



## Shakeology® Social Media

Learn the ins and outs of best social media practices so you can grow your business. You can either use our examples word-for-word, or as a framework for building your own social media posts. Tailor the wording to sound like it's coming from you, then start posting on various social media platforms. Whatever you decide to post, remember that what you say should be about helping others reach their health and fitness goals, NOT about you reaching your financial business goals.

### So here are some key things to keep in mind when sharing Shakeology via social media:

#### 1. Include a call to action.

Always ask for a response and/or action from your followers.

- Encourage others to reach out for answers: “Message me for details!”
- Pose a question: “Who wants more info?”
- Include a link in your post—either to your Coach website/storefront, a video from the Coach Office, or any other link that will hold their attention and ultimately help you close the sale (blog, news article, etc.).

#### 2. Be careful not to “hard sell.”

That's not what we're about. And people will start to mark you as SPAM—which is the last thing you want! Just start a conversation and let it naturally develop. If they're interested, they'll reach out to you for more information.

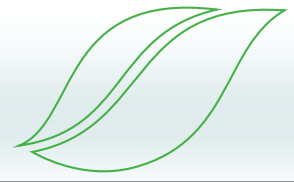
- An example of hard selling might be: “Shakeology just launched a new flavor. Buy a bag from me today! I'm only a few points away from moving up in the rankings and I need your support.”
- A better way to say the same thing is: “The rumors are true. There's a new Shakeology flavor in town. Who's up for treating their taste buds and finding out how amazing Shakeology is?”

### Sample Facebook® posts:

- Drinking Shakeology in the morning is my favorite routine. I get my nutrition in less time than it takes to brew a pot of coffee AND it helps maintain my energy levels throughout the day. Do you have a morning routine that tops this one? Or better yet, how is Shakeology part of YOUR morning?
- I was shocked when my salty snack cravings went bye-bye. But then again, they do say that Shakeology does help reduce cravings, and it looks like nobody's lying. What cravings have you guys lost since starting to drink Shakeology?
- I just made the most delicious version of my former coffee shop favorite with Café Latte Shakeology. Check it out, and let me know what you think:

#### **Salty Caramel Latte**

- ½ cup water
- ½ cup low-fat milk
- 1 scoop Café Latte Shakeology
- 1 dash sea salt
- 1 tsp. pure caramel extract



- This chocoholic just found a new BFF. Who wants to share their favorite Shakeology recipes with the Group?

**Rum Spice**

- 1/8 tsp. rum extract
- 1 cup coconut milk beverage
- 1 scoop Chocolate Shakeology
- 1/4 tsp. nutmeg
- 1/4 tsp. cinnamon

**Quotes from Success Stories on blog:**

Use these sample quotes to put into your social media posts when talking about how Shakeology has worked for other people:

- *“Shakeology has reduced my sweet tooth so much that I don't even crave chocolate anymore.”* —Tiffany B.
- *“I can't believe how much my body has changed since I began drinking Shakeology.”* —Mic S.
- *“I went from being a sugar addict to a Shakeology addict!”* —Mori W.
- *“I have the energy to get things done and power through my workouts.”* —Owen T.
- *“After only one week of Shakeology I had increased energy levels and felt like a new person right off the bat!”* —Andrea L.
- *“Shakeology is like premium fuel rather than watered down, cheap gasoline.”* —Natalie N.
- *“Shakeology was key to my weight loss because it provided my body with the nutrients it needed while taking away my junk food cravings.”* —Mary S.
- *“I've never liked vegetables, but I love DRINKING them in my Chocolate Shakeology! It's a great way to curb my appetite and keep me on track with my nutrition.”* —Nate B.
- *“Shakeology changed the way I approach food and I'm incorporating much better food choices into my diet every single day.”* —Bethany C.

**Sample Twitter® tweets (Character count limit = 140):**

- Shakeology really does reduce cravings. I no longer obsess over a sugary snack every day at 3 pm. Even I was surprised!
- I used to be a complete junk food junkie...then I started drinking Shakeology...and now I just crave my morning shakes.
- Drinking my veggies in Shakeology is so much more delicious than eating them. Who else agrees?
- Not only did Shakeology fill me up, it reduced my cravings big-time. It's never been easier for me to be healthy.
- Um. Shakeology you can eat? Hello, [Vanilla Energy Balls](#), meet my mouth.