



Activate
BREAKTHROUGH

**POSTING
TIPS &
GUIDELINES**

Tips for Posting on Your Page

At this early stage, you are NOT posting about business. You are introducing yourself as a real person that others can relate to. It is important to first share about yourself, your interests, your life goals and dreams, your WHY. This is the foundation of Attraction Marketing.

Remember, you are building a brand through attraction marketing, also known as lifestyle marketing. This step is designed to establish your page and your brand. Posting about subjects that your potential leads will enjoy, will encourage them to follow you or connect with you in the future.

- **Make posts that will relate to people like you**
- **Let them see who you are and what's important in your life**
- **Be authentic**
- **Create curiosity**
- **Keep your content positive always**
- **Use bright and colorful pictures**
- **Avoid the use of motivational quotes as much as possible**
- **During these two weeks, do not mention business**
- **Refer back to the intro video “Facebook Audience and Page Posts” if you need a reminder**
- **Be sure to limit sharing links that take people off the Facebook platform - i.e. YouTube videos, news articles, etc.**

You are now beginning to build a business relationship with Facebook. Below is a list of words that, in our experience, are frowned upon. We will recommend reviewing this list frequently throughout this training to support you in creating Facebook-compliant content and ads.

ALWAYS AVOID THESE WORDS WHEN BUILDING ADS ON FACEBOOK:

- Money, Wealth, Cash, Income, Financial, Finance, Rich, Dollars, Paycheck, Paycheque, Pay check
- FREE (change to 'Complimentary')
- No-cost and/or 0 cost, Zero cost
- Shocking, Crazy, Struggling, Stealth, Secret
- Quit job, Fire boss, Get rid of your job, Job, 9to5
- Work from home
- Online business (change to 'successful business' or 'digital business')
- Opportunity
- Prosperity
- Freedom
- Retirement (change to 'Golden years')
- Sick and Tired, Stress, Anxiety, Struggle
- Facebook, Google, Yahoo or any other online brand (change word to 'Timeline', 'Newsfeed', 'Social media')
- Warning
- 90% done system, 90 percent automated, (change to 'Most of the heavy lifting done for you')

- Do not mention any specific health conditions such as cancer, etc.
- NEVER use money bag emojis, dollar sign emojis etc. I would not use any emojis at all
- You, Your (limit to 1 and change to I, we, us)
- Click
- Like (being looked at as click bait)
- Step by step (instead use “user friendly” or “excellent thorough training”)
- CEO, Manager, Online Business Owner
- Networking Business
- RAT RACE
- Works while you sleep , works while sleep
- No experience necessary/needed (instead “we teach people from all industries” or “folks from various industries are learning”)
- The best part is, it can be managed from anywhere in the world on a laptop/cell phone and wifi connection
- No bugging family and friends
- system provided that works 24/7
- Do not use any Hashtags # Have fun creating!