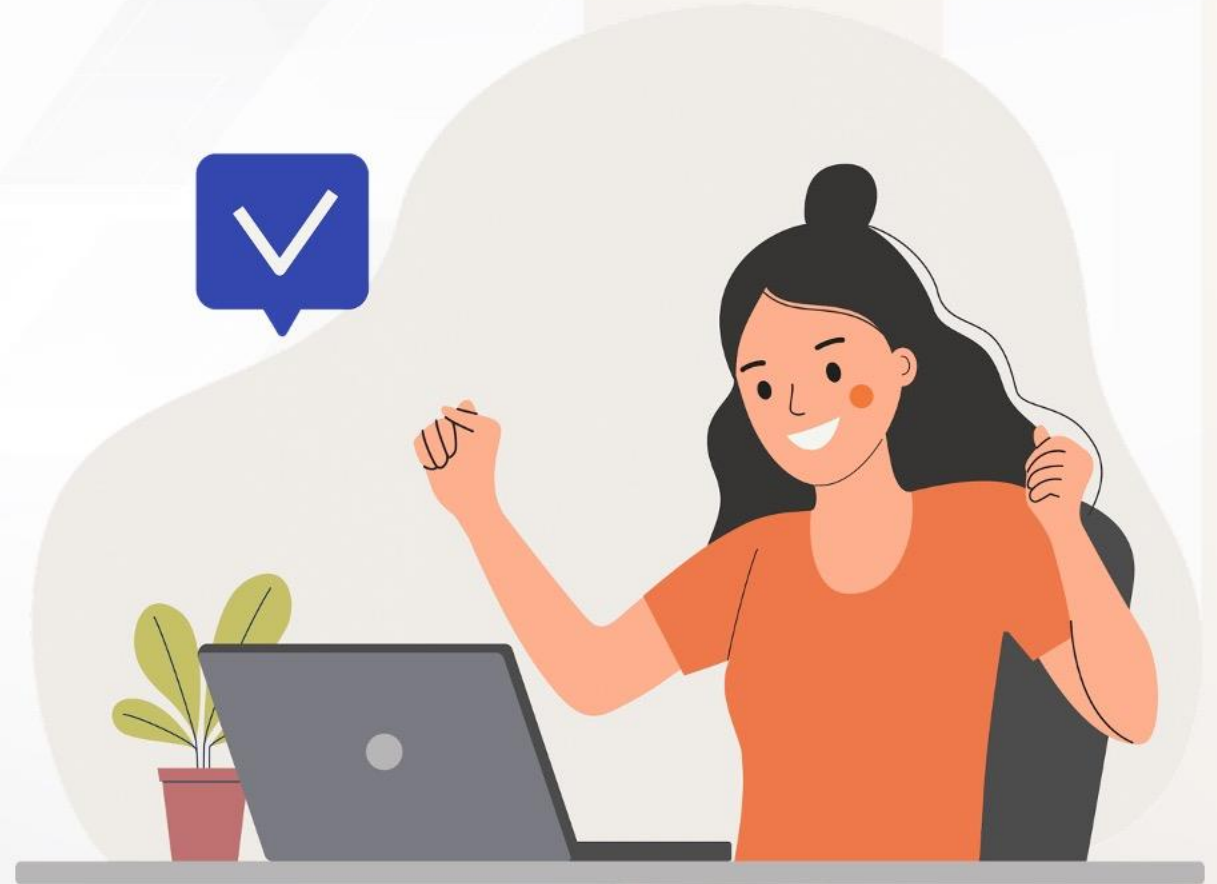


Video and additional tools are available at: TotalLifeChanges.com/Training

Attraction Marketing

Best practices:

- **Be H.O.T**
 - Honest, Open, Transparent
- **Share your journey.**
 - There is power in a personal testimony.
 - Be a Product of the Product.
- **Don't sell... Share**



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Tips to Beat the Algorithm

- **Saying less attracts more.**
- **Keep the name of the product out of your photos.**
- **If someone asks a question in your comments, reply with, “I’ll message you privately.”**
- **Don’t post your links publicly. Share it in a DM!**



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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.



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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.



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TikTok Shop

- Provide shoppers with the opportunity to purchase products directly from the platform.
- Interact with influencers and other users.
- A convenient and cost-effective way to shop.
- Provide shoppers with the ability to discover new brands and products.
- Allows shoppers to read reviews from others.



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Living with a Purpose and Leaving with a Legacy with Jessie Lee Ward



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