



Social Selling Toolkit

MAY 2024



Table of Contents

LET'S GET STARTED

BUILD YOUR PERSONAL BRAND

CREATE CONNECTIONS

LET'S HAVE CONVERSATIONS

LET'S STAY ORGANIZED

Let's Get Started

INTRO TO SOCIAL SELLING
SET YOUR GOALS



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Social Selling

Social Selling is one of Jordan Essentials four sales pillars and a great way to share products leveraging social media. Regardless if you are an experienced social seller or ready to ramp up your social presence, this toolkit is a simple, comprehensive, step by step approach to share Jordan Essentials across social media.

This approach can be a sales strategy you leverage in addition to virtual and in-person events or can stand-alone to grow your Jordan Essentials business.

How it Works



Build an **irresistible personal brand** that attracts new followers to connect with you.



Create engaging content highlighting your favorite products from Jordan Essentials.



Connect with your ideal customer to build a relationship and the know-like-trust factor.



Spark conversations with your followers to build the relationship and share solutions to their challenges.



Convert followers to customers. In fact, those new customers may even want to host or join.



In this toolkit, you will find bonus tips to build your social selling biz. These optional ideas come with practice and confidence. Learn the basics first, then level it up when you're ready!

Set Your Goals

As you are getting started in social selling, it is important to set attainable goals and track your metrics. Selling on social media requires intentional, daily effort.

Simply dropping links into your social media posts, stories and bio is not the best practice to reach your goals. It will require having real conversations with your followers and offering solutions they'll love. Some followers may convert to customers quickly. Others may follow your journey for awhile before becoming customers. When you show up consistently and have a long-term perspective, results will follow.

Each week or month, review your social media goals, metrics and progress by completing the worksheet.

SOCIAL INSIGHTS

WEEK/MONTH OF:

	GOALS	ACTUALS	NOT ON TARGET	ON TARGET	EXCEEDED TARGET
NEW FOLLOWERS/FRIENDS					
ACCOUNTS REACHED					
ACCOUNTS ENGAGED					
TOTAL POSTS					
TOTAL STORIES					
TOTAL REELS					
TOTAL DMS / CONVERSATIONS					
TOTAL ASKS					



Be sure you have a [Professional or Creator Instagram](#) or a [Facebook Business Page or Professional Account](#) to access your Insights on your Professional Dashboard. Here's how on [Facebook](#) and [Instagram](#). Set goals and review your Insights monthly. As you layer in new social media platforms, make it a habit to track sales and metrics from each platform.

Build Your Personal Brand

BUILD YOUR PERSONAL BRAND
PERSONAL BRAND WORKSHEET
YOUR JORDAN ESSENTIALS STORY



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Build Your Personal Brand

If you are an established social seller, you may already have a strong personal brand. If you're new to this, you'll want to spend time thinking about the brand you're creating. You want your followers to know, like, trust and remember YOU. This is your chance to stand out.

By developing a personal brand you:

- **Increase Credibility:** You become a knowledgeable, trustworthy source.
- **Differentiate:** While others are also selling Jordan Essentials, your personal brand is what connects your followers to you.
- **Become Relatable:** Shoppers want to buy from people that are relatable and similar to themselves.

3 Easy Steps

- 1 Reflection
- 2 What Makes YOU, you?
- 3 Your Secret Sauce

Your secret sauce is really what differentiates you from other social sellers. This might be included in the description in your bio. It will provide you inspiration and ideas when you're creating content, as well. Here are a few examples and a worksheet to get your creative juices flowing:

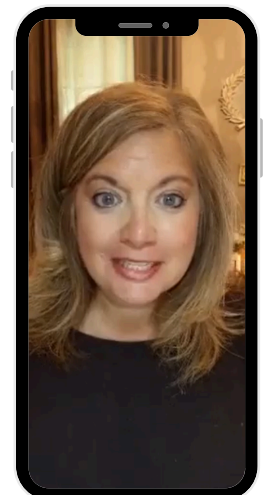
@natashaaroundmyhome



@kristy.j.see



@delanajwood



Personal Brand Worksheet

PART 1: REFLECTION

WHAT TITLES DO YOU HOLD? (IE: MOM, ENTREPRENEUR, TEACHER, EDUCATOR, ETC.)

HOW DO OTHERS DESCRIBE YOU? (IE: CARING, LOVING, DETAILED, ACTION-ORIENTED, ETC.)

WHAT ARE YOU PASSIONATE ABOUT? (IE: WELLNESS, PERSONAL DEVELOPMENT, ETC.)

IF YOU OVERHEARD A CONVERSATION ABOUT YOURSELF, WHAT WOULD BE SAID?

PART 2: WHAT MAKES YOU, YOU.

WHAT MAKES YOU UNIQUE, SPECIAL AND WHO YOU ARE?

HOW DOES THAT CONNECT TO JORDAN ESSENTIALS?

PART 3: MY SECRET SAUCE

MY SECRET SAUCE IS:

MY 3-5 CATEGORIES OF FOCUS ARE:



Ask those close to you, what your secret sauce is and what makes you stand out.

Your JE Story

A key part of your personal brand is your Jordan Essentials Story. Stories allow your followers a glimpse into your life. Your story is unique, inspiring, personal and intriguing. As you're defining your personal brand, practice crafting your story.

I GOT STARTED WITH JORDAN ESSENTIALS BECAUSE...

JORDAN ESSENTIALS ALLOWS ME TO...

I DO WHAT I DO EACH DAY BECAUSE I HAVE A DREAM TO...

BECAUSE OF JORDAN ESSENTIALS, TODAY I WAS ABLE TO...



Sharing your story with a good 'ol "before + after" narrative can capture your story in a big way. Share photos of stories of what your life was like before Jordan Essentials, as well as your story after Jordan Essentials. Think beyond the income. What friendships have you made? What skills have you developed? What have you learned on your journey?

Create Connections

CREATE ENGAGING CONTENT
50 CONTENT IDEAS
CREATE YOUR OWN CONTENT
LEVERAGE CALLS TO ACTION



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Create Engaging Content

KNOW YOUR OBJECTIVE

When creating content it is important to first think about your goal. There's no sense posting just for the sake of posting. You want to be clear on the objective! Here are a few recommendations to create engaging content:

1. ENTERTAINMENT. Let's have fun and laugh.
2. EDUCATE. I want to teach you something.
3. PERSONAL INSIGHT. I want you to get to know me.
4. ENCOURAGE. I am here to encourage and inspire you.
5. SELL. Now... this is the time to sell the thing.

THE SALES WILL FOLLOW

Make sure 80% of your content is NOT salesy. This is important! Nobody wants to be sold to. Of course, you'll want to mix in some sales posts from time to time, but don't make it the focus of the content you create. Focus on providing value and solutions, creating curiosity and getting engagement. However, it is ok to add your link. The sales will follow when you're having conversations with your followers.



Get the Photos in JE University

Consider scheduling your social media content in advance to work more efficiently. You can do this directly on Facebook or Instagram.

Plan It. Post It.

There's two easy ways to create and share content with your followers:

Plan it Out: Jordan Essentials provides inspiration in the form of graphics available in [Jordan Essentials University](#). You can schedule your posts and reels within Facebook or Instagram directly.

Post on the Go: Your followers LOVE seeing the on-the-fly, behind-the-scenes content. As you're using Jordan Essentials products, grab photos and videos of you during your day and using and sharing your products. You can save this content to plan out later and post in-the-moment content in your Stories.

STORIES: This is a great spot to engage your followers and super fans! They love the behind-the-scenes, on-the-go content. This is also the perfect spot to invite followers to reply to you and open up conversations. Keep short-term promotional content in your Stories as it only lasts for 24 hours. Goal: Post 3-5 Stories/day.

POSTS: Posts on your Instagram "grid" (or the square boxes that are visible when someone views your profile) or your Facebook news feed are great to engage your followers, as well. This content is best to be "evergreen" (or relevant year-around) as the content stays up forever. Goal: Post 3-5 Posts/week.

SHORT-FORM CONTENT: Short-form videos, such as Reels, are a great way to be discovered by NEW followers. Goal: Post 3-5 Reels/week.



3 REASONS TO CREATE SHORT-FORM VIDEOS

1. **Organic Reach!!** Short videos are outperforming any other content pieces across all platforms. You'll get more eyeballs on your content when it's a short form video!
2. **Highly Engaging!!** Users LOVE to be entertained and lack the attention span to watch anything too long. Data shows that Reels get 22% more engagement.
3. **Easy to Repurpose!!** You can post Reels on Instagram and Facebook (personal profile, biz page and group), Video Pins on Pinterest, and TikTok. Plus, you can add them to your Stories!

50 Content Ideas

Here's more content ideas to get your wheels turning!

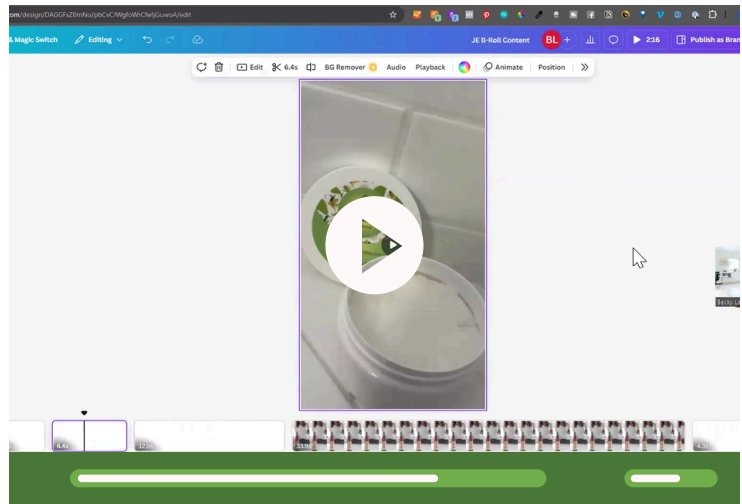
- 5 Ways to Use _____
- How it Started vs. How it is Going
- Products You Need for _____
- Mini Vlog
- Monthly Specials
- Monthly Favorites
- Behind the Scenes
- Personal Favorites: Top 3
- Truth Talk: _____
- Introduction: Say Hello!
- Unpopular Opinion: _____
- Point of View: _____
- A Day in the Life of _____
- Top 3 Best Sellers
- This or That
- Get Ready with Me
- Sending Out Happy Mail
- Essentials for a Good Night's Sleep
- Catalog Highlights
- Why I Joined Jordan Essentials
- Solution to (Skin Care Dilemma)
- Company Event highlights
- JE Benefits
- Before / After
- On-Trend Products this Season
- Why I love what I do
- Meet My Besties
- Hidden Gems in this Season
- Customer Testimonial
- Unboxing My Order
- Why Personalization Matters
- Behind the Scenes Pit Stop Party
- Product of the Day
- Product You'll Love
- My Fave Product for (who)
- Hair Care or Skin Care?
- Product Review
- Hi I'm _____ and I love _____
- Product Features
- 3 Myths About _____
- A Product I Can't Live Without
- Poll
- 3 Reasons You Need _____
- JE New Products
- On My To Do List
- Show community or team events
- A Hack You Can't Live Without
- Month In Review
- FAQ
- Number #1 Tip for _____



Social media is meant to be social! Be intentional about engaging and connecting with your followers, not just waiting for them to engage with you. You may find even more inspiration for you own content by engaging with your followers.

Create Your Own Content

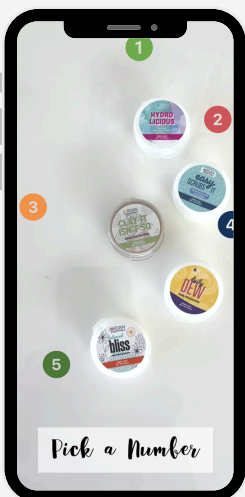
Grab this b-roll footage to create your own amazing reels! Make it your own by adding trending audio, catchy text, and whatever else you can think of. This b-roll is the perfect base for some eye-catching content. Get creative, have fun, and make it uniquely yours!



B-ROLL TUTORIAL

Get the B-Roll

REEL EXAMPLES/TEMPLATES



Caption Example:

Which of these luxurious skincare products are screaming your name? 🤔

- 1 Hydrolicious Daily Hyaluronic Cleanser
- 2 Easy Scrubs It Gentle Exfoliant
- 3 Clay It Isn't So Detoxifying Clay Mask
- 4 Daily Dew Moisturizer
- 5 Balanced Bliss Age Defying Serum

Pick a number, and I'll send you a sample! 😊

Reel Link



Pick a Number Reel

Create Your Own Content



Caption Example:

Which of my top 5 favorite Jordan Essential products would you love to try?

- 🧴 Magnesium Lotion
- 🍌 Vanilla Pear Salt Scrub
- 🎉 Pore Party Charcoal Mask
- 🐝 Oatmeal Milk & Honey Lotion Bar
- 💧 Daily Dew Moisturizer

Drop the corresponding emoji below and I'll tell you why I love it so much! ❤️

Reel Link
➡



[Wish List Reel](#)



Caption Example:

TFW: You just got your hands on a crisp new JE Catalog 🥰

Raise your hand if you'd like me to send you one! 🙋

Reel Link
➡



[Take a Peek Reel](#)



Want even more content? Access 15 days of graphics & captions inside of the [New Consultant Toolkit!](#)

QUICK REFERENCE VIDEOS:

[Make a Reel on FB](#)

[Post a Story on FB](#)

[Make a Reel on Insta](#)

[Post a Story on Insta](#)

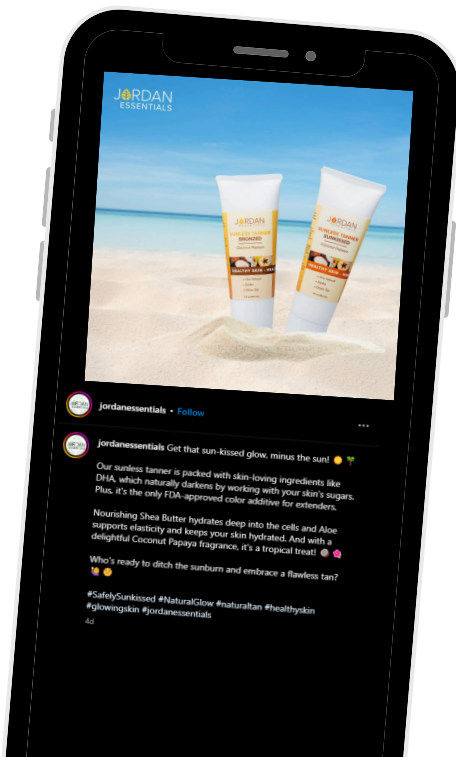
Leverage Calls to Action

Creating engaging, binge-worthy content will leave your followers excited to see what you post next. We also want to include a clear "Call to Action" so they know what to do next.

Your #1 goal when creating content is to spark a connection with a follower and open up a 1:1 conversation to further build the relationship.

Here's a few suggested call to actions to add to your captions to move a follower from lurking to having a direct conversation with you!

- Message me to learn more @_____
- Snag this item here: _____
- Comment "ME" for _____
- Message me at @username to get _____
- Get my _____ here: _____
- For a sneak peek of what is new, comment "new"
- For personal recommendations, message me!
- Ready to get shopping? Link in bio!



Let them raise their hand!

Encourage your followers to comment or message you with a keyword to learn more. For example, "To be the first to know about monthly specials comment DEALS below and I'll personally keep you up to date."

Rather than chasing people down, this permission-based marketing strategy allows them to raise their hand for more information in a super simple way.

Then, you can follow up with more details in a personal message.

Let's Have Conversations

CONVERSATION STARTERS
CONNECT WITH YOUR FOLLOWERS



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Conversation Starters

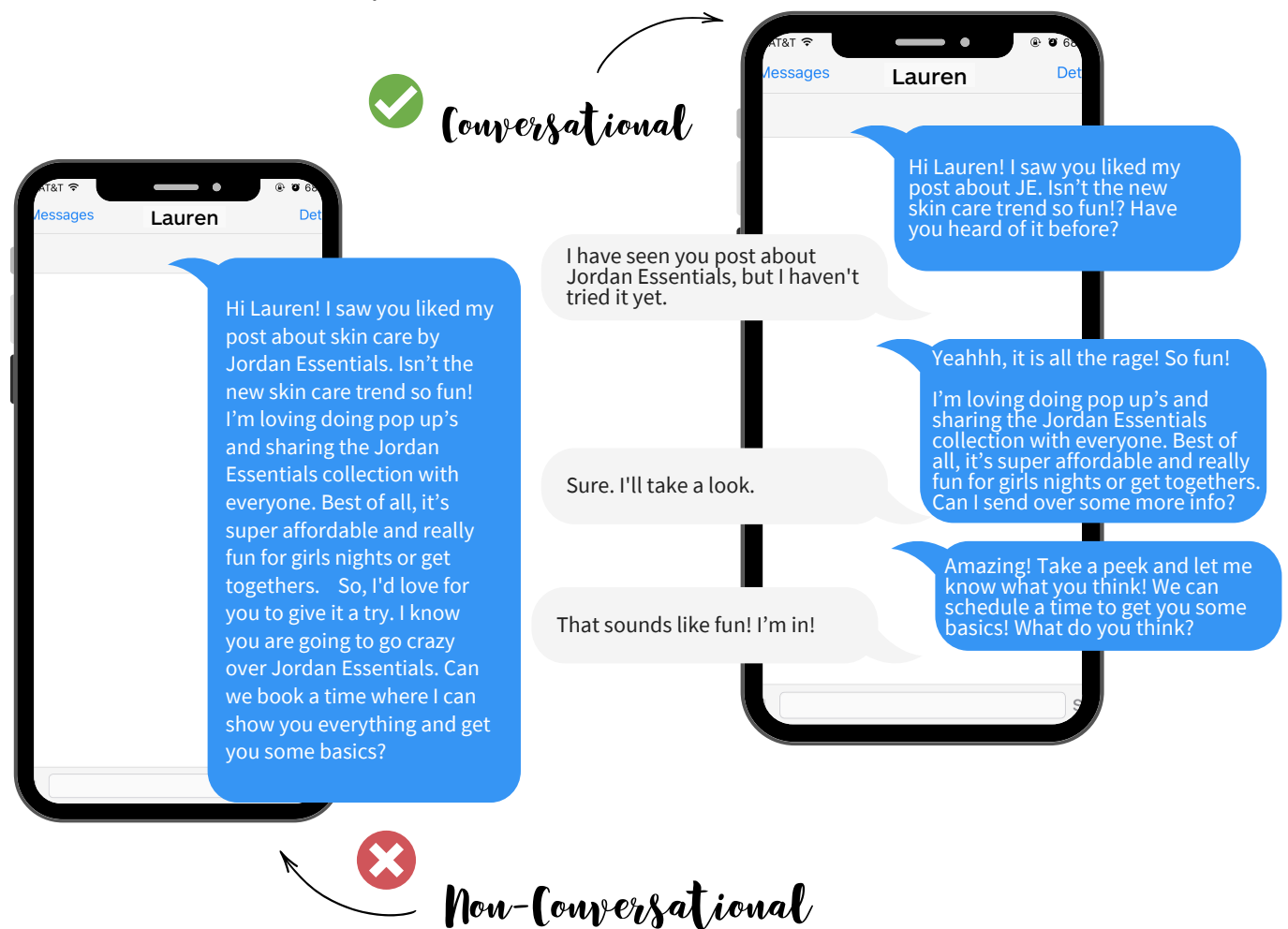
GET THE CONVERSATION STARTED

The beauty of social media is that it is a space for you to make brand new connections.

Successful social selling requires that you be intentional, strategic, and consistent. “Social” says it all - You have to talk to people to build and nurture relationships. Don’t fret. You’ve got this!

THE SALES WILL FOLLOW

The key to getting a response is being yourself, genuinely caring about people and keeping it conversational. It’s always best to open with a “Hi! How are you?” or a “What’s new, friend?” or “How are the kiddos?” before leaping into a business conversation. First, start chit chatting. Don’t put it all into one single DM, PM or Text. Keep it personal. Be authentic. Be real. Ask for permission before sending them more information. Show that you actually care. We're in a relationship based business, so let's build those relationships!



Conversation Starter Ideas

Need some help getting the convo going? We've got you covered. Biggest tip is to just be human. Strike up a conversation like you're connecting with your new best friend!

SOMEONE YOU HAVEN'T TALKED TO IN A WHILE: It's been so long! I saw that you (add detail) and I had to say hi. How have you been?

REMEMBER WHEN... I was just thinking of you! Remember when we (memory together)!

MISS YOU! Hi (friend)! I miss you! Are you still (living there/ working at / etc.)?

WEEKEND PLANS? Looks like you're having a blast! Any plans this weekend?

WHAT'S NEW? What is new? It's been forever!

BEEN AWHILE: Hi (name)! It's been awhile! How are you?

RECONNECT - FAMILY: How is your family? The kids are getting so big!

SHARE POST? I love your last post. Can I share it?

PLANS? Hope you have an amazing weekend! Anything fun planned this week?

WEATHER: It looks beautiful there! It's been (weather) here!

SEASONAL - SPRING: Are your kids off school this week? Is it Spring Break?

GOOD TO SEE YOU: Facebook/Instagram is so wonky these days. I saw you just popped up in my feed. So good to see you!

SAY HI AGAIN: It's been awhile since we connected. I just wanted to say hi! Hope you're doing well!



Keep in mind, when exchanging a personal message, these conversations may take place over the course of a few days or a few hours. Not everyone is glued to their phone so don't be surprised if you have a bunch of back-and-forth interaction, then the other person drops off on the other side and doesn't resurface for a few days. Be patient and follow up. You may want to send a voice memo to connect on an even more personal level.

Connect with Your Followers

A simple best practice is to send a quick message to new followers and thank them for following you or leaving a comment. This opens up a conversation so you can begin building the relationship.

NEW FOLLOWER: Thank you so much for following! It means so much!

FOLLOWER ENGAGING WITH YOU: Thank you for your thoughtful comment! I also thought I'd mention (ADD MORE INFO HERE)...



One way to easily get into the inbox of your followers or target audience is to reply to their Stories directly. That lands right into their messages and opens up a conversation for more.



Always end with a question. Don't bury your question in a big long paragraph. If you're noticing a trend here, every example ends with a question. Why? Because, this encourages a response. If you end with a sentence, you're much easier to ignore. Finish your message with a clear ASK. Examples would be: "Would you like a few personal recommendations?" "Can I get that ordered for you?" "Can I keep you posted about my next special event?"

KEEPING THE CONVERSATION GOING

Be sure to reply to all comments and messages to keep the conversation going. Here are a few suggested messages to common comments left on your posts.

COMMENT ABOUT A PRODUCT: I saw your comment!! Do you love Jordan Essentials too?

COMMENT ABOUT BIZ OR LIFESTYLE: Heyyyy, (name)! Thanks so much for your sweet comment about (what). Isn't (the thing you posted about) the best / fun / crazy, right?

COMMENT ABOUT TIP: Hi (name)! Oh my goodness, thanks for commenting on my post about (skincare tip). Can I send you a link to peek at the catalog?

COMMENT ABOUT JE: Heyyyy, (name)! Thanks so much for your sweet comment about (what). Isn't the skin care trend so fun?

The fortune is in the follow up. Don't be shy and follow up on the conversations you started, but didn't finish.

FOLLOW UP

Each week, give your inbox a quick scan to see if you have any unfinished conversations. Send a quick follow up message to keep the conversation moving forward. This works especially well when you send a voice message. Here's a few messages you can send when following up.

Hey!! I'm just quickly following up. I know how busy things get! Did you have a chance to check out (what)?

Whoa, life got busy over here! I didn't want you to think that I forgot about you! Any questions about (what) I can answer?

This week flew by! I'm just looping back on our last conversation! Any thoughts on (what)?



A great way for a follower to experience Jordan Essentials is by sending them a few images of your fave products. This strikes up conversation and gives you an easy follow up to ask "Which one did you like best?"

SHARING THE BUSINESS

After you have built the relationship with your follower or if they express interest in learning more about Jordan Essentials, here's a few helpful messages to share more about the business.

Building a team takes practice, and it's never too early to plant seeds. Casually mention the business opportunity in a conversation. Talk about what you love and be ready to share your personal story. In order to be ready to open these conversations, you'll need to know a little about the person. You will want them to feel special and that you care. Tell them what makes them stand out and unique and how you could totally see them sharing the products. It's important not to prejudge or rule anyone out. You may be surprised by who may be interested in learning more.

I know you love JE so much! Have you ever thought about sharing it with others?

Have you ever thought about learning more about what I do, just a teensy bit?

Don't I have the best job EVER? You would be SO good at this!

One thing that I love about having what I do is the flexibility. I couldn't help but to think of you! Would you want to take a peek to see if it might be a good fit for you? If not, no worries, you may know someone who would be a great fit like you.

Oh my goodness, I could totally see us having fun doing what I do together. Sharing Jordan Essentials is so easy. Has it ever crossed your mind to try?

Let's Stay Organized

SOCIAL SELLING CHECKLIST SECRETS TO SUCCESS



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Social Selling Checklist

DAILY

Post 3-5 Stories - Engagement tools such as Questions, Polls can be added sparingly

Reply to all comments and personal messages

Proactively send 10 conversation starters to build relationship and followers

WEEKLY

Post 3-5 Posts/week

Post 3-5 Reels/week

Invite 10 followers to learn more about Jordan Essentials

Proactively share the business opportunity in 5 conversations

MONTHLY

Reply to all comments and personal messages

Review monthly goals and metrics

! Find an accountability partner to connect with and share your daily, weekly and monthly progress. Scale up (or back) as needed!

Secrets to Success

Consistency is Key - You don't need to be constantly "on", but you do need to be consistently "on" as you share Jordan Essentials. Follow the Social Selling Checklist and show up daily. Your business and followers deserve it!

Deliver Value in Everything You Do - Before posting or creating conversation, think about the value you are adding to their life. Focus on the solutions that you're offering and the problem you are solving.

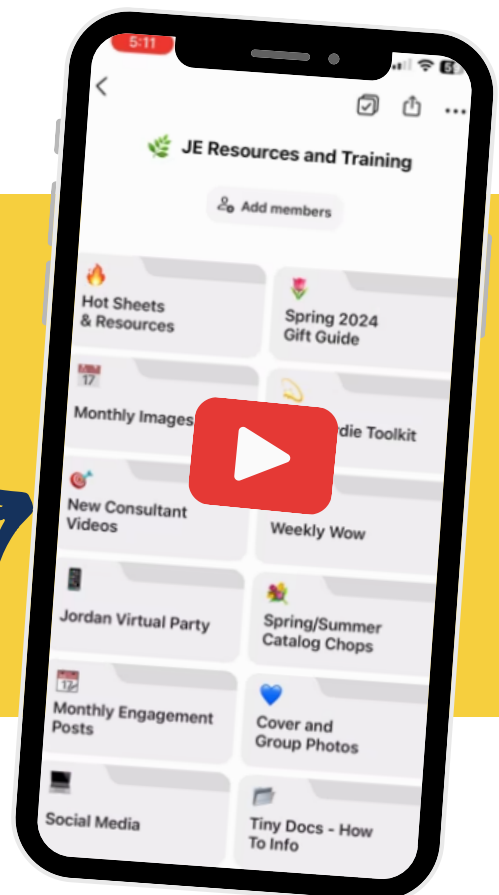
Practice Just for Fun - Get comfortable in the messages. Ask questions for practice and see what kind of responses you get. The more you ask, the more likely you are to get a "yes"! The more you practice, the better you'll get at keeping the conversation moving forward. Experts say it takes an average of 7+ times for a customer to see a product before they are ready to buy. Know that these conversations take time. Keep on asking!

Have Fun and Be Yourself - Your followers follow you because they love your personal brand. Bring your energy, enthusiasm, and love for Jordan Essentials.



As you gain experience as a **Social Seller**, it can be time-consuming to copy and paste. The ready-made sample messages are loaded to the **Boards app!**

watch + learn



CONTENT CREATES
CONNECTIONS.



CONNECTIONS LEAD TO
CONVERSATIONS.



CONVERSATIONS LEAD TO
CONVERSIONS.