

Instagram Live Launch Series

Using Instagram live as a great way to attract people to your Instagram page; and allow them to start to follow your journey.

The more eyes and ears on what you are doing with Arbonne daily...how much you love the product and the business...and your transformation story...the more people will be excited at the prospect of joining you and/or looking at the products.

Live videos can be done solo or with your mentor if you want a bit of support.

Here are some suggestions of LIVE video formats you can do as you launch your business....

MY PRODUCT TRANSFORMATION

- Where were you before....how did you feel? (I was tired/sluggish/lost zest)
- Then, you discovered the 30 days/dermresults etc....what happened
- How did you feel?
- Why is this important to you?

CALL TO ACTION : KEEP WATCHING MY JOURNEY/IF I CAN HELP YOU REACH OUT

EDUCATIONAL LIVE

(Mentor provides education)

- 'I've invited XXXX who introduced me to the brand who is going to share some more of the reasons behind why I've had such a transformation with my energy
- Mentor can use launch/product/ webinar scripts to educate on gut health/ Dermresults science etc and share their experience

BUSINESS LIVE

- Exciting news to share
- Was introduced to Arbonne via products and product story
- Started to share and realised this could be a business opportunity
- Reasons you decided to start the business... what you'd love to change/achieve and why
- Mentor can share about the business and how it works and their story

CALL TO ACTION: Keep watching my journey/ if this sounds like something you'd love to do reach out.

LIVE VIDEO is a brilliant tool to maximise engagement on social media and reach more people. Continue to go live in ways that are aligned with you....sharing your daily journey to health/fitness/business building around a family etc.You can also ask more members of your upline, and sidelines to go live with you and share their experiences. The more people see others sharing your positive experience....the more social proof they have about the value of this business and these products.