



MY ACTION PLAN EASY INSTRUCTIONS





Use this easy instruction guide as a companion piece for achieving your goals in the My Action Plan (M.A.P.) *Roadmap to Radiance*. Also, please remember to sign the waiver on page 10 when you submit your Before and After photos and testimonials.

SOCIAL MEDIA GUIDELINES

A crucial marketing tool in today's world, we can help you leverage social media to promote Alavida and grow your LifeWave business. We've provided you with several images in your Back Office to use:

- Alavida cover image for Facebook
- Alavida profile images for Facebook, Twitter, Instagram, etc.
- Before and After images
- Images: check regularly to see what's new

TO GET STARTED, MAKE SURE YOU FOLLOW LIFEWAVE ON ALL OF OUR SOCIAL MEDIA PLATFORMS:

- <u>Facebook: LifeWave Corporate</u>
- Instagram: lifewavecorporate
- <u>Twitter: LifeWave HQ</u>
- LinkedIn: LifeWave, Inc.
- <u>Pinterest: LifeWave Corporate</u>
- <u>YouTube: LifeWaveVideos</u>
- Facebook: LifeWave Women of the Wave (W.O.W.) (if applicable)
- Facebook Group: Women of the Wave (W.O.W.) (if applicable)

NOW, DOWNLOAD THE ALAVIDA IMAGES FROM YOUR <u>BACK OFFICE</u>. NEXT, JUST FOLLOW THE SIMPLE INSTRUCTIONS ON THE NEXT PAGES TO GET THE MOST OUT OF SOCIAL MEDIA.

FACEBOOK

HOW TO UPDATE YOUR FACEBOOK PAGE WITH THE ALAVIDA COVER IMAGE:

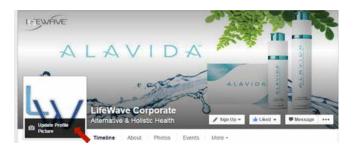
- 1. Download the Alavida Facebook cover image from the <u>Back Office under Resources/Marketing</u> <u>Tools/Social Media</u>. Note where you save the image on your computer.
- 2. Go to your Facebook profile.
- 3. Hover over the top-left of your current cover photo and click Update Cover Photo. If you don't currently have a cover photo, click *ADD COVER PHOTO*.



- 4. Choose UPLOAD PHOTO.
- 5. Navigate to where you saved the Alavida cover image.
- 6. Click SAVE. Great job!

HOW TO UPDATE YOUR PROFILE IMAGE:

- 1. Download the Alavida profile images from the <u>Back Office under Resources/Marketing Tools/</u> <u>Social Media</u>. Note where you save the image on your computer.
- 2. Go to your profile and hover over your profile picture.
- 3. Click UPDATE PROFILE PICTURE.



- 4. Choose UPLOAD PHOTO.
- 5. Click SAVE. Nice work!

FACEBOOK



HOW TO SHARE PHOTOS AND GRAPHICS:

- 1. Download the images from the <u>Back Office under Resources/Marketing Tools/Social Media</u>. Note where you save the image on your computer.
- 2. Click *PHOTO/VIDEO* at the top of your page's Timeline.
- 3. Choose an option:
 - UPLOAD PHOTOS/VIDEO: Add images from your computer. The photos you publish will be added to your Timeline Photo album.
 - CREATE PHOTO ALBUM: Add photos from your computer to a new album.
- 4. Select the photos you want to add.
- 5. Write a comment to engage your followers and click *PUBLISH*.



TWITTER



HOW TO RETWEET:

- 1. Hover over a tweet.
- 2. Click the RETWEET ICON.



3. A dialog box will show what you're about to retweet.



- 4. Click the *RETWEET* button.
- 5. The tweet will then be retweeted to all of your followers!

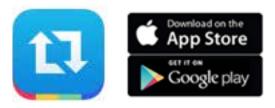


INSTAGRAM



HOW TO REGRAM IMAGES:

1. Download the Repost app for Instagram.



- 2. Once you have the Repost app installed on your phone, connect your Instagram account to your Repost app.
- 3. Now that you have the app downloaded and the Repost app connected to your Instagram account, start reposting images.

LAYOUT

HOW TO CREATE A BEFORE AND AFTER COLLAGE



1. <u>Download the Layout app.</u>



- 2. Select your Before and After photos.
- 3. Post to social media.

TEXT BLITZ

Did you know that nearly 100 percent of all text messages are opened and the average response time is 90 seconds?¹



A text blitz is an easy way to set up as many appointments as possible in one hour. You can host the blitz at your home, office or online. Start by choosing the format that works best for you and your team! Here are some essentials each person should prepare for the blitz:

- List of 50+ people to contact
- Calendar of availability
- Phone charger
- Quiet room for phone calls

As the host, get your team excited by giving away prizes for the most number of appointments booked.

HOME -OR- OFFICE EVENT:

- Write people's names on a board to track how many appointments have been booked.
- Share the text messages that work best.

ONLINE EVENT

- Create Facebook event and invite other LifeWave Members to participate.
- Each person can post the appointments they've booked.

Keep the text messages personal. Always be direct and clear about the purpose of your message. Here are some suggestions for opening and follow-up messages:

- Hey _____, how are you doing?
- Can we meet up for coffee next week?
- I just discovered a new skin care product I think you'll love! Do you want to try it?
- I found something that works great for my sensitive skin. Do you want to try it?
- I know you're into all natural products. I found one I think you'll love. May I show it to you?
- I'm trying to win a contest with my business. Would you be willing to help me?
- I'm hosting a skin care party next week. Can you attend?

HAVE FUN WITH TEXT BLITZ DAY!!!

Remember, you can have your own text blitz every day or every week. Just give yourself a goal of sending 5 – 10 text messages a week.

¹ <u>http://digitalmarketingmagazine.co.uk/mobile-digital-marketing/7-key-statistics-for-sms-marketing/558</u>

HOW TO TAKE PROPER BEFORE AND AFTER PHOTOS

Nothing tells a more convincing story than pictures, and the Alavida Before and Afters show an obvious reduction of fine lines and wrinkles. With that in mind, ask your team to take Before and Afters so you can use them to support your marketing efforts in the field. Plus, we'd love to share your photos! Just follow the directions below and be sure to include the signed waiver on page 10.

IMPORTANT NOTE: All photos must accurately show real results. Please do not alter these images with photo editing software or filters of any kind.

FOLLOW THESE EASY, STEP-BY-STEP INSTRUCTIONS FOR BEST RESULTS:

- 1. Remove all makeup and wash your face before you start.
- 2. Have someone else take your photo.
- 3. Choose an area that has controlled lighting, such as a bathroom.
- 4. Take photos at the same time of day.
- 5. Always take the photos in the exact same spot.
- 6. Choose a plain wall (preferably white) as your background.
- 7. Place the camera the same distance away from your face every time.
- 8. Avoid using a flash.
- 9. Use the same facial expression and face angle each time.
- 10. Complete and sign the photo and testimonial waiver on page 10.
- 11. Send your photos to <u>success@lifewave.com</u>, and include a note of when each photo was taken (for example: Before, Day 1, Week 2, Week 3).
- 12. Post your own Before and After collage on social media.



BEFORE

AFTER 6 WEEKS

TESTIMONIALS

With the widespread popularity of social media and user groups, people increasingly rely on peer testimonials to decide which products they want to buy. When used effectively, these testimonials can really help drive sales.

Ask people to email their personal testimonials or post to your social media pages. Or to make it even more fun, ask them to create a short testimonial video with their smartphone or tablet.

HERE ARE A FEW QUESTIONS TO ASK THAT SHOULD LEAD TO GREAT REVIEWS:

- How did you like the way Alavida feels on your skin?
- How would you describe the improvement in hydration?
- How would you describe the improvement in skin appearance?
- What makes Alavida unique compared to other skin care products?
- What is you impression of the Alavida Phototherapy Patch?
- How important is it to you that Alavida contains 98.6% naturally-derived, plant-based ingredients?

BELOW ARE SOME EXAMPLES OF ALAVIDA TESTIMONIALS FROM SOME OF LIFEWAVE'S PROMINENT LEADERS.

"I've now tested the new skin care products for two weeks and I think they're amazing. I particularly love the smell of the night Créme and the texture is wonderful. It's easy to rub on, absorbs within minutes and leaves the skin really soft and smooth." – Maj W.

"It's a pleasure to use the product. As a man, I don't have much experience with cosmetics, but my experience with Alavida has been incredible. My skin has definitely changed for the better and I'm very happy to use the product." – Gerhard W.

"Alavida really works for me. My skin is softer, more hydrated and feels more alive. It's really a wonderful product and I can't wait to promote it in the field. The rest of my body wants this too— is this in the pipeline?" – Pernille K.

"On just the third day of using Alavida, my daughter (age 29) said: "I don't know what it is but you look different." After three weeks, my skin is firmer, well moisturized and feels better nourished. Wrinkles have become shallower, my skin color has brightened and it looks younger and fresher. Thank you LifeWave!" – Halina P.

"After two weeks of using Alavida, I'm really thrilled! The texture of both formulas is perfect, very fine to use, and they both smell great. After few nights, my skin was already looking very beautiful, and I think the crow's feet have improved overall. I look forward sharing these amazing products with my partners and friends around the world." – Karin W.

YOU CAN ALSO WATCH VIDEO TESTIMONIALS ON OUR WEBSITE AT LIFEWAVE.COM.



PHOTO AND TESTIMONIAL WAIVER

Email to success@lifewave.com

Product Name (Required): Alavida Trio

Date submitted:___/___/____

How long have you used product?_____ days/weeks/months

I grant to LifeWave Inc., its representatives and employees, the right to use my name and likeness in connection with the above-identified subject. I authorize LifeWave Inc., its assigns and transferees, to use and publish my name and likeness for promotional purposes. I understand I waive any right to royalties or other compensation arising or related to the use of the photograph.

I willingly and truthfully gave a testimonial on a LifeWave product after having used the product specified above and permit LifeWave to use this for promotional purposes.

I have read this release before signing below and I fully understand the contents, meaning, and impact of this release. If I no longer wish to allow my testimonial, name or photograph to be used for any reason, I must call LifeWave Customer Service and request this. The request will be considered complete, upon receiving notification from LifeWave that the testimonial has been removed. LifeWave must be able to contact you directly if there are any questions regarding your testimonial and may also contact you for follow-up on your satisfaction with LifeWave products.

*Signature

*Printed name

Organization Name (if applicable)

*E-mail Address

*Phone Number

*Mailing Address

City

State/Province

Postal Code

Country

LifeWave must be able to contact you directly if there are any questions regarding your testimonial and may also contact you for follow-up on your satisfaction with LifeWave products.