



TOTAL LIFE CHANGES®

Presents

# U.L.E.A.R.N

Leadership, Earning, Attraction, Retention, & Networking

***“I ABSOLUTELY LOVE drinking this #tea, and I need y’all’s help BIG TIME!!! The person with the most likes & comments will win a prize at the end of this #teaparty I’m at! COULD YOU PLEASE HELP ME WIN?!?!”***



# 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.**

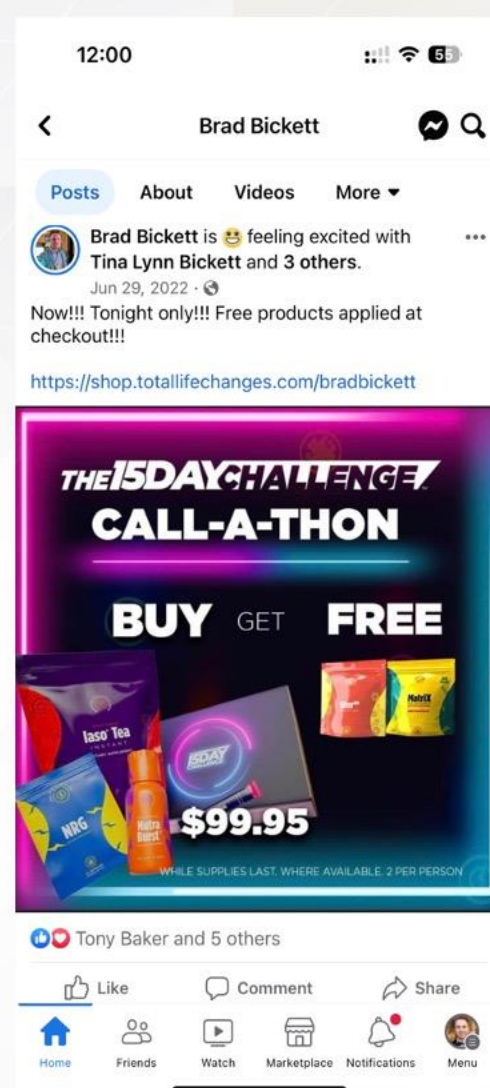




Before



After



Before

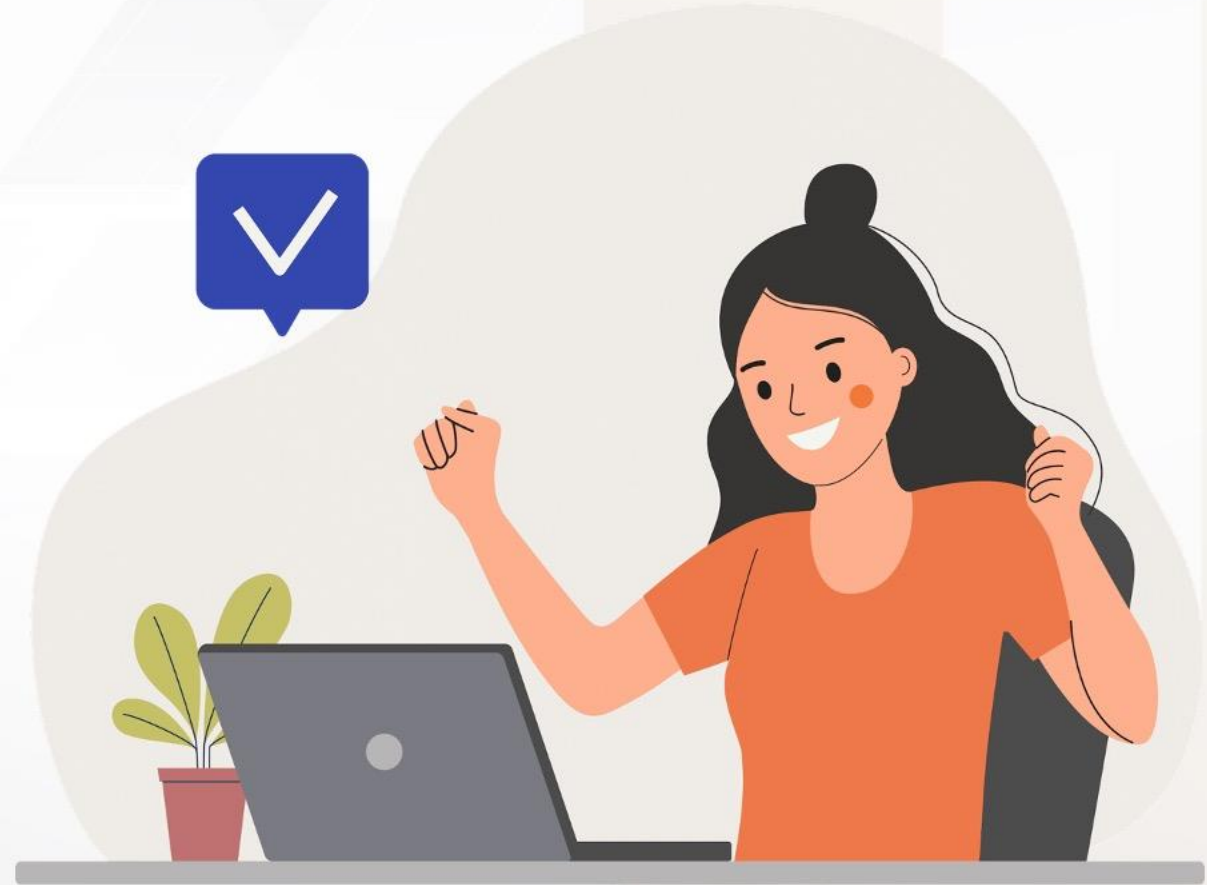


After

# Attraction Marketing

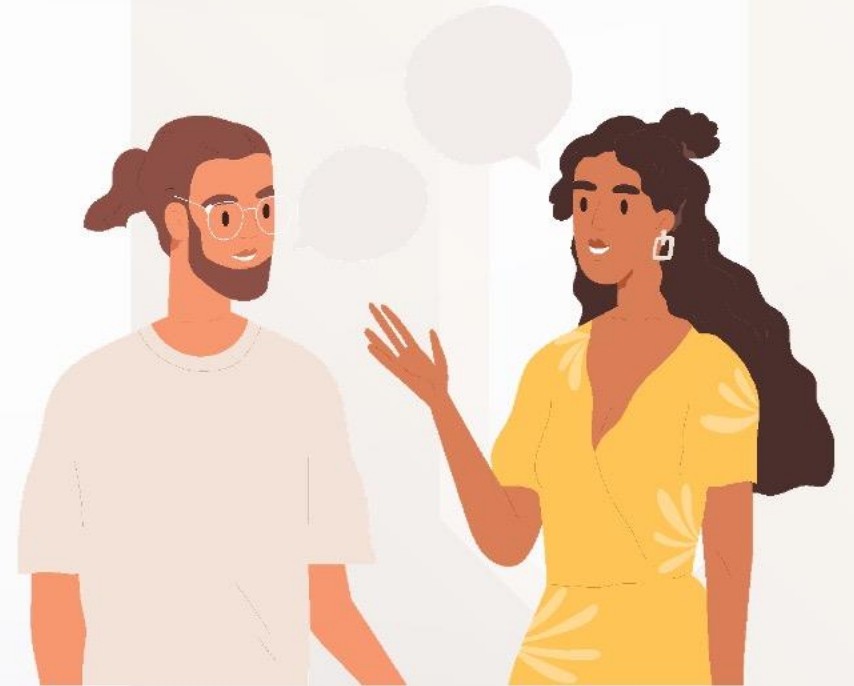
## Best practices:

- **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**



# 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!**



# 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.**







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