



SETTING UP YOUR FACEBOOK VIP GROUP

One of the keys to building your business is through sharing. Sharing can be in person, at Spa Bars and of course through social sharing. Using Facebook is a great way to share socially with both friends you know and those you don't! We are going to walk through the basics of setting up and effectively using a Facebook group to build relationships and ultimately your business.

There are three key objectives in having a Facebook Group (also known as a VIP Group):

- Make a Connection
- Provide Content
- Prompt an Action

First, we want to create a connection and build a relationship with those who have a common interest with us. For example, healthier living and healthier skin!

This relationship is developed by providing meaningful content. Content can be our blog posts, healthy recipes, information, and personal images and stories. The purpose of the content is to promote action among the members. The action can be to be informed, read more, do more, buy our products and join our team!

The stronger connection and relationship you create, the stronger your actions and results will be.

To create a Facebook Group, follow these steps:

From your Facebook homepage, go to Explore in the left column and click on Groups. At the top right - click **Create Group**. The first step in creating your group is to "Name Your Group". You can use any name you would like, but you cannot use just "Jordan Essentials" or trademarks of the company. You can be "Jordan Essentials with Marian" or "Living Healthier with Marian" etc. The name should reflect accurately what the group is about.

You do need to add one person to your group during the setup process. It is a good idea to let this person know you are adding them and even make them a co-admin (administrator) in case you are not able to access Facebook for some reason. *(Add one person at this point because the group doesn't have content yet. Invite friends once a few posts are done and the group is ready for its debut.)*

We suggest you set the privacy to "Closed Group" to build a sense of community with the group and to control who joins and posts. You do not want your group to be secret. If it is secret, your



group is not “findable” which means you would be required to add members. Ideally, you want people to request to join your group and that is possible with a closed group.

***Pin to Shortcuts** is a great help to quickly finding your group link on the side of your Facebook Newsfeed.*

Once you’ve set up your group, click on **More** then **Edit Group Settings** to access the settings of your group. (Use your computer since this option is not available on mobile devices.) Under Web Address, click to Customize Address and enter either your group name or something shorter that represents your group. This will allow you to share a customized link when you are inviting others to join your group, rather than a bunch of random numbers. For example...

www.facebook.com/groups/jewithmarian vs. www.facebook.com/groups/39582350234

Next, upload a header photo. This is the “banner” or rectangular image that goes across the top. We have images available for you to use in JE University.

One area you do want to complete at this time is the description of your group. The description should tell those who are in the group or considering joining your group what your group is about. Let them know why they would want to be a member.

Facebook now allows you to add your posts to a topic or category which helps members find the information they are interested in. So under Categorize Posts you can Create Topics now or do this step later after you’ve added some content.

There are a variety of ways to add members and grow the membership of your group.

- Personally invite people to join. Let them know that you have a private VIP group where you share valuable tips and information. Then share the link to your group where they can request to join. When you receive the request, add them as a member.*
- At your Spa Bars, have guests find your group on Facebook and request to join. You can even give everyone a ticket toward a prize when they join your group.
- You can add members directly by name if you are friends.* Only add members directly if you have their permission. ***Facebook Group etiquette is to not add someone to a group without their permission.***
- Post “teasers” on your personal timeline. For example, *“I love sharing tips with my VIP’s. Today’s tip was on the benefits of magnesium. Message me or comment below if you’d like a link to this exclusive group!”*

*Members who are added by someone are placed in an “invited” list and not officially a member until they visit the group. So the preferred method is having them personally request to join.



One of the first posts you will want to make to your personal Facebook timeline and to your group is sharing your Jordan Essentials kit. Everyone likes to see what's in the box! This is a great way to introduce your business without being "salesy". People will reach out to you to see what new things you have.

Don't feel overwhelmed at wondering what to post. We got that covered for you! We have great information in our blog posts (jordanessentials.com/blog), Sunday Ingredient Spotlight, and social media images to share. You can also find post ideas on our fan page at facebook.com/jordanessentials

When you share, be sure to include your own comment. Simply share why you choose to share this post. What was your "ah ha" from the blog? Or share your favorite product that uses that ingredient.

Friends also love to see your own images of you and your family using products in your daily life. Be a product of your product and share your genuine love of the products. Your sincerity will build connections with your group members.

Setting a simple schedule will help keep you on track and sharing great content. Here is a simple outline of posts you can make in your group.

Motivation Monday – Uplifting quote or image

Teaching Tuesday – Share a blog post

WooHoo Wednesday – Share your favorite product or a customer testimonial

Product Thursday – Share a blog post or other informational content

Fun Facts Friday – Share about ingredients, specials, and tips about products and healthier living

Weekend – Engage with your members, post pics of guests having fun at your Spa Bars, do a poll, share the Ingredient Spotlight, Go Live in your group to share a product or application tip

Want to save time? Schedule your posts at the beginning of each week. Simply click on the clock to select the date and time you want something to post to your group!

When you share your passion for the products and how they benefit others, your business will grow. A Facebook Group is an opportunity to build connections, provide customer support and increase customer loyalty. So don't wait! Set up your VIP Facebook Group today!