

Social Media Manual



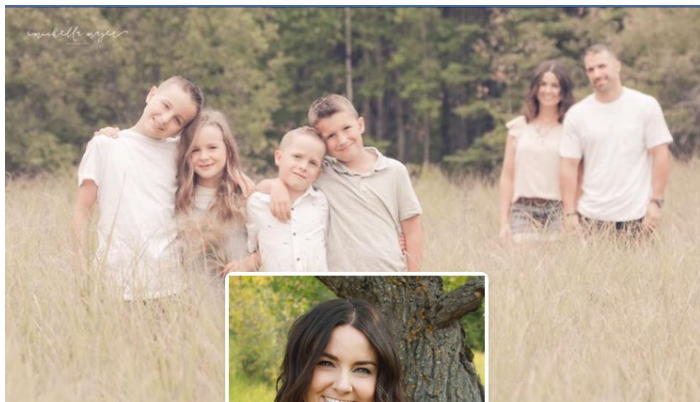
#1- Your Profile

If someone takes a quick look at your profile they should get an overview of who you are.

Profile photo- individual head shot of your self (find a area with good lighting and take a selfie).

Bio- create your bio that includes things like: personal life, business life and interests (ex. wife, SAHM, health nut, freedom seeker, runner, tribe lover, goal chaser).

5 intro photos that represent you (these photos can be a mixture of your family life, business life, lifestyle and hobbies.)



Michelle Ball

Mom of 🧑🏻 🧑🏻 💎 Proud Canadian 🇨🇦 💎 Fruit & Veg Lover 🥕 🍇 💎 Team Synergy 🧑🏻 🧑🏻 💎 100 Club NMD 💎



About

Photos

Friends

#2- Engagement

It's important to interact with potential clients and team members on social media. Facebook uses algorithms that determine who sees your posts and who do not. If you have been liking commenting on their posts then they are more likely to see yours.

Go to your prospect list that you created from the start up meeting, and begin to engage with these people.

#3- Expand Your Network

Begin adding new and old friends on Facebook

Example: Friends from university, high school or travel, hairdresser, etc.

When you're out in the world be sure to friend people.

Example: out at a coffee shop with a old friend you can ask them if they're on Facebook. If so add them right on the spot.



Find your 5 distributors and have two launch parties in month one with your sponsor's help. Use the list below to help you remember who you know:

RELATIVES
PARENTS
GRANDPARENTS
BROTHERS
SISTERS
AUNTS
UNCLES
COUSINS
HAIRDRESSER
DOCTOR
MECHANIC
VICAR
POSTMAN
BEST FRIEND
DRY CLEANER
BARBER
SUPERVISOR
PHARMACIST
DIETICIAN
PEDIATRICIAN
NEIGHBOUR
DAY CARE PROVIDER
INSURANCE AGENT
COUNSELLOR
GARDENER
AEROBICS INSTRUCTOR
ACCOUNTANT
GOLF PRO
PHYSIO THERAPIST
BARTENDER
BANK MANAGER
COMPUTER PROGRAMMER
FIRE OFFICER
BUSINESS MANAGER
WORD PROCESSOR
POLICE OFFICE
CAR SALESMAN
FLIGHT ATTENDANT

BUSINESS OWNER
NETWORK MARKETER
PRINTER
FOOTBALL PLAYER
CHIROPRACTOR
ESTATE AGENT
NURSE
RECEPTIONIST
MUSICIAN
ACTOR
CARPENTER
COLLEGE TUTOR
SURGEON
SALES PERSON
AIRLINE PILOT
POLITICIAN
TEACHER
SOCIAL WORKER
FINANCIAL ADVISOR
GRAPHIC DESIGNER
VET
DANCER
ARCHITECT
SECRETARY
COMPANY EXECUTIVE
RADIO DJ
ELECTRICIAN
WINDOW CLEANER
OFFICE MANAGER
TV REPORTER
PLUMBER
RESTAURANT OWNER
JOURNALIST
PHOTOGRAPHER
ARTIST
PERSONAL TRAINER
CONSULTANT OR TRAINER
COLLEGE/UNIVERSITY

FRIEND
PARENT'S FRIENDS
CHILDHOOD FRIEND'S PARENTS
GYM MEMBER
CHILD'S TEACHER
GOLF PARTNER

OTHER IDEAS TO CONSIDER

HOUSE
CAR/TRUCK
FURNITURE
BOAT
OFFICE SUPPLIES
BUSINESS CLOTHES
VACUUM CLEANER
CARPETS/TILES
CURTAINS
AIR CONDITIONER
GROCERIES
JEWELLERY
TV/STEREO
CHRISTMAS CARD LIST
VERY AMBITIOUS
LIFE AND SOUL OF THE PARTY
CONSIDERED A LEADER
KNOWN BY EVERYONE
PAST JOBS
ALREADY TAKES VITAMINS
HEALTH CONSCIOUS
OFTEN SEEMS TIRED
WANTS TO LOSE WEIGHT
ACTIVE IN LOCAL POLITICS
WANTS MORE OUT OF LIFE
HAS A STRESSFUL JOB
RECENTLY HAD A BABY
ACTIVE IN CHURCH
PLAY SPORTS WITH

#4- Posting

A) Be a lighthouse- be positive, create a intention- how do you want to show up on social media?

Example: maintain positivity, be inspirational, share life hacks, quotes, whatever is true for you.

B) Always use a photo with your posts.

C) We are highly paid story tellers, share what juice plus has done for you and your family as opposed to selling. (ie. energy, bowels, immune balance)

- Share your experience
- Be genuine in your posts
- Be yourself
- Be funny
- Be vulnerable
- Keep it classy

D) Create curiosity - Share experiences without telling the whole story so that people ask you what it is. When they do respond with a private message.

E) Our mission is to inspire healthy living, try to be an ambassador of this mission through your posts (i.e.. healthy meals, exercise, drinking water, etc.) however it's important to keep it real at times. (i.e.. chips, poutine, chocolate, real life indulgences)

** At the end of this manual you will find several examples that have worked for us!

A Week in the Life of a JP Rep

Some of the most brilliant network marketing experts on our team have helped us to outline what a typical, well done week, on social media would look like. Posting once per day is the most effective frequency for Facebook.

Day 1 - Show Your Life (ex. messy kitchen, chips, fast food))

Day 2 - Healthy Living (water, healthy meals/snacks, exercise)

Day 3 - Show Your Life (ex. add value, great appliance, book, life hack)

Day 4 - Product Post

Day 5 - Show Your Life (ex. a picture of your family)

Day 6 - Inspiration (a favourite quote and why it's meaningful to you)

Day 7 - Business Post

Example Week

1



Liked by sheryl_ozzy, joycenaslund and 34 others

michelle.ball_ Those of you who have heard me speak understand.

#thestruggleisreal #nowillpower #whyaretheysogood 🤔🧀🌶️

2



Janelle Erickson is with Justin Erickson.

October 12, 2016 · 🌐

Breakfast smoothie day 2! ✓

Vanilla Chai Complete Smoothie = 14 whole foods of pure goodness and it was a better choice then going to Starbucks for my usual Chai Latte!

P.S. Its all about the #Vitamix #smoothie #love



3



Liked by melissaannhyde, cpmakts and 58 others

the_yogi_ceo Do you know this travel hack?! Yesterday we didn't have a knife to cut cucumber 😂 So I used my old trick from travelling... using a credit card (yes we washed it off first 😊) 💕 They are handy to cut things (cheese, cucumbers, apples etc.) and to spread things (peanut butter, hummus etc) 😊😊 That's my tip of the day! Lol ...

4



Liked by quinn dynasty, bonniemaestdenis and 19 others

cindy_brilz .

- You could spend a lot of money to buy a cold-pressed fresh juice
 - You could shop-chop-slop-and mop to create your own juice at home
 - You could buy a greens powder, mix it with water, plug your nose and try to down it
- BUT...

Why would you when you could do this?

My healthy vegan fats snuck in the picture too 😊

#saladinacapsule #powderedproduce #momhack

5



Corinne Chan



Spent the afternoon in a winter wonderland with my mom



6



Sandy Veilleux

November 11 at 6:44 PM ·



My motto today

#figureoutable #plottwist #sandyveilleux
#unstoppablywhole #theyogiceo #grace

Everything is
figureoutable.

7

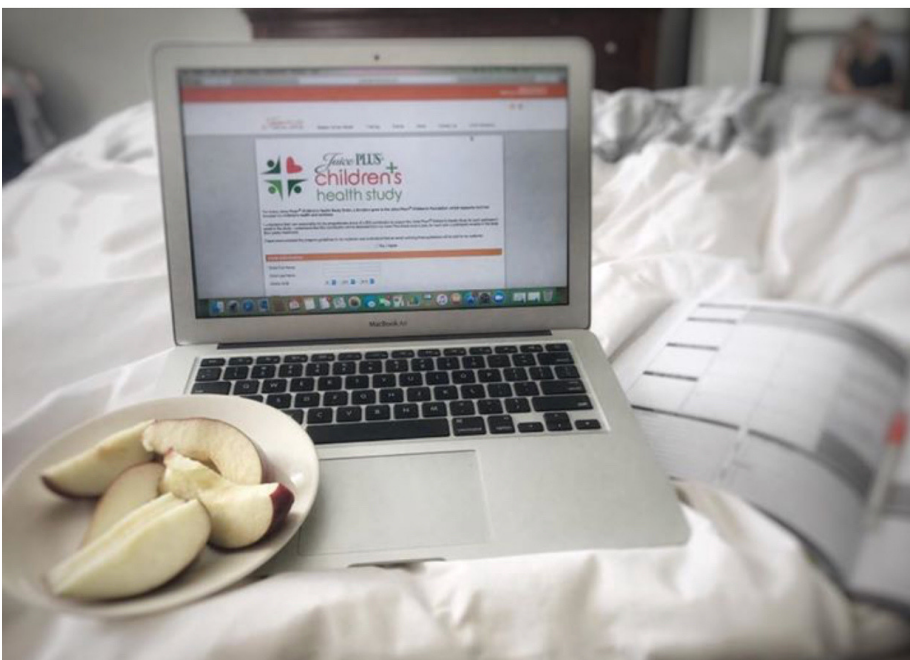


Janelle Erickson

June 28 · Leduc ·



Let's be honest....who doesn't want to stay in their bed and work from home all day
#ilovemybed #ilovemyjob



Just Getting Started?

First Post Ideas

CHS Order

Copy this post and take a picture of your child with the chewables.



Janelle Erickson

Just now • Rocky View County • 🔒

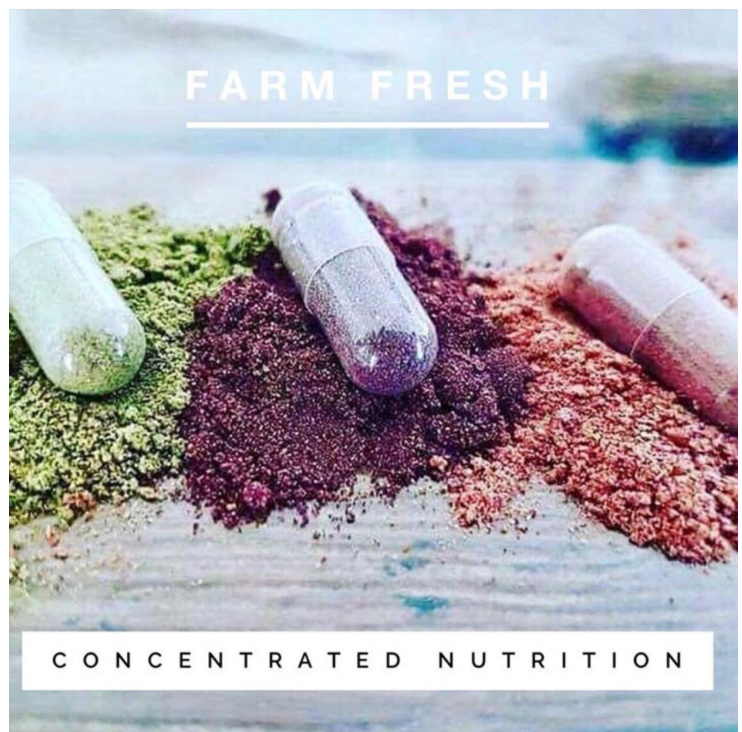
Can't believe my kids ate 20 different fruits and vegetables before 7:00am 🍌👊
#momwin #easybutton



Janelle Erickson

Just now • Leduc • 🔒

So excited about the concentrated nutrition line we just invested in for our family!!
#bestofthebest #upgrade



Trio Order

Copy this post (photo can be found in Team Synergy Photo Album)



Product



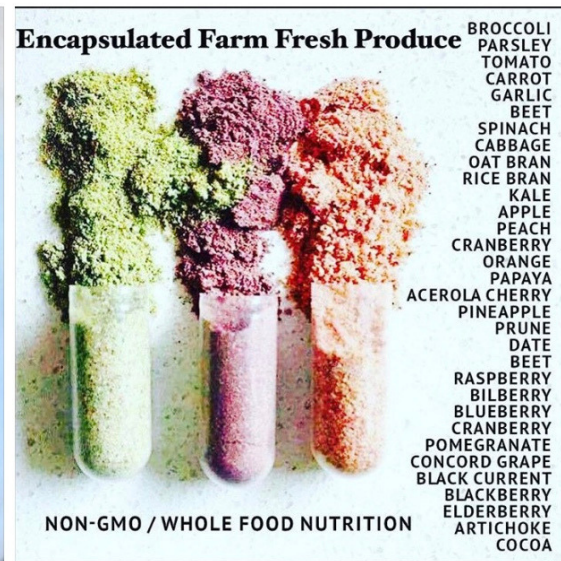
Cindy Brilz added 2 new photos — with Steven Brilz.



October 15 • 🌐

When your powdered produce is proven to improve and balance immunity, you sneak it into everything you can 🙌

#plantpower #familyshake #fluseason



Janelle Erickson



Monday at 12:18 PM • 🌐

Green smoothie for lunch! I promise you will love it!! 💚🌱



#smoothie





Liked by sunnysideup.mom, jenkoziak and 26 others

cindy_brilz When your kid thinks she gets fruit snacks every morning, but really it's crammed with 17 diff plants that help make her one of the least sick kids I know 🌟 #momwins #lifehack #clinicalresearch



Janelle Erickson

April 26 • 🌐



Picked some more monster sized basil from my tower tonight!! I can't get over the flavour either!! 🌿 #homegrown #tastesbetter #towergarden



Janelle Erickson is with **Justin Erickson**. ...

September 25 • Leduc, AB • ⚙️

Anyone looking for a new green smoothie recipe? I am seriously addicted to this one that I put together and for an added bonus the kids like it too!

#greensmoothie #kidapproved #eatyourgreens



Cindy Brilz is 🙏 feeling grateful. ...

October 30 • ⚙️

Was in Walmart tonight and walked by these...a few years ago they were a staple in my life because of bad bloating issues 🙏 And now I can't remember the last time I bought them since being consistent with JP!

Food is medicine 🙏

#onesimplechange #bloatedbellybegone #winning





Janelle Erickson

August 18 • Leduc, AB • ⚙️

Day 3 of putting as many fruits and veggies as I can into my body first thing in the morning and I'm already feeling the benefits, I definitely have more energy, feel less bloated 🧘 and TMI 🤢 happy bowels.....let's just be honest we all can appreciate that last one 😂



Kerry Bredesen Caron

October 12 • ⚙️

The new revolution of Omegas that I cannot wait to get more of!!!! **#healthybrain #postpartum #revolutionarynutrition**



Megan Rabby posted 2 photos — with **Tyrell Meagher.**

October 31 • Instagram • 👥

Today @tyrellmeagher goes back to camp life for 7 days. We meal prepped a total of 14 meals and 14 shakes. We're starting a cleanse tomorrow for the month of November.

- No gluten
- no dairy
- no sugar
- no caffeine
- no alcohol
- Juice Plus capsules
- 2 Complete shakes
- 3L+ water

I will also be juicing, not eating meat and yoga and meditation daily
We're keeping each other accountable and making no excuses. Can't wait to feel absolutely amazing!

#healthylivingrevolution #cleaneating #accountability #partners #wholefood #cleanse



Megan Rabby posted 2 photos.

November 5 at 1:40 PM • Instagram • 👥

Finally using the Healthy Living Revolution cook book. Found this gem and made it for lunch. Avocado egg salad on a lettuce wrap 🥑🥚❤️

#avocado #iloveavocado #fat #healthyfat #brainwork #getinmybelly #healthylivingrevolution #novembercleanse #haventcheated





Cindy Brilz added 2 new photos.

Yesterday at 7:53 AM · 🌐

...

Kicking off December with day 1 of our 12 days of smoothies challenge! Today was egg-nog inspired 🍷

#liquidwillpower #plantpower #morningenergy



Janelle Erickson

October 23 · Leduc, AB · ⚙️

Look at this huge head of Buttercrunch lettuce Tiffany and I grew! #towergarden #indoorgarden



Janelle Erickson

January 4 · Leduc · 🌐 ▼

Consistency is key 🔑!! You can't expect results if you don't take them everyday! 6 capsules down! Have you taken your capsules today?



Janelle Erickson

September 6, 2016 · Leduc · 🌐 ▼

...

Today was a busy day so I had my two shakes, a salad for lunch and small snacks throughout the day! I always struggle with day 1 of the shred so I am looking forward to tomorrow.



Business



tara.brigley
Cancún, Quintana Roo

...



Liked by michelle.ball_, sunnysideup.mom and 22 others
tara.brigley My kind of Wednesday #humpday #freedom40 #vitaminsea #countrythundercrew

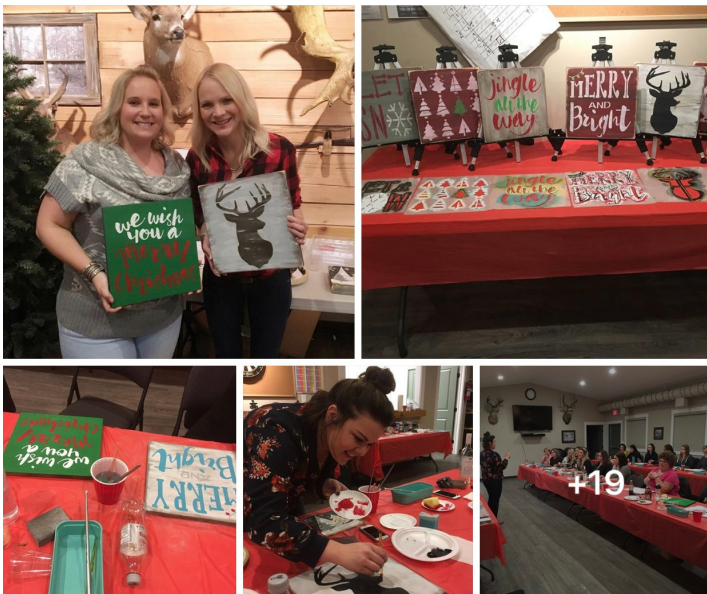


Corinne Chan posted 23 photos — with Kerry Bredesen Caron and 5 others at Morinville Fish And Game Pond..

...

Thursday at 7:50 AM · Morinville, AB ·

🎅🎄🎁🦌🍷🍽️🥕 What a fun night spent connecting, sharing, learning, painting, wining, dining & laughing with such a great group of people. The signs turned out amazing!



Liked by joycenaslund, sadiejaechristensen and 31 others
michelle.ball_ Blown away by the business women on our team this month. Wow!!!! 🤯 Major promotions coming down the pipes today!!
#wellnesswarriors
#buildingtheirempire



Barb Kunst shared a memory.
October 16 ·

...

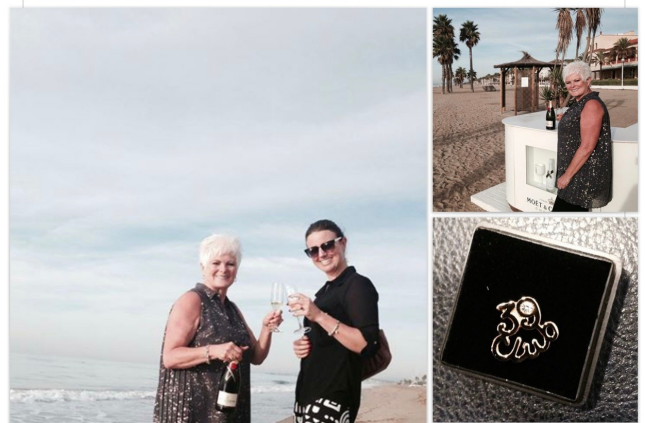
Wow can't believe this was just 3 years ago! Love these memories!!!! ❤️ #buildinglegaciesfromtheheart #jpmamabarb



Barb Kunst added 4 new photos — at Toronto Pearson International Airport.

October 16, 2014 · Mississauga, ON ·

Just reflecting - so glad I was open to receive!!!
#blessed #freedomtotravel #JPBarc14





Corinne Chan posted / photos — with **Bonnie St Denis** and **6 others** at **Sorrentinos**.

November 10 at 8:19 AM • Edmonton, AB • 🧑🏻‍🤝‍🧑🏻



We wined, we dined, we laughed, we cried, we listened, we connected, we were inspired. Goosebumps after last night's very first Raise Your Vibration Event. Cannot wait for the next one on the 22nd.



Carmen Jubinville is with **Corinne Chan** and **Jill Charrois**.

October 30 • 🧑🏻‍🤝‍🧑🏻

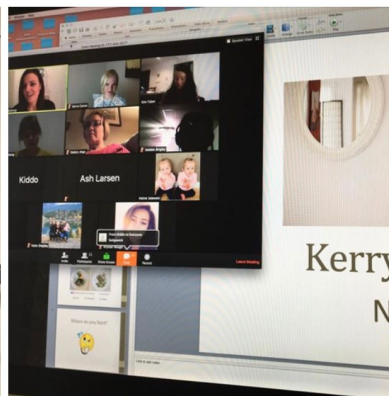
This is work! Hanging out with these amazing women - brainstorming, encouraging one another and getting excited for our pj and wine party coming up this weekend at the Radisson!! Wanna join us?? **#trailblazers #dreamchasers #freedomjunkies #stayathomeCEOS #onpurpose #ourjuicylife**



Kerry Bredezen Caron added 2 new photos.

Monday at 10:00 PM • Morinville, AB • 🧑🏻‍🤝‍🧑🏻

Doing some social media training this evening! The best part about my **#fruitandveggie** biz is that I do it all from my phone and Zoom, with a nice professional look on the top and sweat pants on the bottom 😂. **#thekerrycaronway**



Liked by **mwinczura**, **meganrabby** and **21 others**

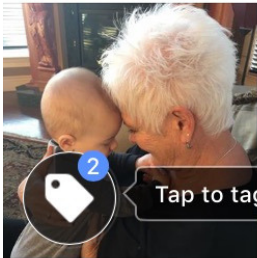
michelle.ball_ When you roll with a tribe like this... life is good! 🙌🌟💋
#mytribe #synspires #beavertail2016 #masqueradeball #freedomseekers #abundance #ourvibrantlife



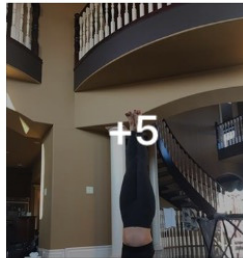
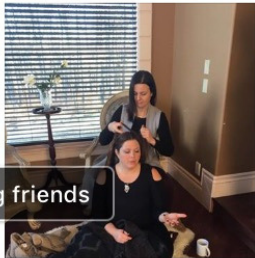
Kerry Bredeesen Caron added 9 new photos — with Corinne Chan and 6 others.

5 hrs · 🌐

Brainstorming Synergy style. 😊 #synspires #thisiswork



Tap to tag friends



Liked by sheryl_ozzy, joycenaslund and 70 others

michelle.ball_ I have always had a gypsy soul... 🌟✨🌍 Travelling anywhere fills my heart, this time we're off to Indianapolis 🚦🇺🇸🚗 for a weekend with my peeps!! #wanderlust #ohtheplaceswewillgo 🌍



Janelle Erickson

November 9, 2016 · Leduc · 🌐

I love getting to spend my days at home with this guy! #luckymommy #loveourlife



👍 Like 💬 Comment ➦ Share

...



Liked by michelle.ball_, nataliebaldock and 61 others
the_yogi_ceo Road tripping with my soul sista today 🙌
#deepconversations #authenticity #grateful
#inspiringhealthyliving #theyogiceo

#Hashtags

Product

#HLR #saladbarinacapsule #fruitsandveggies #farmfreshproduce
#inspiringhealthyliving #veggiecrack #easybutton #nutrition #upgrade
#healthupgrade #bestofthebest #health #raiseyourvibe
#healthylivingrevolution #wholefoodsupplement #powderedproduce
#plantpower #vibrantveggies #gummiesfromthegarden #realnutrition
#realsimple #kidseatfree #familyhealth #convenientnutrition
#bestofthebest #onesimplechange #vibrantliving #simpleswap
#plantpower #immunityboost #moreenergy #qualitycounts #lifehack
#momhack

#towergarden #towertotable #growyourown blackthumb #easygarden
#veggiegarden #growyourownfood #goodfoodmachine #indoorgardening

#shred10 #liquidwillpower #complete #healthyfastfood
#ashakeadaykeepsthe doctoraway #breakfastupgrade
#smoothiesarethenewcereal #momwins #familyshake

Business

#jplifestyle #synspires #workfromphone #workfromphonemom
#workfromwherever #familyfreedomproject #freedomproject
#personalgrowth #thisiswork #missiondriven #mytribe #workyourpassion
#fruitandveggiesempire #workfromanywhere #freedom #timefreedom
#no9to5 #ownyourlife #bossbabe #healthandwellness #entrepreneur
#mompreneur #createthelifeyou desire #familybusiness
#purposeandpassion #workfromanywherewithwifi #dreamlife #dreambig
#bossbabe #lifestyleupgrade
#goaldigger #wififreedom #whynotyou #dreamteam #planB
#riseoftheentrepreneur #healthytribe

