











Thank you for joining us for the Herbalife social media training on Documenting Your Journey.

## What We'll Cover Today

- The importance of authenticity
- Best practices for sharing your Herbalife lifestyle
- Social media etiquette



Here's what we'll cover today—First, we'll talk about the importance of authenticity, then we'll review best practices for sharing your Herbalife-style and finally we'll discuss social media etiquette.








## Why Document Your Journey

- Sharing your commitment to a healthy, active lifestyle and supporting others is inspiring
- Authentically sharing how Herbalife® products are a part of your everyday life
- Your personal journey opens the door for people to ask you about Herbalife







So, why is it important to document your journey on social media? To start, you have the opportunity to inspire others! As your followers see you committing to a healthy lifestyle, and showing how the process works, there's a good chance that some of your followers may want to take the next step.

By being authentic and sharing how Herbalife products fit into your everyday life, people will feel like they're a part of your journey, too. This helps build support, relationships and eventually, a community.

On top of that, by sharing your personal journey online, you open up the door for people to ask you about Herbalife.

## Share Herbalife Products as a Natural Part of Your Day

- Morning routines
- Meal planning
- At an Herbalife Nutrition Club or Fitness Camp
- A snack on-the-go

Many people skip breakfast which is most important meal of the day. This shake is NOT a protein shake. It is a complete meal replacement filled with 21 vitamins & minerals & 24g of protein all the essential nutrients we should be consuming in food. No skipping meals, no fast food, it cost less than Starbucks and helps me stay in the best shape of my life! Who wants results? ... See More



Like Comment Share



Add a comment...

A great way to start documenting your journey is to show how you use Herbalife products throughout your day.

Think about sharing photos of things like, your morning routine, meal planning, a Fitness Camp workout or even a snack-on-the-go. These are all things you're likely already doing while using Herbalife products that would be great to highlight on social media.

Remember, it's important to be authentic with everything you post online



# Authenticity is Key

Remember, it's important to be authentic with everything you post online. Let's hear how others approach this on their social media channels.

Click on the link to watch the video:

[Authenticity is Key in Social Media](#)



5

Let's hear how others approach this on their social media channels.

[play distributor video]







## What Does It Mean to Be Authentic?

**Be yourself!**

- Use your own tone-of-voice & style
- Conversational & friendly
- Passionate
- Unique

**Share more of your life than only Herbalife!**

*IT'S LIKE A REALITY SHOW—WITHOUT THE DRAMA!*










So, what does it mean to be authentic for you? When writing your posts, some key things to remember are:

Be yourself! Especially when it comes to your tone and style. Keep your posts conversational and friendly. Share what you are passionate about and be unique. No two people have the same journey, and your network wants to hear yours! It's also important to share more of your life than only your wellness journey and Herbalife. Remember that people are interested in YOU. Talk about your interests, your family, your personal goals.

You can also recognize others to help celebrate their successes. Think about sharing snippets of your life on social media as if it's a reality show! But without the drama!










## Share Positive Results




**Focus on sharing positive results!**

Include any necessary disclaimers in your posts:

- Weight-loss results
- Product claims
- Earnings & lifestyle posts (income claims)

**Click [here](#) to download your disclaimers**

Of course, we all know it's important to share what's typical when it comes to Herbalife products, results and earnings. Remember not to include anything that depicts a Lavish lifestyle.

This means focusing on sharing positive results that are reasonably possible. You'll also want to remember to include any necessary disclaimers in your posts.

Here you can see two examples that use disclaimers within the images for weight loss results.

Visit [MyHerbalife.com](http://MyHerbalife.com) to find the latest, approved disclaimer language you should use.

[illegible]

A quick tip is to copy and store disclaimers somewhere on your smartphone ahead of time, so you can easily copy and paste them when writing your posts.



# Follow Social Media Etiquette

- Share frequently but don't overwhelm people
- Feature your healthy, active lifestyle more than talking about/showing the products
- Engage with people, like or reply to each person who engages
- Ask people before adding them to groups



NO MATTER HOW YOU FEEL, GET UP, DRESS UP, NEVER GIVE UP.

the quality of your life with  
#AndDoPlanks

Comments

Adding to an ever growing list of things I can do in my closet... #JumpRope

Love the jump rope!! Easiest full body workout you can bring anywhere! lol - Reply

Endurance Up!!! - Reply

HERBALIFE NUTRITION

The first thing to consider is how much you're posting on each of your accounts. It's okay to share often, but don't overwhelm people. Posting too frequently or too much about Herbalife may lead some people to un-follow you.

The same applies to pictures as well. As an example, an Herbalife shake could be shown as part of a selfie you take after you finish a workout.

Replying to people who like or comment on your posts is also good social media etiquette. It shows that you see and appreciate your followers and encourage conversation. When it comes to engagement, responding in a timely manner is key.

This helps the person know that you care and makes it feel like you're having a live conversation in real time!

Groups can also be a great way to engage with clients and potential customers. When it comes to social media groups such as Facebook, WhatsApp or Telegram, it's important to ask someone if they'd like to join, instead of just adding them.

# Inspire Your Social Community With Interesting Content

- Your healthy, active lifestyle
- Your personal before and after photos
- Recipes/cooking tips

Let's talk about how to inspire your community by sharing interesting content.

First, sharing how you live a healthy and active lifestyle can inspire others. People want to see what kinds of workouts you're doing and your approach to meal planning.

Second, sharing your personal before and after photos is compelling to any audience.







Don't underestimate the power of your own story - and don't be shy about sharing these kinds of photos. They document your progress in a real way. Your lifestyle and journey are inspiring to the people around you! Be sure to use the appropriate disclaimers.

Those who post progress photos often see positive responses from friends and followers -- and many words of encouragement. As you feature your own progress, your followers will be interested to know how you're achieving your goals.

People will be interested in your tools for success.

This opens the door for you to share things like your favorite recipes, cooking tips, workout routines and more.


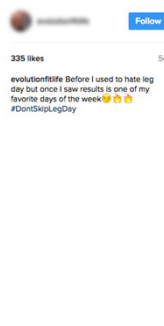




## Use Fun Themes

Here are some examples:


- Motivation Monday
- Throwback Thursday
- Leg day
- Weekly progress photos
- Meal prep
- Healthy breakfast challenge
- Holiday-themes

This is your Monday reminder:  
 Don't worry if you're not  
 where you want to be yet.  
 Great things take time.

@MINDSETOF GREATNESS

Add a comment...



12






One fun tip people do to help keep things interesting on social media is to use daily writing themes to help inspire what they share.

For example, commit to sharing your weekly progress every Sunday and encourage others to do the same – like a virtual check-in.

You'll also see people posting on social media about Motivational Monday or Throwback Thursday.

Other ongoing themes could focus on meal preps, challenges you're involved in or even posts about a holiday.

These are just some ideas to help you post frequently and authentically.








# Be Yourself

## Your best sales tool is YOU!


Working out with my favorite momma to be!

Between daily exercise and Herbalife shakes and vitamins...I'm so grateful for Kelsey's dedication to her and the baby's health!



Beyond grateful that I now get to Contribute & Hold for a Movement much bigger than myself! 🌱 A Cause & True Purpose 💜 Thank you for saying yes, so that I could, too Denise Moore!


#ResilientOnes  
#ElevateNF



Like Comment Share


Having my tea and aloe in the afternoon has me feeling like...

#Tea #MangoAloe



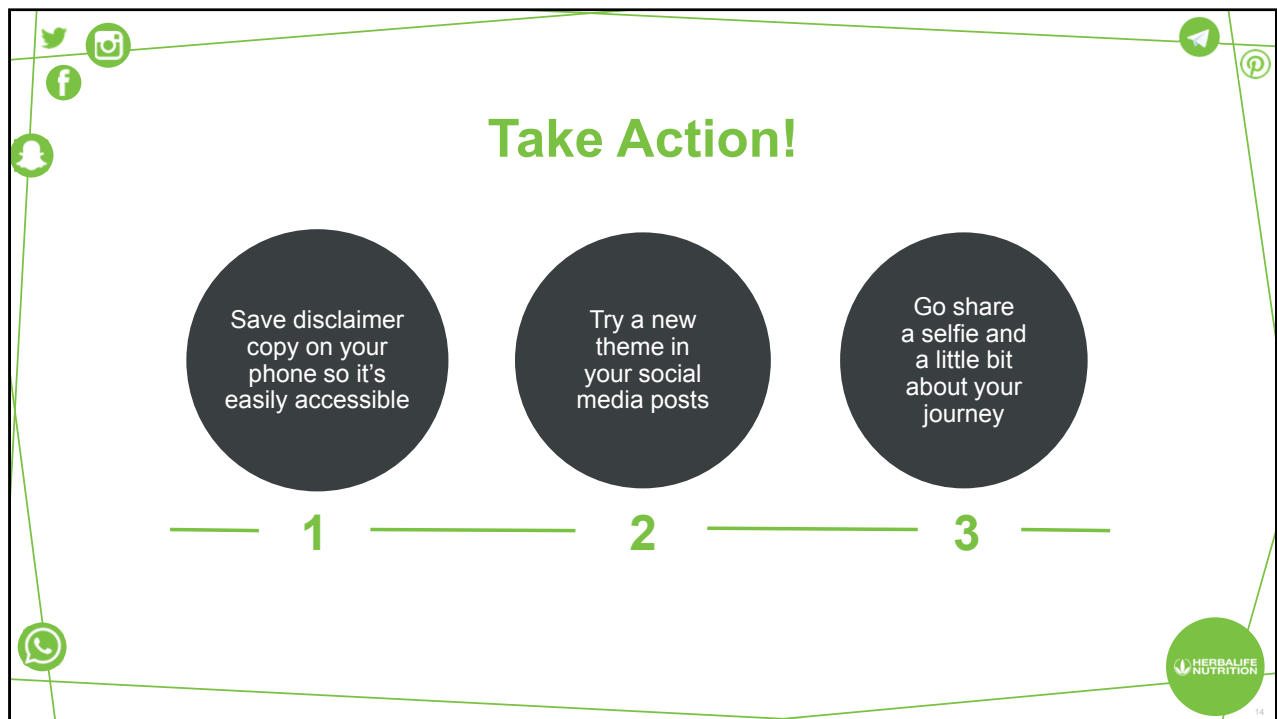
Like Comment Share

**YOUR JOURNEY IS YOURS ALONE AND WILL INSPIRE OTHERS!**



The ultimate thing to remember is to be yourself!

YOU are the ultimate sales tool and being yourself will be inspiring and make others want to follow along with your journey.



So what can you do today to get started?

First, find the disclaimer language that's relevant to the type of content you'll post and save it somewhere that's easily accessible on your phone. This will make copying and pasting a breeze.

Second, take some time to think about what kinds of posts you can publish on a regular basis. You could even pick a new weekly theme to try this week. Maybe it's a Motivational Monday post. Or a Sunday meal prep post.

Third, snap a selfie and share a little bit about your journey with your audience.





Thank you for joining us today! Check out more of the social media trainings for more inspiration!