



## **Bora Bora Team Social Media Playbook**

**General Notes:** Congratulations on being part of The Bora Bora team. We know you're excited to get out there and start sharing on social media and we're excited to help you do that. There are some important tips that we want to share before you get started sharing on social media.

1. Do **NOT** put the company name, product pictures, product names, the company logo, or tagline in your profile, posts, pages, or groups. We realize that **this is counter-intuitive**, but think about these things:
  - People love to buy, but hate being sold. They don't go to social media to be "pitched" on our products or business. They go to social media for information, connection, and entertainment.
  - Our goal should be to create "curiosity and conversations". We live in a "Google" society where people (including friends and family) will Google "Valentus" and make uninformed decisions without talking to you. If you don't post Valentus' name or product names, they can't search it on Google which means they will come to you.
2. When you do start sharing on social media, remember that everything we do is about serving and helping people to solve real problems in their lives. We have fantastic products and our financial opportunity is top-notch. There are many people who need the benefits of our products and opportunity, so remember that you represent a bridge to help people go from where they are to where they want to be in their lives.
3. Share your stories and the stories of other people because people can't search or debate those. People can debate ingredients and pros and cons of certain things in related to network marketing or Valentus or our products.
4. Word posts are good, picture posts are great, and video posts are the best. Mix it up, but challenge yourself to do LIVE videos on social media because they are so important for people to connect with you.
  - Even if you are afraid to do a LIVE video, remember this quote, "Every master was once a disaster!" There are things you have mastered like walking, reading, and writing which we all struggled to learn in the beginning, but have mastered now. The same is true for videos and like Nike says, "Just Do It!"
5. Consistency is so important because it creates momentum and habits which help you and those who will see your posts. Post at least once per day and here are some potential topics for you:
  - Success stories, your hobbies, family pics, fun activities, things your excited about doing in the future, etc. The goal here is for people to see you sharing things that matter to you which educate, inspire, entertain, & create curiosity/conversation.

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**IMPORTANT DISCLAIMER:** Remember that we do not diagnose, treat, or cure any illnesses or diseases. Be sure you are not making claims and/or telling stories that state (or imply) that our products do any of those things. Please do not use the names of any specific illnesses or diseases in your conversations,

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prospecting, and marketing. Also, please do not make any income claims. Notice in all our training, stories, and marketing – we teach people it’s possible to make income using our system and we talk about a range of income starting with \$20.

**Bonus Training and Resources:** Here are some links to resources (most are free and some have fees attached to them) to help you with your social media sharing. These are a great start for sharing!

- [Click here](#) to download typed notes from a 14-day social media marketing challenge with Ray Higdon. This is a FREE resource and extremely valuable for anyone who wants to make more money in their business using social media. Tom paid to take this training AND took time to write notes to help you in your marketing.
- For those who have a desire to build a weekly income with Valentus, we recommend joining RankMakers by Ray Higdon. [Click here to learn more about RankMakers](#).
  - This group has a small monthly fee (\$20) and we receive no financial compensation if you decide to try this option. You can also go to <http://rayhigdon.com> and get more info OR find his page on Facebook for lots of free training.
- We recommend going to <http://networkmarketingpro.com> and signing up for Eric Worre’s email updates. This is a FREE resource and extremely valuable. He wrote a book called “Go Pro – 7 Steps to Becoming a Network Marketing Professional” which we recommend and also has a free podcast and Facebook group, which are extremely valuable.
- We recommend going to <http://bigalbooks.com> and checking out the resources (some are FREE) from a great network marketing trainer, Tom “Big Al” Schreiter.
- [Click here](#) to download a FREE PDF with 25 social media post ideas from Tanya Aliza, who is a great network marketer. Do not include Valentus’ name, logo, product images, or marketing materials in your posts. Think curiosity and conversation!
- For those who truly want to learn how to use social media to attract customers and teammates, [click here](#) to take a FREE 10 day social media training course.
  - *There is no purchase required, but if you decide you want to purchase any of the trainings that are available with this resource, Tom would receive a commission.*
- [Click here](#) for a FREE PDF from Mark Harbet on 15 copy-and-paste social media posts to boost engagement and attract high quality prospects.

We’ll be providing you more tips/info to help with actual posts. You can always head over to <http://boraborateam.com> and click on “Returning Visitor”. We also recommend joining the private distributor Facebook group, by [clicking here](#).

We look forward to hearing your success stories!

The Bora Bora Team