



## **Social Sharing 101**

Sharing is caring!

Jordan Essentials is about making a difference in the lives of our consultants and their customers. Making a difference starts with sharing our healthy products with friends, family and those you meet through spa bars (parties) online and in-person, social media such as Facebook and Instagram and even at events.

This training will focus the social sharing – selling – through spa bars both online and in-person. Spa bars offer the opportunity to share with your warm market, friends and family and meet new contacts through your party hosts.

### **Both the online party and in-person party focus on three things:**

1. Education about healthy skincare and Jordan Essential Products
2. Entertainment with fun posts online, games and interactive product demonstrations
3. Engagement with the guests – building a relationship with them

Think of it this way – in social selling – **the “social” comes first!**

### **Online Parties are HOT right now!**

Sharing Jordan Essentials socially online is a great way to build your business. Consultants love the ease and flexibility of being able to “party” from home and hold multi-host parties and MEGA parties with members of their team.

Hosts love being able to connect with friends and family safely using technology. They also love not having to clean their home for guests!

Guests love the convenience too!



With more people embracing technology, consultants, hosts and guests are comfortable joining a spa bar online and purchasing directly through your party link and website.

People may host in Messenger, Facebook Groups, and even Text Groups. You will love the easy opt out or opt in for guests. Social Parties are important because you also get to meet new people from that all-important introduction from the new host!