



L'BRI
PURE n' NATURAL

Attract interest & new leads
without being salesy



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You can use social media to turn
strangers into friends,
friends into customers,
and customers into salespeople.

–Seth Godin



Facebook is the world's
third most visited website.

Don't be "that" direct seller

Too many
business posts

Follow the
80/20 rule

Spammy
posts

Friends don't want to see
Flyers and "ads"

Asking for
favors

Favors make you
look desperate

"Friending"
strangers

Only "friend" people
you've connected with

Spammy
messages

Don't use messenger
to spam friends

Promotional
comments

Don't promote your biz
on friend's posts

Do pique curiosity and attract interest

Profile photo

Make an
impression

Cover photo

Tell your
story

Intro section

Tell the world who
you are and what you
stand for

About section

Make it easy to do
business with you

Featured photos

Invite friends to join
your community

Public posts

Inspire, inform or
entertain

Curiosity post ideas

Obstacle you overcame

Update or progress

Work from home life

Team milestone

Unboxing or reveal

Customer testimonial

Feedback or advice

Family time

I shared an update about a goal I achieved and 4 people messaged me to ask what I was doing now, saying they were ready for a change!

Attract new leads

Comment on friend's posts

Say Happy Birthday

Green dot "thinking of you" message

Join a new Group

Scroll the News Feed