

SOCIAL MEDIA STRATEGY

We are so excited to share how others are creating success for themselves without experience or social influence by following a Social Media Strategy.



STEPS FOR SUCCESS

✓ LAUNCH POST

No links, company name or salesy talk (like opportunity or ground floor). Keep it fun, light and share YOUR story!

✓ SEND MESSAGE

Take it to private messenger, be grateful, start the conversation, share your excitement, and invite to an overview!

✓ INVITE

Ask for permission to invite to a Discovery Call, Private Group (ATM), or even a 3Way Chat

I. LAUNCH POST

Crafting your launch post on social media is one of the most important and efficient ways to grow your list for attracting potential brand partners & customers into your SAVVI business!

LAUNCH POST BASICS:

- Use ONE cute, casual picture or video (or collage but in ONE image)
- You DO NOT need the clothes - use one of friends, you in any athleisure or from www.savvi.pixieset.com
- DO NOT mention Savvi - not on clothing, in text OR hashtags
- DO NOT mention links, apps or share codes in anyway
- ALWAYS have someone in your support team REVIEW the text and image

LAUNCH POST OUTLINE:

1. Have a HEADLINE like: "Stop your scroll, I have an announcement!"
2. Share a bit about yourself: "My passion is ----- and now I'm adding to it!"
3. How did you find out about Savvi? "I saw a friend post the cutest leggings that I needed!"
4. What attracted you to Savvi? "Community of empowering women, earning fun money, etc"
5. Who are you looking for? "Women who are motivated, entrepreneurial and love helping others"
6. A call to action: "Open to looking? Just let me know below or shoot me a message!"
7. Tag your support team so they can comment with you!

LAUNCH POST EXAMPLES



Deanna Hester Pizitz

June 26 · 🌐



I have a SUPER Exciting Announcement!

In my coaching business, my goal is to equip and empower women to look and FEEL their very best. And now I can even offer them a way to find financial FREEDOM!

If you have been following me you KNOW I love workout clothes. I have been thinking of launching my OWN brand for a while but I found something better!! A company to partner with that has an AMAZING FITNESS line that launches this fall.🥰

So here is the deal if you love ATHLEISURE wear and you have a VISION. Then DM me, text me, or comment below and I am happy to share this opportunity with you.

Stay tuned for more pictures of this AMAZING Line and how to shop.



Lindsay Rene Martin

Admin · 19m · 📷



Come closer & listen 🧐 I have some EXCITING news to share with you!! 🥰

I am so pumped to tell y'all I am opened my own online clothing boutique!

I'm talking high quality athleisure & everyday pieces! 🏃
Are you a leggings person or more about the sass?!

Ps. This is for all shapes & sizes!! XXS-3XL 🙌



Petra Kolber

May 4 · 🌐



Like most stories, it began with a question. One that you may have heard before:

"Where did you get those leggings?"

I wasn't looking for leggings, but the leggings found me. There they were one Sunday morning on my feed and these were the PERFECT leggings for my new DJ Keynote – I mean perfect.

So I reached out and I asked "where did you get those leggings?"

This simple question, led to an easy conversation, which led to an opportunity. For me it was right moment, right time, right everything.

I don't know what questions you have in this moment. Maybe you have found yourself asking new questions:

How do I get my classes online?

How do I want to show up on the other side of this?

How can I bridge my income in these uncertain times?

How can I find community?

Or maybe it is as simple as

What can I wear that is comfortable and cozy during all these zoom meetings?

Life is a series of questions. Some open doors and some lead us down unexpected roads of opportunity.

If you have ever been asked, "Where did you get those leggings?" maybe I can help you discover a new answer.

If you would like to learn more simply put a heart below or send me a message. Love you.



2. CONNECT & MESSAGE

Once you've created interest on social media it's time to reach out and connect!

MESSAGING BASICS:

- Message EVERYONE that ENGAGES - likes, loves, laughs, tears, answers and comments
- Like ALL comments and reply with a BRIEF statement like: "thanks for the support" or "I'll message you"
- DO NOT chat on your posts - bring that to Private Messenger
- DO NOT reply with links, codes or the company name - bring that to Private Messenger
- ALWAYS delete any NEGATIVE comments - DO NOT ENGAGE!

MESSAGING OUTLINE:

1. **Be grateful:** "Thanks so much for your ----- (support, like, comment, etc.)!"
2. **Ask to share:** "Would love to share more with you!"
3. **Invite to a LIVE Discovery Overview:** "If you are around this afternoon at ----- or this evening at ----- the women I've partnered with are doing a special overview of how this athleisure company we are working with is growing so fast and why it's the best time to get started during our pre-launch before everyone knows about it!"
4. **Permission to send link:** If you can make it, I'll send over the link - it's good to hop on 10 minutes early as the last few have maxed out!
5. **Send the link:** Ok perfect! Here is the link below. I will also remind you 30min before. Looking forward to seeing you ----- on and getting to know ----- you more.
6. **Send a Reminder:** Thanks for being open to hop on our call in 30min today! ----- We can't wait to see you there! You will get to meet some amazing women, ----- hear what we are up to and see for yourself if it's a good fit for you. With an ----- open mind and open heart, ----- you leave yourself open to beautiful ----- opportunities. Perhaps this ----- is one!
7. **If they can't make a LIVE Discovery Overview:** No worries! I know you're busy. I prefer the live opportunity calls - but here's a recorded ----- one: www.teamunitytools.com/overview. Watch it tonight, I think you're ----- really going to like what you'll hear! I'll follow up with you tomorrow at ----- (time)!

IDEAS TO CONNECT WITH PEOPLE

CUTE WORKOUT CLOTHES

Hey, you like cute workout clothes, right?

FASION & FUN

You always look so good and I have always looked up to your style. So when I found out about this company, not only did I immediately become obsessed, but I thought of YOU! There is an opportunity to help launch the company and you would be perfect for it. Would you like some info? Cool if I send you some info?

EMPOWERED WOMEN

Messaging all my powerhouse ladies and boss babes!!!! Empowered women EMPOWER women right? Working on a new project I think you'd LOVE - can I send you some info?

NEW OBSESSION

Hey! I want to share my new favorite obsession with you. Do you wear athleisure clothing or everyday fashion? Which do you like more?

WEAR & SHARE

Hey -----, do you know anyone that loves shopping online, wearing cute clothes and wouldn't mind getting paid to do it?

BEEN AWHILE (RE-CONNECT)

Holy no way! Has it really been a gazillion years since we have connected? Sure feels like it. Tell me something NEW, EXCITING and amazing going on in your life!

The NUMBER ONE focus of our Discovery Overviews is helping others take a LOOK at what you are up to and protect the relationship you have with them!

INVITING BASICS

- Keep it simple & casual, you may have the answer to their prayers - or not!
- Focus on activity and detach from the outcome - timing may be right, or it may not!
- DO NOT use words such as: opportunity, income, sales, ground floor, pre-launch or start up!
- DO NOT send your app link, offer a coupon or share the discovery call info until they ask for it!

ALWAYS Follow Up:

Attended: *"Thanks so much for hopping on! What did you like best?"*

Did NOT Attend: *"Hey! I'm not sure if you were able to hop on the overview, but I also added you to our amazing style page to learn more about SAVVI & our styles! (ADD them to Style Your World & TAG them in the opportunity video linked in the announcements)*

INVITING OUTLINE

"Hey amazing lady, I found something you may be interested in. I'm working on a new project with a company launching an athleisure line that could compliment what you're currently doing. I'm not sure if the timing is right for you or not but I would love to get your feedback either way! Would you be open to taking a look?"

YES!

Great, there's a quick overview of how it all works! What day this week is good for you at --- or ---?

available: "I'll hop on too, here's the link <https://us02web.zoom.us/j/6872954788>"

not available: "No worries, if I sent you a recording is there a time you'd be able to watch it? It's only 12 min." Once they respond send this link: <https://www.teamunitytools.com/why>

**I'M
BUSY**

No Worries at all! I can just add you to our style page where you can check out our pieces and everything we are all about on your own time. Does that work for you? - Then ADD to Style Your World & TAG in the opportunity video.

**WHAT
IS IT?**

It's a new brand about to launch that has the cutest athleisure and everyday fashion, I'm absolutely loving it! Plus, I get wholesale discounts that I can pass onto friends just for shopping, wearing & sharing with others!

**IS IT
MLM?**

It's a mixture between an affiliate program & an online retail so you can shop in your own store, then share with friends to earn rewards, if you want but are never required to buy or sell anything!

**NOT
NOW**

Totally understand! This is moving super fast and I'm having a ton of fun! I'll add you to our style page so you can see our pieces and what all we are up to. Maybe you'll think of someone to share this with while in there! - Then ADD to SYW & TAG in the opportunity video.

BONUS! SOCIAL MEDIA GUIDANCE

EMPOWER HOURS

MONDAY – FRIDAY
MORNING & AFTERNOON TIMES

SATURDAY
MORNING TIME

Go To → <https://www.teamunitytools.com/events>
For Days/Times/Zoom Link

BUILD OR RE-BUILD YOUR SOCIAL MEDIA

1. Go to Team Unity Facebook Group Page
<https://www.facebook.com/groups/officialteamunity>
2. Go To UNITS → UNIT 1 Getting Started Training
→ Building On Social Media

KB MENTORSHIP BY KRISTIE BELLISTON

Learn How To:
NOT Be Spammy
Planning Your Social Media
Using Hashtags
AND MORE!

Go To → <https://www.teamunitytools.com/kbmentorship>