

Simple Facebook Guidelines

GUIDELINES:

1. Keep your Facebook Profile up-to-date! Constantly update it with work, school, favorite books, movies, pictures, etc. An updated profile shows your friends you are alive and happy with life. People like to work with happy people.
2. Be personable on Facebook! Be social and interact with people by Liking and commenting on their statuses. Share your life online by posting fun, personal photos and daily tidbits so people can trust you. Your posts should be 80% personal and 20% Zurvita related per week.
3. Build your personal brand on Facebook. This is your opportunity to showcase your fun, healthy lifestyle. When you connect with old friends, they'll be curious to know what you are doing that lends to your positive attitude and healthy lifestyle.
4. Keep it simple! Instead of trying to create your own Zurvita posts, visit us at www.facebook.com/ZealforLife and borrow ours by sharing them with your friends. Also, use our Facebook page to validate our product by sending people to www.zealstories.com.

WHEN MESSAGING FRIENDS:

1. Go through your Friends list and reconnect with them by sending them a personal message. Try to steer the conversation around health and well-being to eventually lead them to the [one-minute video](#).
2. Be mindful of your friends' time! Don't spam them with group messages about generic business information.
3. Don't hype the product and opportunity! Speak in words that others can trust. Take your time and share benefits in small amounts.

Do:

Be positive! Post inspirational quotes and success stories to motivate others.

Always be a student! Follow our Facebook Page and Facebook Groups to learn what is working for others.

Share your excitement about your business! Talk from the heart when posting.

Respect yourself! Instead of getting involved in controversial topics that may get you heated up, politely bow out and stay neutral.

Facts tell and stories sell! Instead of being fact driven about your business, share the emotional side by posting pictures of you at events and telling how they have changed your life.

Don't:

Don't let frustration set in. Always visit our Facebook Group called Zurvita-Consultants of Excellence to network with other Consultants.

Don't focus on "make money with me" posts, focus most of your time on further developing relationships with your Facebook network. Most will be curious about the results you've driven from Zurvita and Zeal for Life.

Don't post negativity or discuss how sick and/or tired you are, or that you had a Zeal party and no one showed up.

It's all about making new friends! Facebook has over 1.3 billion users. You can't run out of people. Keep making new friends and eventually you will meet those that have an interest in Zurvita and Zeal for Life. See Policies and Procedures for testimonial guidelines.