

SOCIAL SELLING SUCCESS BLUEPRINT

30 DAY PLAN

60 DAY PLAN

90 DAY PLAN



COMPLETE LOI

FIRST TEAM MEMBER

HIT EXEC

BEGINS WITH YOU

WHY THIS WORKS

“ Making a choice that is 1 percent better or 1 percent worse seems insignificant in the moment, but over the span of these moments these choices determine the difference between who you are and who you could be. Success is the product of daily habits—not once-in-a-lifetime transformations.”

- James Clear

COMPLETE LOI

FIRST TEAM MEMBER

HIT EXEC

30-60-90

within the first 30 days, you will hit LOI!

within the first 60 days, we'll bring in your first brand affiliate!

within the first 90 days, you will become an EXEC!

In this blueprint, you'll find a checklist of different Ideas to post along with how often to post them! all you have to do is choose ONE from each category and post the frequency as directed! Instead of questioning "what do I post?" you'll find this easy checklist!

this checklist not only makes it easy on you to post online organically and NOT SALESY, but it also keeps your following aware that you love these products and use them consistently! this is an easy way to keep yourself on track in a way that is authentic to you!

BEGINS WITH YOU

SOCIAL SELLING DAILY CHECKLIST

30 day standard



PRODUCT POST
pick one - every day

- What you've noticed about your skin looking at it TODAY after using a product (once/consistently)
- Why you're using it today *special callout - not just because you went to work with makeup on - must be different*
- Deeper reason why you are using this product
- Comparison to another product or one that has "similar" results - let your mentor check this over to make sure it's correct before posting!! :)
- Talk about a similar product you used in the past and why you ended up making the switch to this Nu Skin product instead

PRODUCT POST
pick one - every day

- Written review - message your customers and ask how they're liking products for this
- Before/after photo
- FOMO - text/message from someone wanting it/asking for it/asking a question
- Video/written text about a recent conversation you were having about a product (another way to show offline interest or something you don't have messages of)
- Educational story on an Ingredient - or something you learned about the product

reminders and mantras as you embark on your social selling journey!!

- be sure to balance Nu Skin content and regular content!
- try to recommend at least one non-Nu Skin product every other day!
- if someone asks for more information, it doesn't mean they're ready to buy, you must EARN THAT SALE!!!!
- "no one owes you buying anything just because you posted 7 times"
- you can post more than this of course! just make sure you're at least choosing one from each category to keep you on track and show up for yourself each day!!!

if you have any questions or need clarification on anything or even a second set of eyes to help, please do not hesitate to reach out!!!

BEGINS WITH YOU

SOCIAL SELLING DAILY CHECKLIST



30-DAY PLAN EXAMPLE WEEK

sunday

using the new lip peptide - showing how much more pronounced my vermillion border is on my lips! post message from friend about how obsessed she is!

monday

talk about how important a morning skincare routine is for my mental health and overall confidence, getting vulnerable here! Video about a conversation I had with a friend on if the lumi is really worth the money and why I believe it is!
**BONUS: before and after of lip peptide use from the chat to keep the ball rolling!

tuesday

FOMO screenshot of someone asking if the new lip peptide stings when plumping and going in depth about how it does not by using mustard sprout!!! compare to a lip plumper I used before that burned my lips and the ingredient that burns in other plumpers and how this doesn't have that!

wednesday

insanely HOT day outside and I had to wear makeup all day so I know it's sitting in my pores... sharing my lumi and SHOW how your face isn't entirely clean even after you clean your makeup then use the lumi. Show the dirty cleanser swipe off the head! compare to Clarisonic and share video of *pore pumping* and how the lumi works

thursday

Show a video of me applying the lip peptide with no makeup and show how the universal color is so natural that you can use it with or without makeup! show before and after photo of 1 week use and go into how results are even better with time. **BONUS: talk about how insane the price is for this lip peptide!!

friday

Post photo of the lumi and how insane it is that this device gave me confidence that I never had before and how I used to wear makeup ALWAYS even to the beach!!! Follow up with a before and after of some other girls whose acne has gotten under control by consistent use of the lumi and show the power of the device!

saturday

Share collagen/nu biome mixed drink and talk about how important it is to use collagen especially in the summer when UV light breaks down our collagen! Talk about the ingredient Leutin that's in our collagen and how it blocks blue light while our unique collagen peptide chain weights actually proved to increase collagen by 65% in just 8 weeks!

BEGINS WITH YOU

SOCIAL SELLING DAILY CHECKLIST

60 day standard



PRODUCT POST

pick one - every day

- What you've noticed about your skin looking at it TODAY after using a product (once/consistently)
- Why you're using it today *special callout - not just because you went to work with makeup on - must be different*
- Deeper reason why you are washing your face
- Comparison to another product or one that has "similar" results - let your mentor check this over to make sure it's correct before posting!! :)
- Talk about a similar product you used in the past and why you ended up making the switch to this Nu Skin product instead

INTERACTION/ENGAGEMENT

pick one - every day

- Respond to 5 of your followers' stories genuinely with a compliment, interest, question, etc.
- Comment on 2 people's feed post on your home feed genuinely with a compliment, interest, question, etc.
- Follow someone new who is active on instagram (has stories up) - bonus points if they have an LTK/amazon storefront etc
- Go to your followers and find people with active stories and engage/respond

PRODUCT POST

pick one - every day

- Written review - message your customers and ask how they're liking products for this
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- Educational story on an Ingredient - or something you learned about the product

BUSINESS BUILDING

pick one - every other day

- Share a screenshot of your FaceTime/zoom/call with someone on or after a call
- Message you found inspirational from someone in your team chat and why
- Podcast/audio book/book you're listening to or reading to be the best leader for your team
- Show the sharing/building bonus or customer order placed notification and talk about making money
- Screenshot of anyone who asks about Nu Skin/joining your team

reminders and mantras as you embark on your social selling journey!!

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SOCIAL SELLING DAILY CHECKLIST



60-DAY PLAN EXAMPLE WEEK

ON TOP OF 30-DAY POSTS

respond to five of my followers' stories

sunday

**BONUS: ed mylett podcast i'm loving and how I can't wait to talk to my team about it and share a new trick I learned for productivity hacking - share the hack

monday

Follow someone new who is active on Insta/has stories up and put them on my purposeful prospecting list!

tuesday

Go through my FOLLOWERS and see who has stories up and engage with them!
Post photo of team call screen and a caption about how this month is going to be AMAZING with my team and how I have big plans!!!

wednesday

Comment on two people's feed posts that I want to engage with and show up first on their stories that would either be a good customer or affiliate

thursday

Follow someone new who is active on Insta/has stories up and put them on my purposeful prospecting list!
Show my "you've received a sharing bonus" notification and a little about my story and how simple it is to do this around my full time job!

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Comment on two people's feed posts that I want to engage with and show up first on their stories that would either would be a good customer or affiliate!
Screenshot of someone asking how much it costs to join Nu Skin and how it doesn't cost a thing!!! how you can be a customer and begin earning today!

BEGINS WITH YOU

SOCIAL SELLING DAILY CHECKLIST

90 day standard



PRODUCT POST pick one - every day

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TEAM CULTURE BUILDING PICK ONE - EVERY THIRD DAY

- Team member shoutout - why you're proud of them
- Message from a new team member about how excited they are to start
- Interest or question from someone about joining
- Post of Zoom/facetime/call/in-person strategy session with your team

PRODUCT POST pick one - every day

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BUSINESS BUILDING pick one - every other day

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TEAM CULTURE BUILDING PICK ONE - EVERY WEEK

- Commission day post - how excited the group or a team member is about their pay
- What you're going to do with your Nu Skin \$\$\$
- What your ultimate goal is with your Nu Skin money - something meaningful to you
- Why you joined Nu Skin and what you love!

SOCIAL SELLING DAILY CHECKLIST



90-DAY PLAN EXAMPLE WEEK

ON TOP OF 30-DAY & 60-DAY POSTS

sunday

post message from Sarah about how excited she is to get started and have something for herself that is her own!

monday

Why I even joined Nu Skin in the first place - my story and WHY

tuesday

wednesday

SHOUT OUT: Photo of me and Sierra and how proud I am of her for an incredible month and how her team is blowing up! - this could be someone directly below you or a sideline or even a mentor!

thursday

friday

saturday

Post photo and Bri and I at lunch strategizing for June!

BEGINS WITH YOU

SOCIAL SELLING DAILY CHECKLIST



90-DAY PLAN EXAMPLE DAYS EXAMPLE OF EVERYTHING ALL TOGETHER

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using the new lip peptide - showing how much more pronounced my vermillion border is on my lips! post message from friend about how obsessed she is!

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SOCIAL SELLING DAILY CHECKLIST



90-DAY PLAN EXAMPLE DAYS EXAMPLE OF EVERYTHING ALL TOGETHER

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Post photo and Bri and I at lunch strategizing for June!

SOCIAL SELLING DAILY CHECKLIST



WEEKLY CONTENT PLANNER

sunday

monday

tuesday

wednesday

thursday

friday

saturday

BEGINS WITH YOU