

HENRY WEINACKER PRESENTS

SOCIAL MEDIA.

FROM UNDERDOG TO HERO.

WHAT IS IT FOR YOU?

MY BEST FRIEND ASKED
ME THE QUESTION WHAT
IS THE ONE WORD I LOVE
THE MOST?

THE ONE WORD I LOVE THE MOST

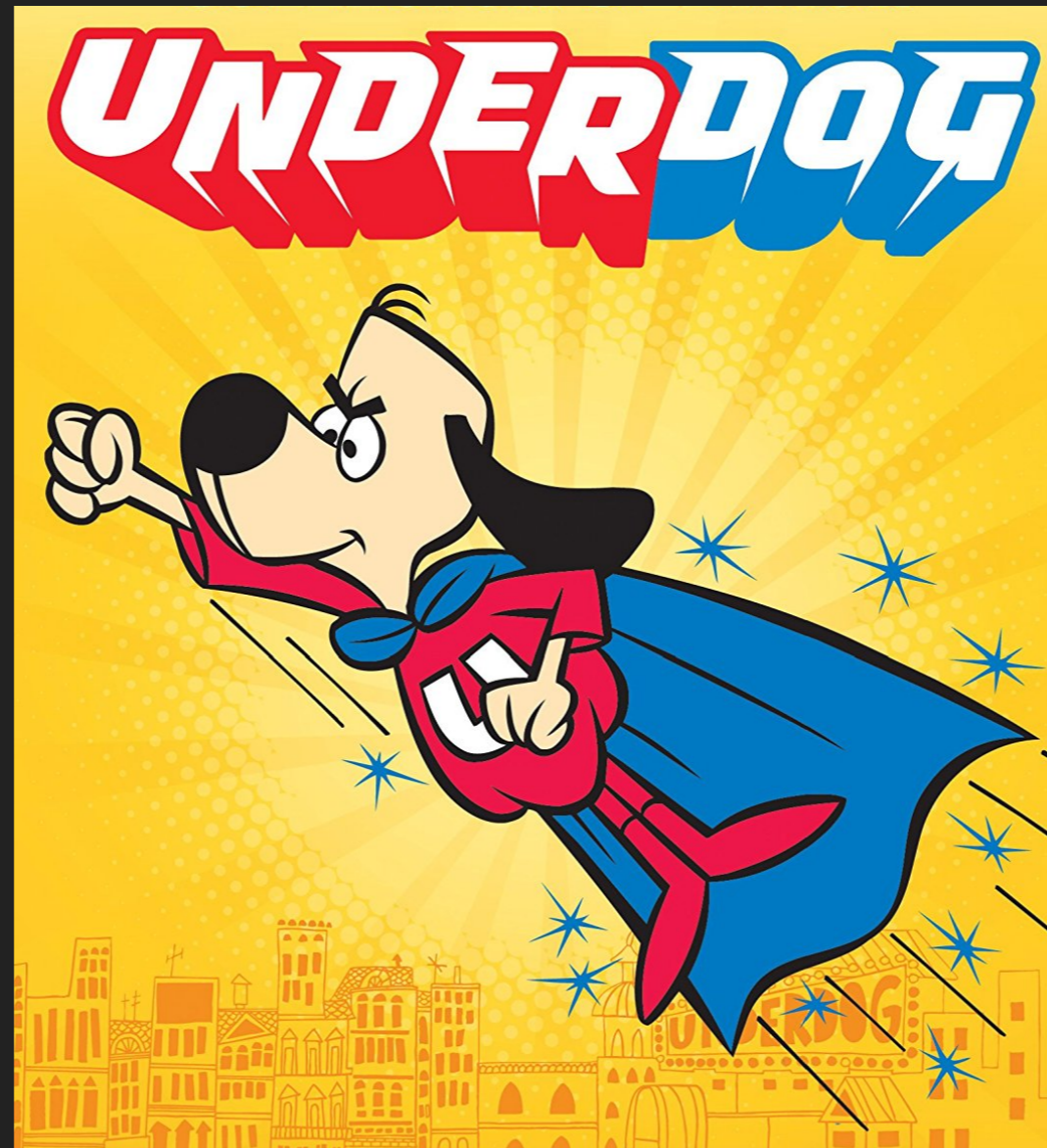
“UNDERDOG”

WHY IT'S GREAT TO BE AN UNDERDOG...

MY STORY IN NETWORK MARKETING FROM A SMALL TOWN IN SOUTH CAROLINA...



THE INTERNET CAN TURN YOU FROM UNDERDOG TO HERO OVERNIGHT.



“THERE’S NO NEED TO FEAR...
UNDERDOG IS HERE!”

LET THIS SINK IN FOR A MOMENT...

FROM YOUR HOME YOU CAN LITERALLY REACH BILLIONS OF PEOPLE

- ▶ Facebook: 2.8 Billion (Monthly Active Users)
- ▶ YouTube: 2 Billion
- ▶ Instagram: 1 Billion
- ▶ TikTok: 800 Million
- ▶ Pinterest: 450 Million
- ▶ Twitter: 330 Million

Source: Wikipedia

**“SOCIAL MEDIA MARKETING
IS THE GREATEST EQUALIZER
IN THE WORLD FOR THE
UNDERDOG.”**

BILLIE EILISH

- ▶ Billie Eilish swept the 2020 Grammys, taking all four major awards.
- ▶ All from a small bedroom studio in her parents' home
- ▶ Album of the Year, Song of the Year.
- ▶ Sold more than 1.2 million copies of her album.
- ▶ Eilish also ranked as the fourth best-selling artist of 2019 and second among female artists after Taylor Swift.

WHAT WE'RE GOING TO LEARN TODAY!

- ▶ How to make the best first impression online!
Bio - How to make yours stand out so people follow you!
Your Profile Pic - What to do... and what NOT to do.
- ▶ How to generate endless leads online daily - FOR FREE!
Using the Instagram Growth Strategy.
Using a Free Powerful Search Engine
How to Identify and Connect with Video Influencers!
- ▶ What are the optimal times to post to reach the most people?
- ▶ Tips to Increase your Engagement and get better response rates.
- ▶ The traits of the most successful Social Media profiles.
Positive vs. Negative messaging.
Sharing about you vs. other topics.
- ▶ How to get clients to ask or even beg you for more info!
Creating curiosity, Selling around what you have, and Sampling.
- ▶ Worst things to never do on Social Media.
- ▶ Tricks to help you have endless content to post!
- ▶ How to find the best hashtags for your posts in world.
- ▶ Your Social Media Playbook for the rest of the year!
- ▶ Some final thoughts and inspiration to leave you with!

WHERE DO I START?

CREATE A BUDDY SYSTEM.

- ▶ Partner with a person in your upline, your downline, your sideline, with your spouse, your friend, or whomever and become a social media partner with them.
- ▶ If you have no one now, it's okay! As you begin to find new partners to work with from your online prospecting you can partner with them!



EVERYONE IS GOING TO WANT TO TELL YOU ABOUT THE NEXT BIG THING...

**DON'T GO CHASING THE NEXT NEW LATEST
GREATEST SOCIAL MEDIA PLATFORM ON THE BLOCK.
IT'S BETTER TO BE A LITTLE LATE TO THE BIGGEST
THING TO EVER HAPPEN, THEN EARLY TO A BUNCH
OF THINGS THAT NEVER MATTER.**

– HENRY WEINACKER

#RIPVINE



#RIPGOOGLEPLUS

Focus on what's big already.

START WITH THE BASICS – BUT DO THEM RIGHT!

- ▶ Start with a great bio or about me on your profile.

Most people undersell themselves. Are you?

- ▶ Have a great profile photo that shows you at your best!

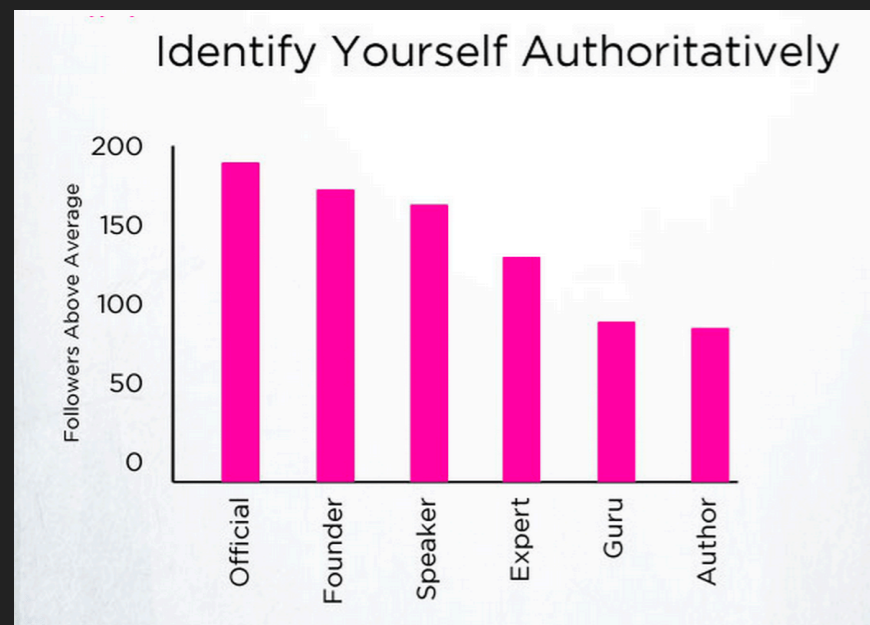
We're going to look at how important this is!

YOUR BIO/ABOUT ME IS VERY IMPORTANT. DON'T FORGET IT!

POSITION YOURSELF AS AN AUTHORITY.

GURUS, AUTHORS, AND EXPERTS GET A BUMP OF 100+ MORE FOLLOWERS

- ▶ You can apply this pyramid to most other social networks too.
- ▶ Many different types of authoritative titles can help boost your follower count.
- ▶ Be genuine! Share your strengths!



The Hierarchy Of Twitter Greatness



YOUR PROFILE PICTURE IS YOUR FIRST IMPRESSION. MAKE IT A GREAT ONE!

4 ELEMENTS OF A SUCCESSFUL SOCIAL MEDIA PROFILE PICTURE

1. Have a good background.

Make sure the background isn't busy or complicated so that you can remain the focal point of the photo.

2. Showcase your personality with color.

Color is a great way to incorporate some of your personality into your profile image. Simply add a little color to your clothing rather than wearing just black or white. There have been decades of psychological research proving that color affects how people respond to you. Wear red to convey a sense of power, or Wear emerald green to signify wealth or growth. Communicate on a subconscious level with people using the color you feature within your profile picture.



3. Smile!

Smiling is like a free face-lift and creates an instant connection. It de-ages you and makes you instantly more approachable. Don't underestimate this form of non-verbal communication in your profile picture.

4. Show your eyes.

According to a study done at Stanford University, the eyes are the windows to the soul. Your eyes could be the most important thing about your social media profile picture.



MY PROFILE PIC

SMILING
NO SUNGLASSES
OR HAT
BODY ANGLED
HEAD TILTED
DRESSED UP
MADE IT UNIQUE!

WHAT IS YOUR PROFILE PIC SAYING ABOUT YOU?

DON'T DO THESE 4 THINGS.

1. Don't cover your eyes with sunglasses. Never wear them. I know you may look really cool, but remember the eye tip? Hiding your eyes is a product of distrust.
2. Don't wear a hat or anything that covers the head, because the head is also being judged due for approachability on social media.
3. Don't laugh while taking the picture. According to the Stanford Social Media study, people tend to think you're laughing at them when they see this in your profile photo, thus lowering your chances to connect with new prospects online.
4. Don't take a side profile shot. Again, this hides some of your face, and one of your eyes to the person viewing the photo. The straight-on shot to the camera is OK for passport pictures and police mug shots, but it doesn't work on professional profile pictures. When having your picture taken, angle your shoulders at about 30 - 45 degrees to the camera and then turn your head to face it. This gives a more pleasing, dynamic shot and is generally more flattering for most people.

In other words, you don't want to make your audience think that you're hiding anything from them with your hat, sunglasses, scarf, large bulky coats, etc. Let them know that you are an open person by taking a simple profile picture that shows the true essence of you.

SAVE TIME USING...

WWW.IFTTT.COM - IFTTT STANDS FOR 'IF THIS THEN THAT'.

- ▶ It is a service that connects two services together seamlessly, using recipes (or formulas) that include a trigger and an action. So, when a specified trigger takes place in one channel, an action takes place in the other. The power of IFTTT comes from this ability to connect two completely unrelated channels and make things happen.



SAVE TIME USING...

WWW.IFTTT.COM

Automatically change your Twitter profile pic when you update your Facebook photo

Twitter

182.0k



Tweet your Facebook status updates

By IFTTT Community

58.0k



Selectively post your Instagrams to a Facebook Page when you include a specific #hashtag

Instagram

12.0k



Tweet your Instagrams as native photos on Twitter

Instagram

650.7k



The Possibilities of IFTTT are endless!

New tweet by you

This Trigger fires every time you post a new tweet.

New tweet by you with hashtag

This Trigger fires every time you post a new tweet with a specific hashtag.

New tweet by you in area

This Trigger fires every time you post a tweet at a location you specify.

New mention of you

This Trigger fires every time you are @mentioned in a tweet.

New link by you

This Trigger fires for every link you tweet. If your tweet has multiple links, it will fire multiple times.

New follower

This Trigger fires every time a new user starts following you.

New favorite tweet by you

This Trigger fires every time you favorite a tweet.

New tweet by a specific user

This Trigger fires every time the Twitter user you specify tweets.

New tweet from search

This Trigger fires every time a new tweet matches your search query.



UNDERDOG

WILL HELP YOU FIND PROSPECTS

LET'S HELP YOU GENERATE NEW LEADS!

HAVE YOU HEARD OF THIS STRATEGY?

\$1.80

Instagram Growth Strategy

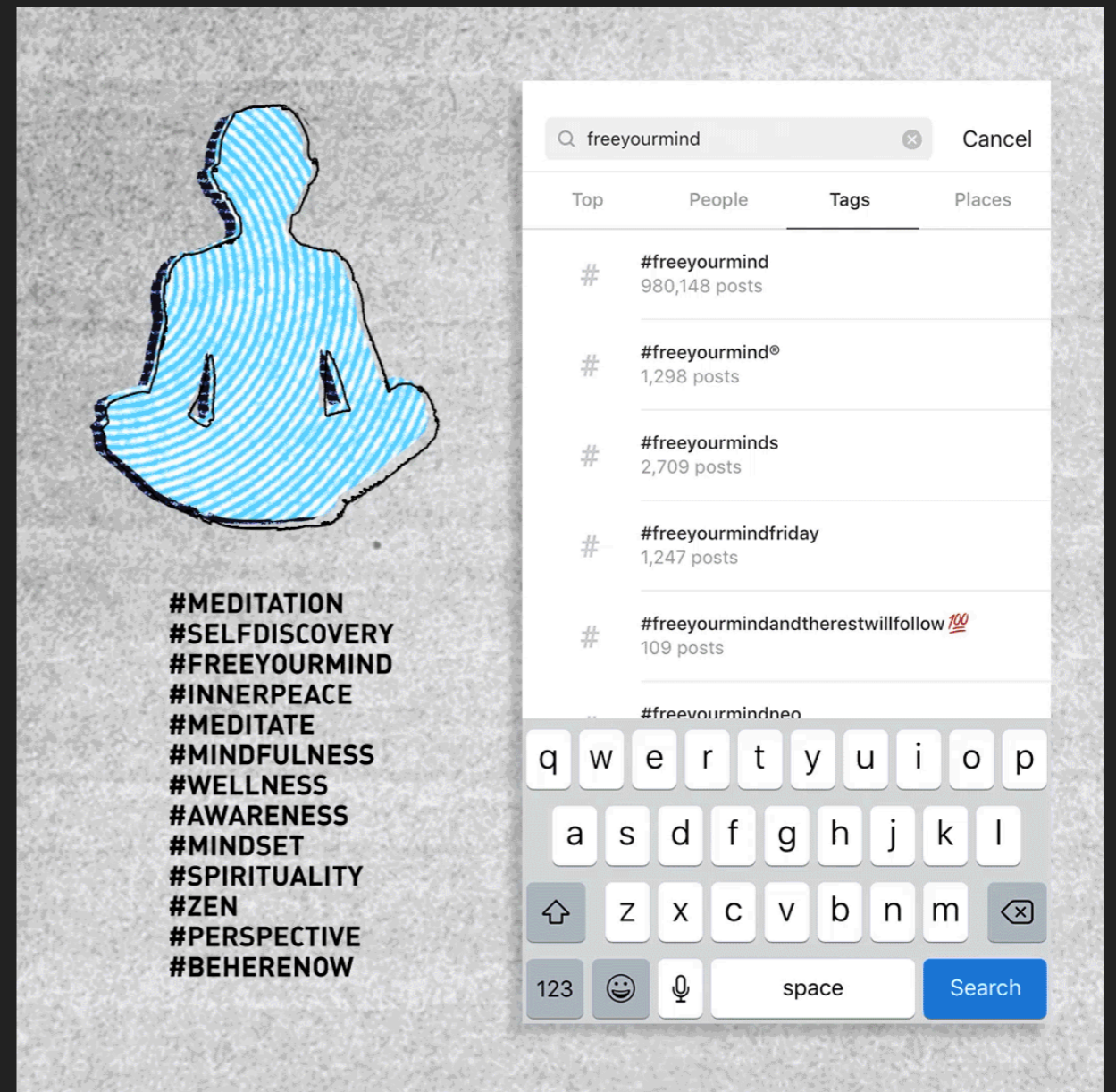
\$1.80 INSTAGRAM STRATEGY

- ▶ Translates to leaving your personal .02 cents on the top 9 trending Instagram posts for 10 different hashtags that are relevant to your brand or business every single day.
- ▶ By the end, you haven't just left your .02, but a full \$1.80 of thoughts online in the specific category, niche or industry you want to become a part of.
- ▶ Let's look at the \$1.80 Instagram strategy broken down into 3 simple parts.

STEP 1: FIND THE BEST HASHTAGS TO FOLLOW RELATED TO YOUR BUSINESS

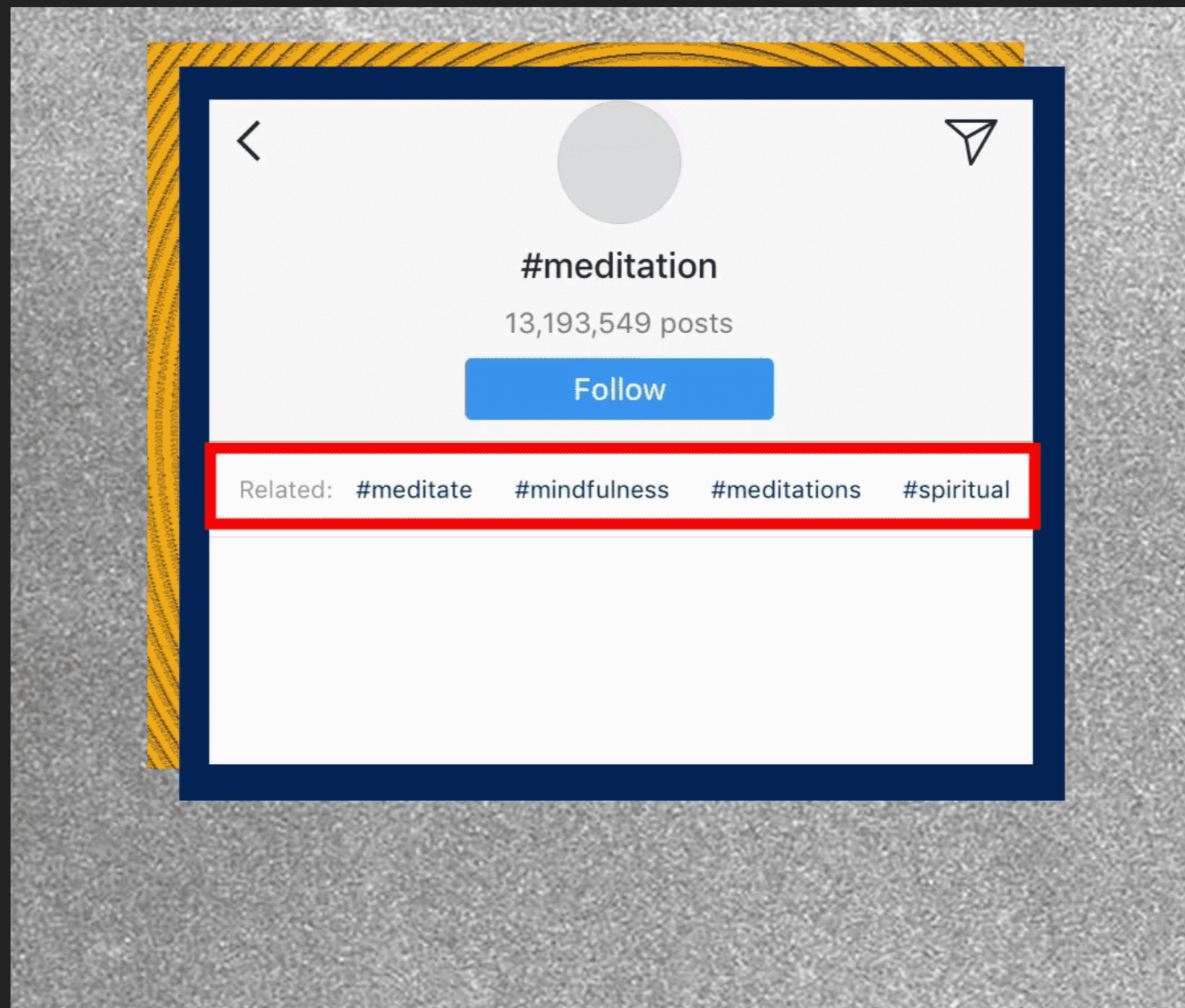
THE FIRST THING YOU NEED TO DO IS IDENTIFY THE 10 MOST IMPORTANT/RELEVANT HASHTAGS IN YOUR FIELD. HERE ARE SOME AS EXAMPLES ON INSTAGRAM.

- ▶ 1. #meditation (13.1M uses and counting)
- ▶ 2. #selfdiscovery
- ▶ 3. #freeyourmind
- ▶ 4. #innerpeace
- ▶ 5. #meditate
- ▶ 6. #mindfulness
- ▶ 7. #wellness
- ▶ 8. #awareness
- ▶ 9. #mindset
- ▶ 10. #spirituality



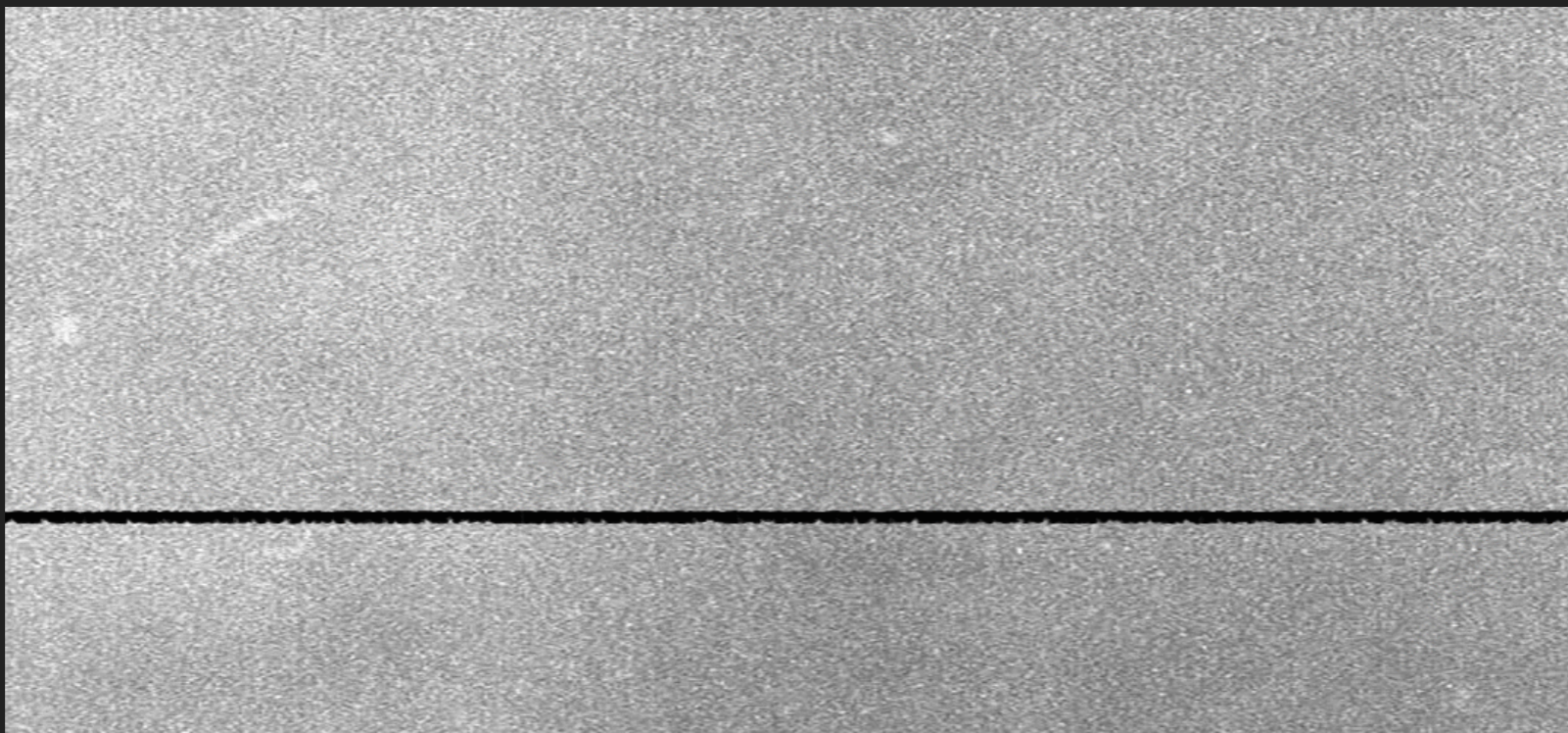
Once you search hashtags, Instagram recommends related hashtags to follow.

THE BEST PART ABOUT SEARCHING FOR HASHTAGS IS THAT YOU CAN QUICKLY AND EASILY IDENTIFY RELATED TAGS IN YOUR INDUSTRY OR NICHE. ONCE YOU SEARCH MEDITATION, INSTAGRAM RECOMMENDS RELATED HASHTAGS TO FOLLOW.



NEXT, SPEND ABOUT 20 SECONDS SCROLLING THROUGH THE TOP 9 POSTS OF EACH HASHTAG.

- ▶ When you find a hashtag, or better yet a post, the first thing you need to do is identify who that person is. Click on the post, identify the account, read their bio, look at their profile, understand their likes, dislikes, and activity. Read the post you've found and engage.
- ▶ Even if the account only has 190 followers but every single post that user creates has 60 likes and 20 comments, REACH OUT and leave your .02

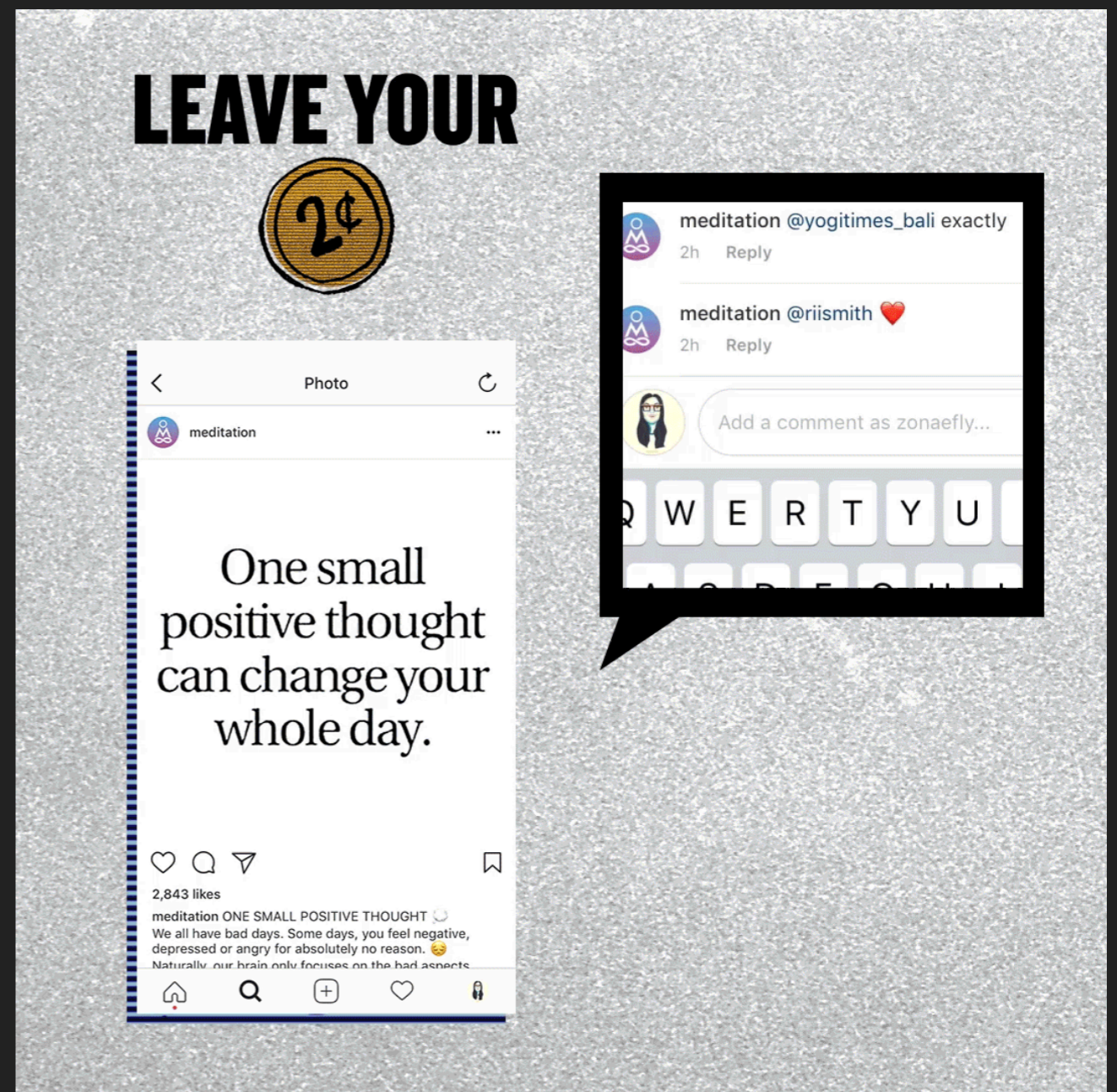


STEP 2: LEAVE YOUR INSTAGRAM COMMENTS, YOUR 2 CENTS.

NOW THAT YOU'VE IDENTIFIED THE TOP 9 POSTS FOR YOUR TOP 10 HASHTAGS... IT'S TIME TO LEAVE YOUR .02 WHICH MEANS LEAVING YOUR THOUGHTS AND TRYING TO PROVIDE VALUE WHERE YOU CAN.

- ▶ If you see someone in the comments who has a question and you know how to respond, answer. If you love the post and admire the aesthetic, say so! If you have thoughts about the quote or the copy in their post, reply!
- ▶ If the image reminds you of another content creator, tag them. If you think a friend would benefit from seeing it, share it with them.
- ▶ Comment, like, engage, respond, share. These are the simple and easy ways you can leave your .02c
- ▶ Realistically this shouldn't take any more than 1-2 minutes per post.

Be authentic.



STEP 3. CONTINUE TO COMMENT, LIKE AND ENGAGE ON INSTAGRAM

IT'S AS EASY AS THAT. THE OVERALL PROCESS IS INCREDIBLY SIMPLE. IT'S .02 CENTS, ON 9 POSTS FOR 10 HASHTAGS EVERY DAY. THAT ALL ADDS UP TO \$1.80.

- ▶ No matter how much value you provide, this is still a game of numbers. You have to be willing to give yourself more at-bats. Everyone else is only leaving .02. You're leaving a \$1.80 Every. Single. Day.
- ▶ I promise you will get results. The better your .02 is, Value and authenticity the more you will grow.
- ▶ You're going to drop \$1.80 a day, two cents at a time, nine top posts, on ten different hashtags, every day. And that will slowly but surely build an audience that knows you and appreciates your content.



STEP 3. CONTINUE TO COMMENT, LIKE AND ENGAGE ON INSTAGRAM

YOU'RE GOING TO LEAVE \$1.80 IN KARMA, \$1.80 IN COMMUNITY, \$1.80 IN YOUR THOUGHTS.

- ▶ You're not there to say follow, follow, follow.
- ▶ You will pick up three to four followers a day, which are meaningful. Not bots and spam, but meaningful connections.
- ▶ That means you'll probably receive 100 new meaningful followers in a month. Which means you'll put out a piece of content and if one of them is special, and one of the people that follow you has a bigger audience and decided to share it, then away you go.



FIND PEOPLE WITH YOUR INTERESTS!

WWW.FOLLOWERWONK.COM

followerwonk >>

Search Bios

Compare Users

Analyze

Track Followers

Sort Followers

You're using a free version of Followerwonk.

Get unlimited searches, download reports, and access track and sort. [Subscribe to Followerwonk](#)

Who are you looking for? Whether it's new talent, customers, or just friends, we help find whom you're after.

[Login with Twitter](#) and we'll overlay your follow status. Don't forget that you can quickly compare yourself to competitors.

search Twitter profiles



Do it

Examples: producers, actresses, oldest accounts, ninjas, singers, PPC, geniuses?, CEOs

[fewer options](#)

Location:

[See example](#)

Name:

[See example](#)

URL:

[See example](#)

Min following:

Max following:

Min followers:

Max followers:

Min tweets:

Max tweets:

FIND PEOPLE WITH YOUR INTERESTS!

followerwonk >>

Examples: most followers, inbound, most influence, comedians, managers, thought leaders?, architects, presidents

[fewer options](#)

Location: [See example](#)

Name: [See example](#)

URL: [See example](#)

Min following: Max following:

Min followers: Max followers:

Min tweets: Max tweets:

Twitter users with "wellness" in their profiles

Showing 1 - 50 of 2,553 results (order by [relevance](#))



No filters | [screen name](#) | [real name](#) | [tweets](#) | [following](#) | [followers](#) | [account age](#) | [Social Authority](#)

	profile picture	username name	location	tweets	following	followers	account age	Social Authority
follow		@lisadrewnutrish Lisa Drew	San Diego, CA	21,249	1,678	1,401	12.15 years	48
		Encouraging everyone to live a healthy life! Mom, Certified Nutritionist, Wellness Coach, Personal Chef & Public Speaker! Love life and laughter!!!						
follow		@DeborahMonroe08 Deborah L. Monroe	San Diego, CA	4,045	3,512	3,661	10.95 years	54
		Health. Wellness . Beauty. Travel. Inspiration. Amazon Best-Selling Author. Former Huff Post Contr. Transformational Coach						
follow		@CoachBillie Billie Frances	San Diego	6,997	1,672	1,759	12.11 years	51
		#GuidingMindfulChange, an int'l network of #professionals who help individuals & companies expand their #wellness & vitality. #Mindful #Coaching #certification.						
follow		@TheMindfulMoxie Taylor Stotler	San Diego, CA	20,220	468	947	3.72 years	53
		LCSW Wellness & Relationship Coach Mental Health Writing Retinitis Pigmentosa All Tweets Are Opinions Not Treatment Insta: TaylorLeighStotler						

GET A FREE REPORT ABOUT YOUR FOLLOWERS!

followerwonk >>

You're using a free version of Followerwonk.

Get unlimited searches, download reports, and access track and sort. [Subscribe to Followerwonk](#)

Slice any Twitter user's followers into actionable segments. Find most influential, dormant, old, and more.

[Subscribe now](#) for in-app following and more great features. [Want to search Twitter bios?](#)

youngevity

analyze their followers

Do it

Or, see examples analyzing [@avinash](#), [@MikeQuindazzi](#), [@karaswisher](#), [@SproutSocial](#), [@Moz](#), [@AlysonMurphy](#), [@buffer](#), [@anildash](#)

Slice any Twitter user's followers into actionable segments. Find most influential, dormant, old, and more.

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youngevity

Reports & Downloads

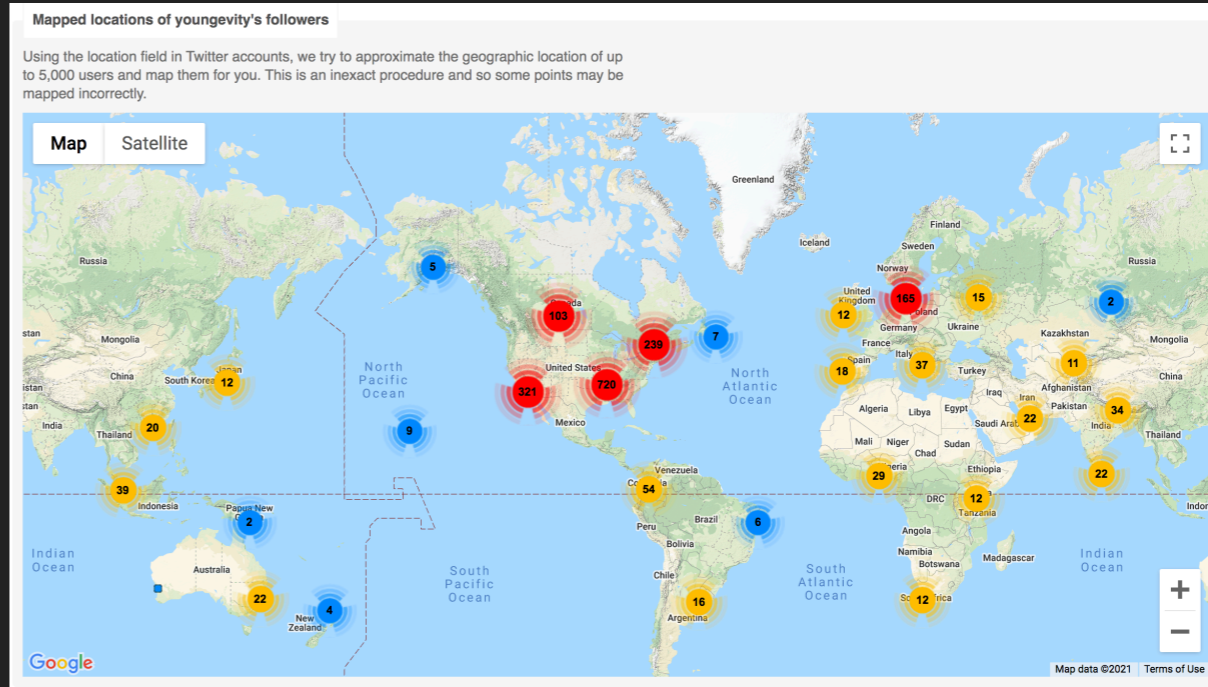
Reports Downloads

1 Reports *(removed if not accessed within 60 days)*

1 Apr 2021
17:43 Eastern
Daylight Time

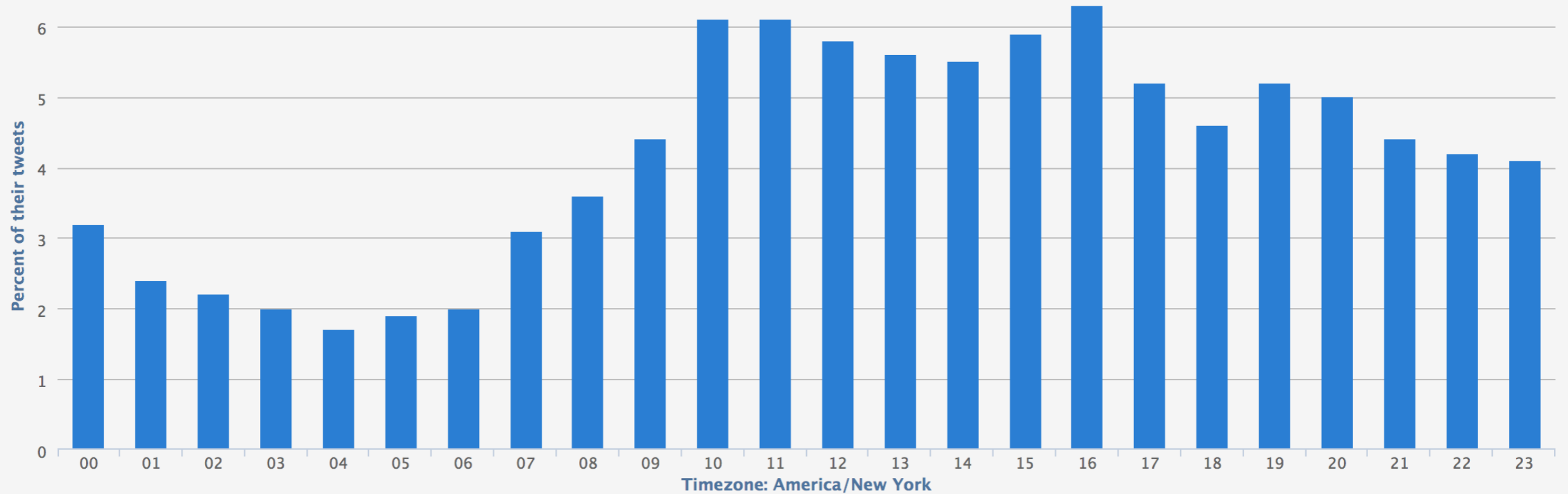
analysis of followers of @youngevity
[followerwonk.com/8e0f](#)

GET VALUABLE INSIGHT OF WHEN THEY ARE ONLINE!



Most active hours of youngevity's followers

This chart breaks down the hourly Twitter activity of youngevity's followers.



FIND OUT WHAT WORDS RESONATE WITH YOUR FOLLOWERS THE MOST!

followerwonk >>

Bio word cloud of youngevity's followers

To help make sense of the "biography" field of each Twitter user, we've assembled this word cloud which shows you the most frequently occurring words.

life — love — health — business — people — mom — wife — live — family — marketing — youngevity
— world — help — lover — healthy — god — entrepreneur — coach — living — time — helping — mother — music — consultant — make

Two word bio cloud

real estate — social media — helping people —
weight loss — wife mom — wife mother — helping others — check
out — health coach — help people — business owner — healthy lifestyle — marketing
director — network marketing — jesus christ — loving life — independent distributor — health wellness — health
fitness — personal trainer — personal development — every day — twitter account — healthy living — independent consultant

NEXT STEPS

- ▶ Search and Identify 10 people a day with your interests.
- ▶ Follow their account.
- ▶ Find a recent tweet they made and respond with a genuine comment or question to start a conversation.
- ▶ Send them a direct message if possible and introduce yourself and give them some positive feedback about their tweets or connect with them on their other social media. Don't make your first message about your products and Youngevity.

FIND LIKE-MINDED PEOPLE TO CONNECT WITH DAILY ON YOUTUBE!

WWW.CHANNELCRAWLER.COM

The YouTube Channel Crawler

There are millions of unknown and undiscovered channels on YouTube. The YouTube Channel Crawler makes it easy to find them! Choose the category, the subscriber count and other features, and the Channel Crawler will find good YouTube channels for you.

Search Range

Language: English
Channels: 961,308

Channel Name

Category

 ▼

Topics

 ▼

Language

 Search ▼

Countries

 ▼

Creation Date

 days ago

Subscribers

Total Views

Total Videos

Latest Video

 days ago

Keywords

(Tip: enter i.e. **-minecraft** to exclude Minecraft channels from your search)

Search

Add Channel

FIND LIKE-MINDED PEOPLE TO CONNECT WITH DAILY ON YOUTUBE!

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Search Range

Language: English
Channels: 961,308

Channel Name

Category

Topics

Language

Countries

Creation Date

Min

Max

days ago

Subscribers

Min

25000

Total Views

Min

Max

Total Videos

Min

Max

Latest Video

Min

90

days ago

Keywords

keto, "weight loss", "health and wellness"

(Tip: enter i.e. **-minecraft** to exclude Minecraft channels from your search)

Search

















Add Channel

FIND LIKE-MINDED PEOPLE TO CONNECT WITH DAILY ON YOUTUBE!

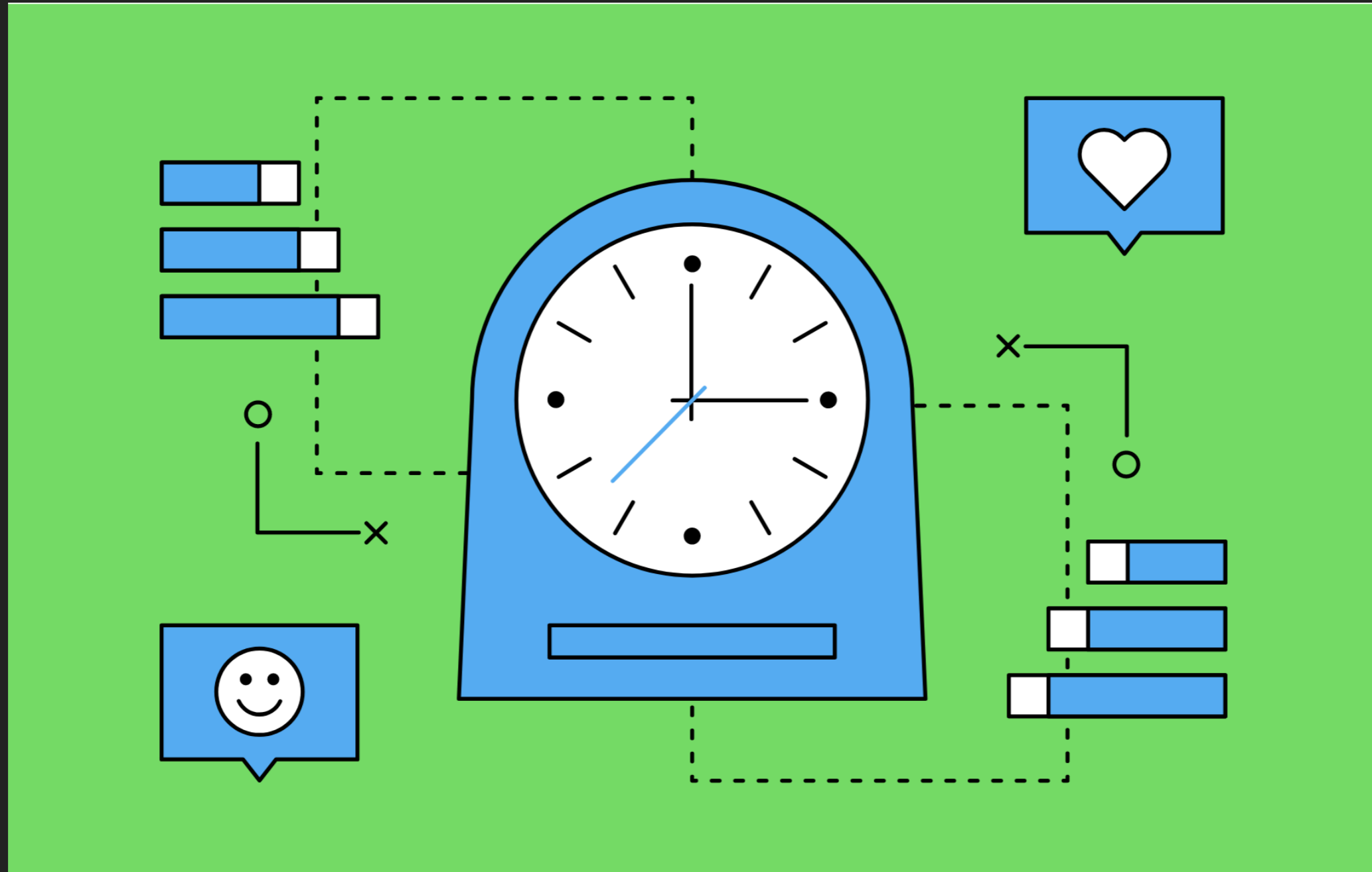
WWW.CHANNELCRAWLER.COM

- ▶ Search and Identify 10 people a day with your interests.
- ▶ Subscribe to their channel.
- ▶ Watch and leave a genuine comment on their most recent video.
- ▶ Send them an email or direct message and introduce yourself and give them some positive feedback about their channel, or connect with them on their other social media. Don't make your first message about your products and Youngevity.
- ▶ This should take you only 15 minutes or less a day as part of your Social Media Marketing Schedule.

1,000+ Channels found [Need more?](#) Sort by: Latest Video (descending) ▼ New Search

<p>Tuit Nutrition - Ket... 🇺🇸</p> <p>Entertainment</p>  <p>19.9K Subscribers 143 Videos 618K Total Views Latest Video: Mar 24 2021</p> <p>Example Video: LIVE: What You Need to Know to...</p>	<p>GoodFoodBaddie 🇺🇸</p> <p>Howto & Style</p>  <p>Subscribers hidden 64 Videos 78.6K Total Views Latest Video: Mar 24 2021</p> <p>Example Video: 20 Incredibly Useful Cooking T...</p>	<p>Reinventing My Life 🇺🇸</p> <p>Entertainment</p>  <p>Subscribers hidden 983 Videos 63.5K Total Views Latest Video: Mar 24 2021</p> <p>Example Video: WLS: lapband 2012/Race Food/ ...</p>	<p>Keto Momma 🇺🇸</p> <p>People & Blogs</p>  <p>5.29K Subscribers 641 Videos 464K Total Views Latest Video: Mar 24 2021</p> <p>Example Video: Why KETO? My Honest Experience...</p>
<p>Bettye's Cooking Cha... 🇺🇸</p> <p>Howto & Style</p>  <p>1.41K Subscribers 255 Videos 117K Total Views Latest Video: Mar 18 2021</p> <p>Example Video: How to make a Keto Pizza Low C...</p>	<p>Ian Heydecke 🇺🇸</p> <p>People & Blogs</p>  <p>1.57K Subscribers 344 Videos 143K Total Views Latest Video: Mar 18 2021</p> <p>Example Video: Yorkville Edition Sprezzabox...</p>	<p>Get Healthy U TV- wi... 🇺🇸</p> <p>Sports</p>  <p>15.8K Subscribers 493 Videos 2.17M Total Views Latest Video: Mar 18 2021</p> <p>Example Video: 1,500 Steps Indoor Walking Wor...</p>	<p>lil Piece of Hart * ... 🇺🇸</p> <p>Howto & Style</p>  <p>25.0K Subscribers 229 Videos 1.74M Total Views Latest Video: Mar 18 2021</p> <p>Example Video: TRADER JONES HAUL! NEW LOW CA...</p>
<p>Centsible Living Wit... 🇺🇸</p> <p>People & Blogs</p>  <p>22.4K Subscribers 1789 Videos 4.00M Total Views Latest Video: Mar 22 2021</p> <p>Example Video: Introduction to My Channel 20...</p>	<p>RVrebel Girl 🇺🇸</p> <p>Travel & Events</p>  <p>5.42K Subscribers 437 Videos 741K Total Views Latest Video: Mar 22 2021</p> <p>Example Video: Tour my RV, "Shooting Star"...</p>	<p>WholyFit 🇺🇸</p> <p>Sports</p>  <p>4.48K Subscribers 362 Videos 616K Total Views Latest Video: Mar 22 2021</p> <p>Example Video: Bible Study and Exercise - Dev...</p>	<p>HappyNessa 11:11 🇺🇸</p> <p>People & Blogs</p>  <p>139 Subscribers 181 Videos 5.81K Total Views Latest Video: Mar 22 2021</p> <p>Example Video: ❤️Mental Health Motivation: ...</p>
<p>MOTIVATION MAN 🇺🇸</p> <p>Sports</p>  <p>5.59K Subscribers 340 Videos 740K Total Views Latest Video: Mar 24 2021</p> <p>Example Video: Street Workout (Weight-loss Ca...</p>	<p>Baley Cabin 🇺🇸</p> <p>People & Blogs</p>  <p>315 Subscribers 177 Videos 34.6K Total Views Latest Video: Mar 24 2021</p> <p>Example Video: FabFitFun Spring 2021 with Add...</p>	<p>Barrett Pastor 🇺🇸</p> <p>Howto & Style</p>  <p>16.8K Subscribers 435 Videos 1.42M Total Views Latest Video: Mar 24 2021</p> <p>Example Video: Before and after Weight loss i...</p>	<p>Healthy Living With ... 🇺🇸</p> <p>Howto & Style</p>  <p>4.82K Subscribers 362 Videos 167K Total Views Latest Video: Mar 24 2021</p> <p>Example Video: Healthy Living with Chris Gaul...</p>

WHEN DO I POST?

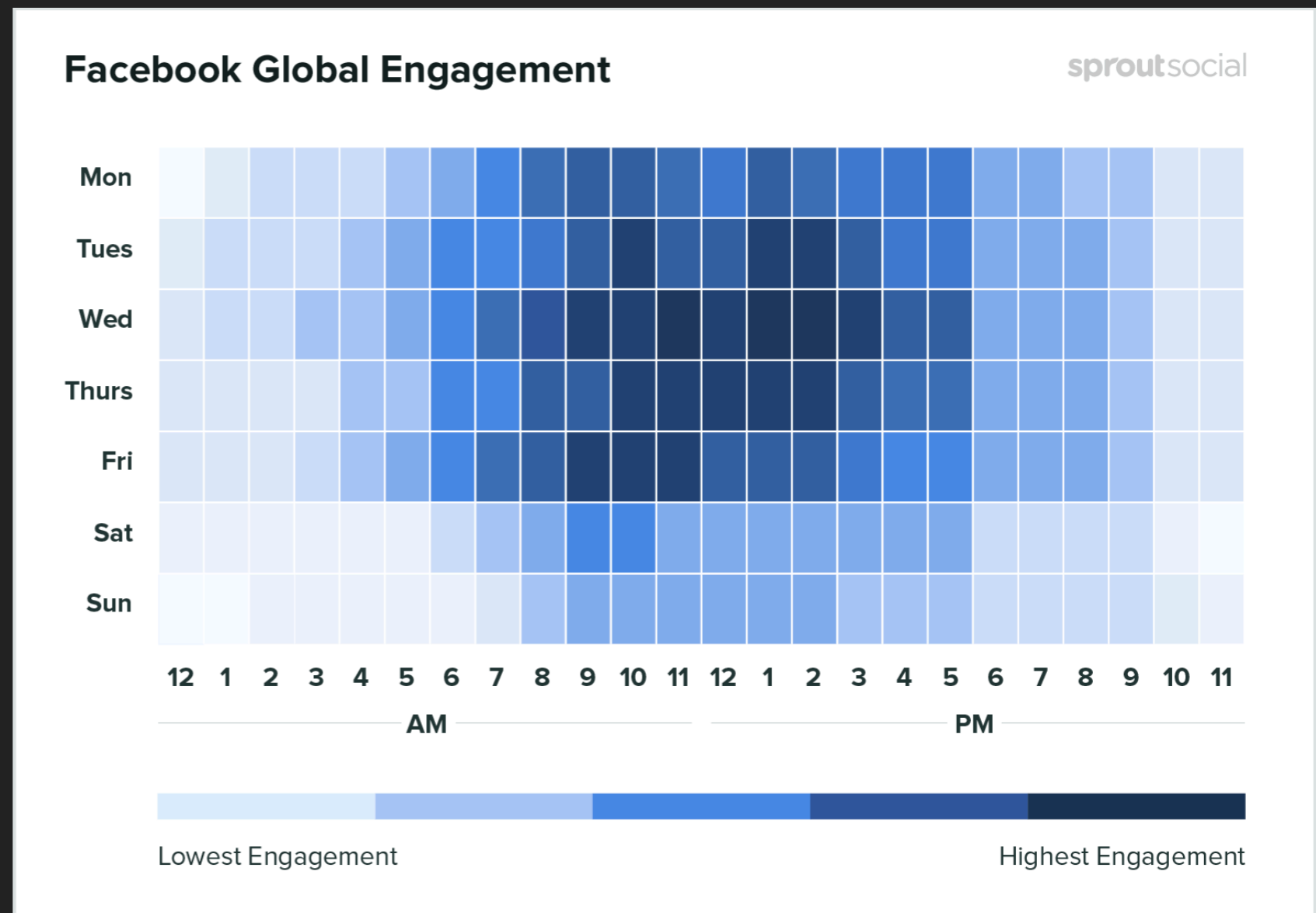


THE BEST TIMES TO POST ON SOCIAL MEDIA IN 2021

TIMING IS EVERYTHING...

BEST TIMES TO POST ON FACEBOOK.

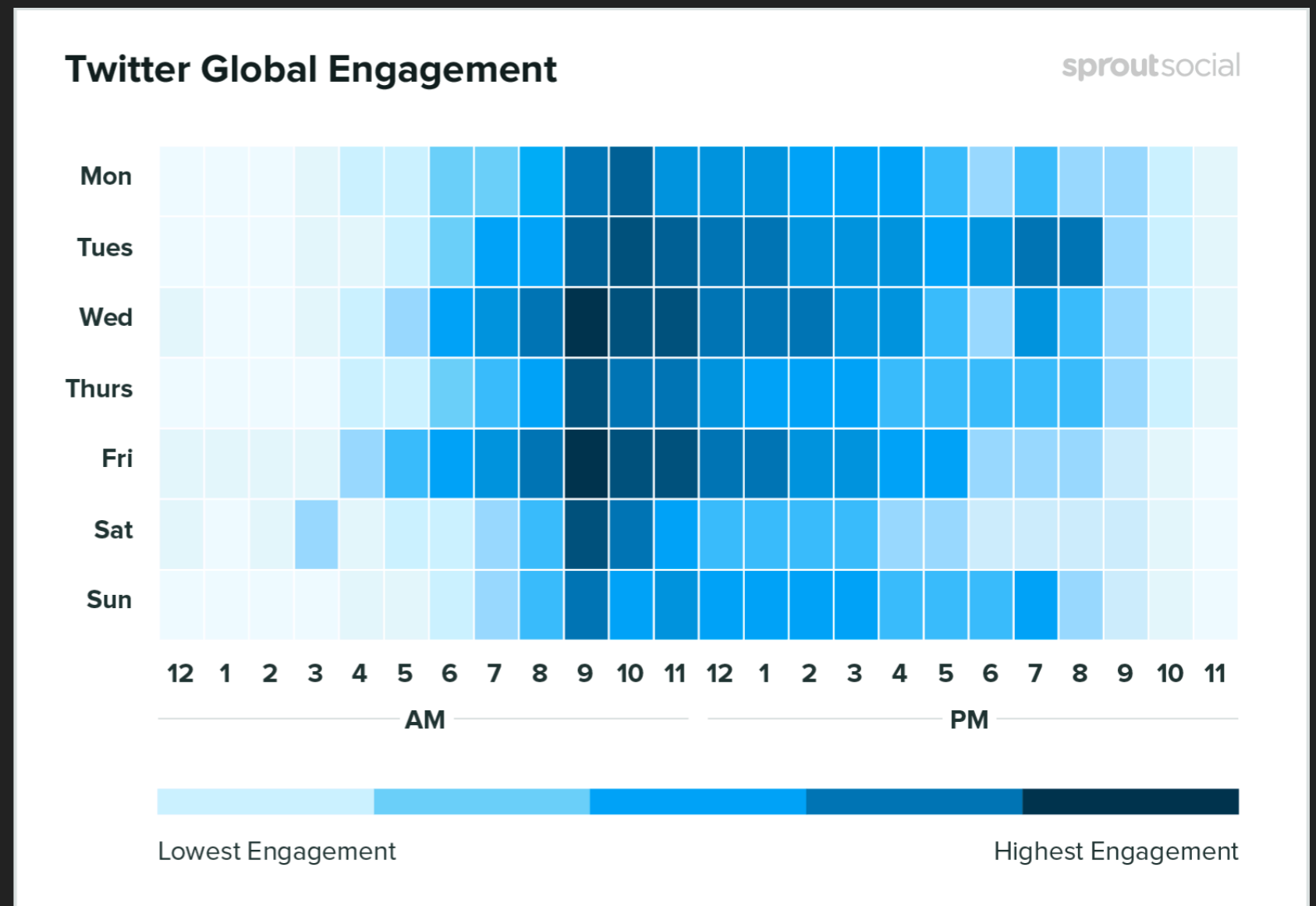
- ▶ Monday morning starts off slower. People are busy.
- ▶ By Wednesday morning they are caught up and looking for that dopamine fix from Social Media.
- ▶ Friday morning they are mentally checking out of work so they are looking for those distractions again.
- ▶ Weekdays are best over weekends. Posting mornings are best for all day engagement.
- ▶ Track your social media posting performance. Find what works best for you!



TIMING IS EVERYTHING...

BEST TIMES TO TWEET ON TWITTER.

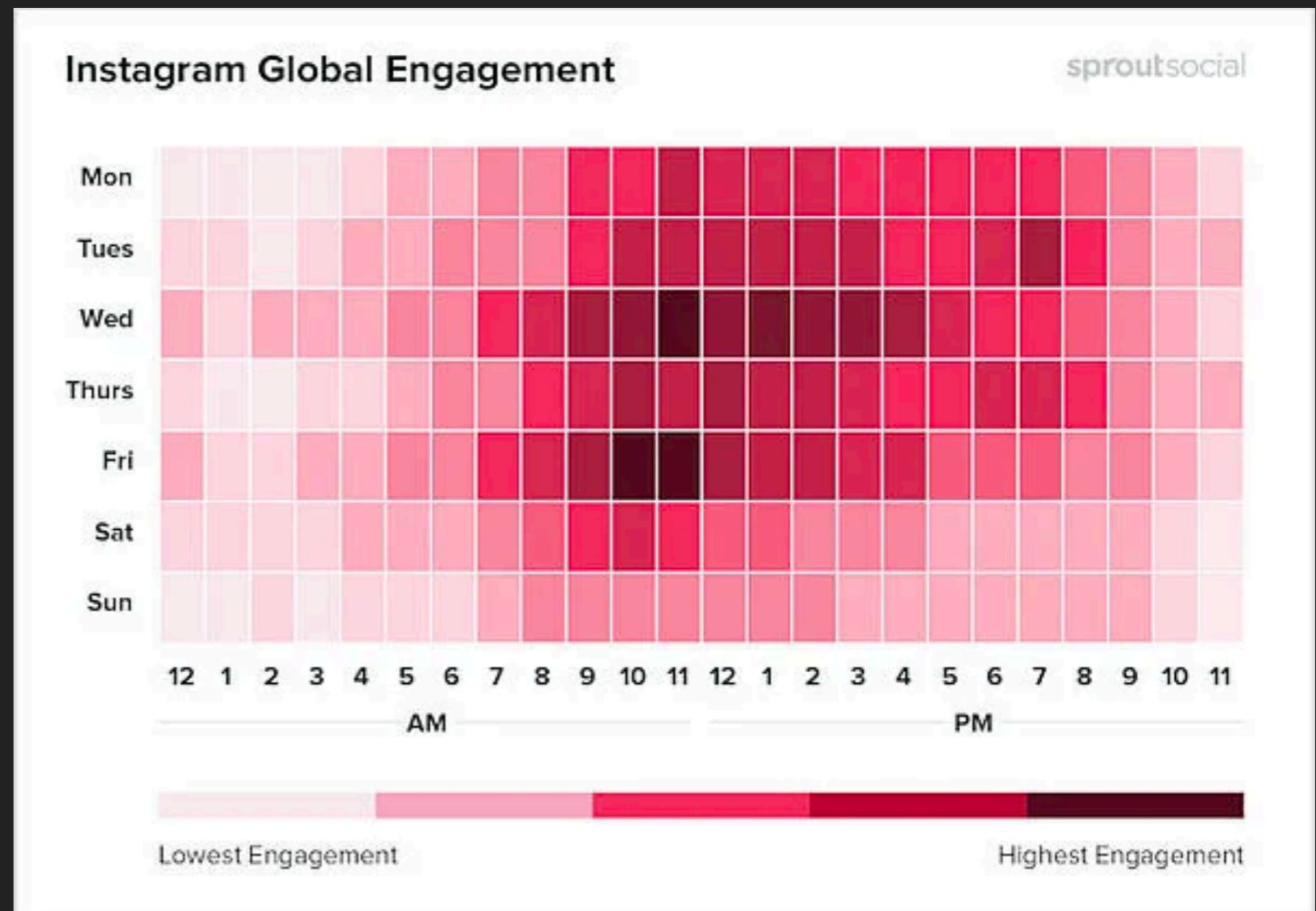
- ▶ Monday's start off slower, people are busy.
- ▶ By Wednesday morning once again things start to heat up. 🔥
- ▶ Thursday slows down again, but Friday everything picks back up again as people look to catch up on everything they missed through the week.
- ▶ Weekends are slower, especially Saturdays and the best times by far are mid-morning!
- ▶ Track your social media posting performance. Find what works best for you!



TIMING IS EVERYTHING...

BEST TIMES TO POST ON INSTAGRAM

- ▶ Monday's start off slower, people are busy.
- ▶ By Wednesday morning once again things start to heat up. 🔥
- ▶ Thursday slows down again, but Friday everything picks back up again as people look to catch up on everything they missed through the week.
- ▶ Weekend's are slower, and the best times to post are late morning to just before mid-day.
- ▶ Track your social media posting performance. Find what works best for you!



TIMING IS EVERYTHING...

OVERVIEW OF YOUR #1 TIMES TO POST PER SOCIAL NETWORK



Facebook

Best times: Wednesday,
11 a.m. and 1-2 p.m.

Best day:
Wednesday

Worst day:
Sunday



Instagram

Best times: Wednesday,
11 a.m. and Friday 10 a.m.=11
a.m.

Best day:
Wednesday

Worst day:
Sunday



Twitter

Best times: Wednesday,
Friday at 9 a.m.

Best days:
Wednesday and Friday

Worst day:
Saturday

YOUR FACEBOOK POST HAS A SHORT LIFESPAN, EVEN SHORTER ELSEWHERE.

A WHOPPING **75 PERCENT OF YOUR FACEBOOK POST'S ENGAGEMENT WILL HAPPEN WITHIN THE FIRST FIVE HOURS,** WHICH MEANS THAT WHILE IT'S NOT A HUGE AMOUNT OF TIME, YOU HAVE MORE LEVERAGE THAN WITH A TWEET. YOUR FACEBOOK POST "IMPRESSIONS HIT THEIR PEAK MUCH SOONER THAN ENGAGEMENT." A FULL 75 PERCENT OF YOUR POST'S LIFETIME IMPRESSIONS ARE REACHED AFTER JUST TWO AND A HALF HOURS.

After posting check back often and early for engagements.

TIPS TO INCREASE YOUR ENGAGEMENT

- ▶ Heart/Like People's Comments - Right away and on older posts. They'll get notifications of your engagement.
- ▶ Ask Questions in the Comments to keep the conversation going on the post. This helps you win over the algorithms on the networks and when they see the posts are generating discussion they will show it to more people.
- ▶ Direct Message People and start up a conversation. This helps you also win over the algorithms because as you engage in direct messaging the sites will likely show your content more often to them now.
 - TIP: Always try ending with a question and you'll get better reply rates.
- ▶ THIS IS MAGIC: Try Sending Audio Messages. You will be blown away.

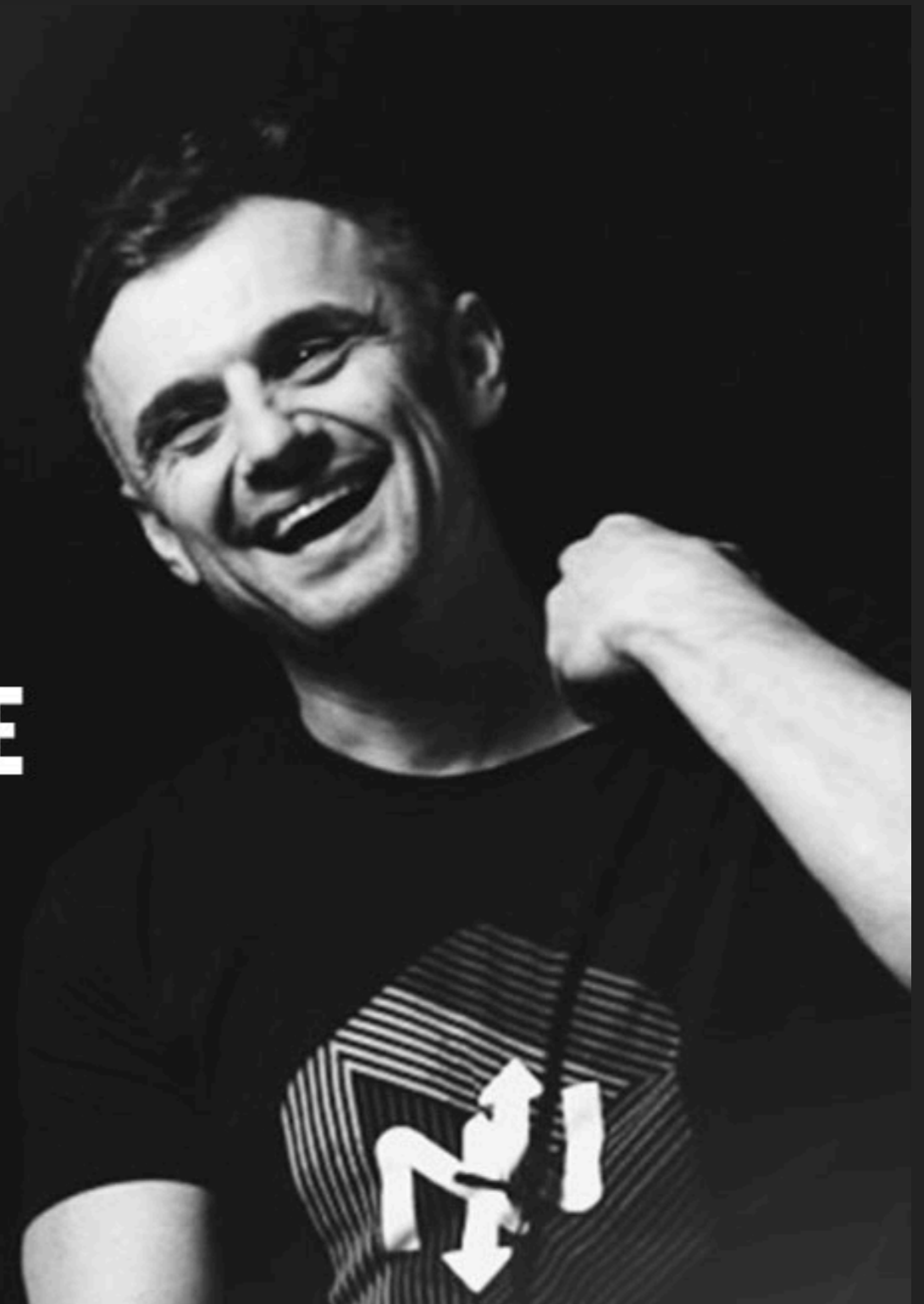
TRAITS OF THE MOST SUCCESSFUL SOCIAL MEDIA ACCOUNTS.

HAPPY UPDATING ACCOUNTS HAVE MORE FOLLOWERS

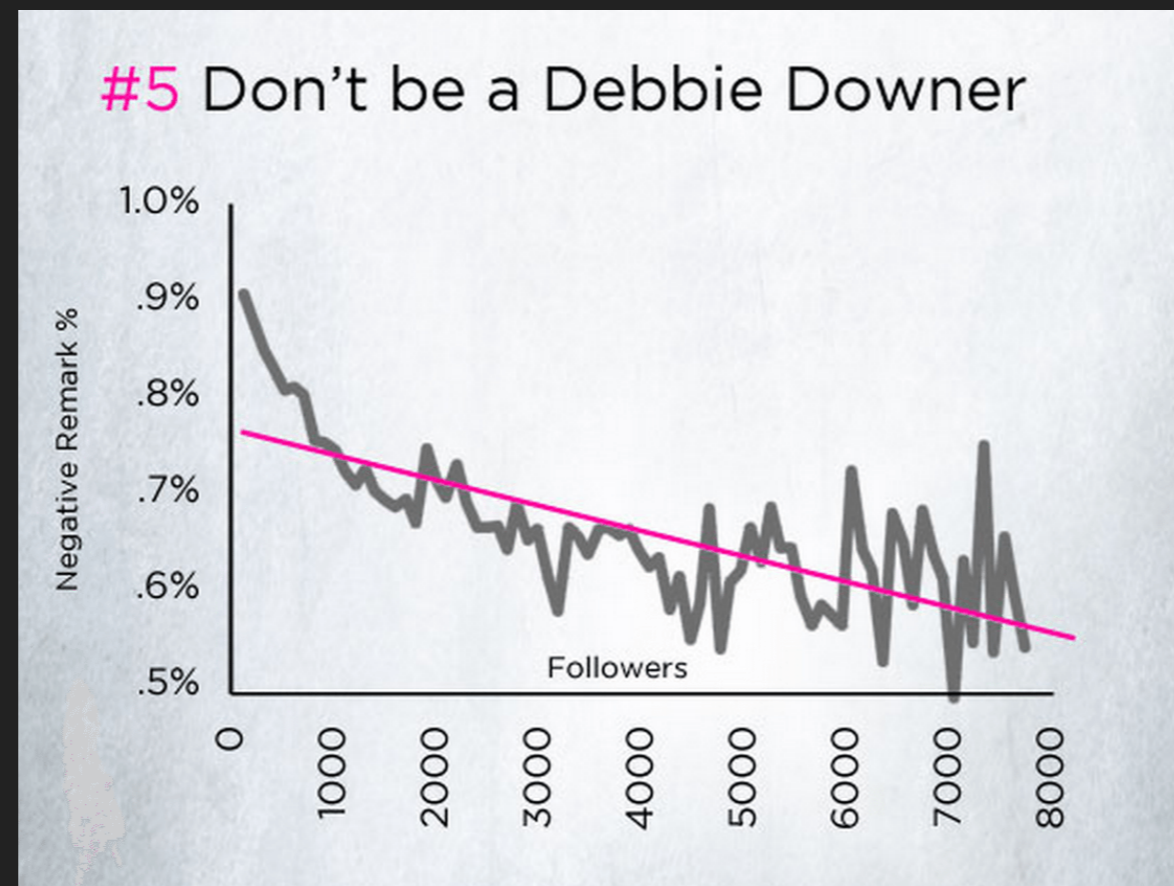
**I CHOOSE
OPTIMISM**

**BECAUSE IF I CHOOSE TO BE
PESSIMISTIC, IT'S OVER
BEFORE IT STARTS.**

John



HAPPY UPDATING ACCOUNTS HAVE MORE FOLLOWERS



THE KEY TO GETTING 200% MORE FOLLOWERS

- ▶ Are you an informer or a meformer?
- ▶ Researchers at Rutgers University found that only 20 percent of us are informers on social media, while the other 80 percent are meformers. What exactly is a meformer?
- ▶ Meformers --- Users who post social media updates mostly relating to themselves
- ▶ Informers --- Users who post updates that are mostly information-sharing

STEVE WALLACH IS A GREAT INFORMER! BE SURE TO FOLLOW HIM!



The Takeaway: Informers had more than 200% the followers of meformers. Aim to boost your information sharing on social media so that you more closely align with the informer cluster rather than the meformer cluster.

**SELL WHAT YOU'VE GOT
WITHOUT SELLING WHAT
YOU GOT.**

- HENRY WEINACKER

BEST PRACTICE EXAMPLE

@SHELLDAVIS_1



shelldavis_1 • Following



shelldavis_1 I will get back into these miss me jeans!! And the Keto plan is helping! Thank you #Youngevity for the awesome #keto products and support. #goals #weightloss #weightlossshake

125w



cafelefit Stay fit today with @cafelefit



125w Reply



shelldavis_1 #ketoadapted #ketodiet #weightmanagement #ketoshake #burnfat #fatdoesntmakeyoufat #healthylifestyle #naturalhealth #BeyondHealth



Liked by debbietaillieu and 41 others

FEBRUARY 22, 2017

Add a comment...

Post

GET PEOPLE ROOTING FOR YOU!

SHE SHARES WHAT SHE'S INTO. LOVES - KETO RECIPES.



shelldavis_1 • Following

shelldavis_1 Snack time! 🍴 link in bio 😊

#ketobar #proteinbar #ketosnack #lowcarb #nutritionalketo #ketolife #wholefoodblend #enzymes #metabolicsupport #lownetcarbs #youngevity #healthandwellness #health #healthyating

5w

antoinette_leveque That looks yummy

5w 1 like Reply

tracywagstaff7 Yesss! I call that a ketoreo! 😍

5w 1 like Reply

Liked by swallachceo and 28 others

JUNE 13

Add a comment... Post

VIDEO: KETO GARLIC BREAD



JAMAICAN JERK CHICKEN



VIDEO: KETO BAGELS!



WANT A 200% BOOST IN YOUR POSTS?

SAMPLING WORKS ONLINE TOO!

- ▶ Studies show that giveaway posts average 200% more shares per post than average!
- ▶ Sample your favorite products like Dr. Gold and Michelle.
- ▶ Share what you love and do a weekly drawing.
- ▶ Use opportunities when we have sticks of Pollen Burst, BTT, and more on Double or Triple QV to stock up and use for online sampling!



Corey Gold is with Michelle G. Wallach and 9 others. March 4 · 🌐

Over 100 amazing Pollen Burst testimonials!

3 MEGA PERK Winners: [Jaime Olibas](#), [Blanca Corral](#) and [Gabriela Moreno](#)

4 regular PERK winners: [Lisa Marshall Torres](#), [Kimberly LaBonte](#), [Amber Murphy](#) and [Laurie Walsh](#)

The post features a collage of images: Corey Gold holding a box of Pollen Burst, Corey Gold on a wooden bridge, Blanca Corral smiling, Corey Gold in a blue shirt, a collage of people enjoying Pollen Burst, and a young girl in a purple shirt. The bottom of the post shows 97 reactions and 40 Comments 3 Shares.



Michelle G. Wallach June 17 · 🌐

Mineral Makeup Monday 💄💋

It doesn't take a lot to look flawless.... Eyebrows, Mascara, Concealer, Lips ☀️ and I'm ready to go 🚗 Who could use a little Perk 🎁 today to get this week going???

#Youngevity 🙌🙌🙌

The post features a large portrait of Michelle G. Wallach with blonde hair, wearing a colorful patterned top. The bottom of the post shows 314 reactions and 165 Comments 7 Shares.

FOLLOW MICHELLE WALLACH! :)



FACEBOOK
MICHELLE WALLACH



INSTAGRAM
@MWALLACH



TWITTER
@MGWALLACH

WORST THINGS TO DO ON SOCIAL MEDIA

- ▶ Don't post in bursts - more than half of unfollows and "mutings" come from too many posts in a short amount of time.
- ▶ Repeatedly sending direct messages.
- ▶ Over-tagging people on posts.
- ▶ Don't be a TROLL. Do not leave a negative comment when you can call the company direct.
- ▶ Don't limit yourself to one social media network.
- ▶ Posting only when inspiration strikes... remember what I told you about Social Media timing.
- ▶ If you're trying to build a business I would leave your political opinions off Social Media. Do you want to build a business or debate politics? You can't do both.
- ▶ Arguing online with someone. When you post one comment in disagreement, it's voicing your opinion. When you post a rebuttal, it looks like you are defending yourself. When you argue back and forth, everyone thinks you are using up precious bandwidth. Best to leave it to private communications.
- ▶ Forgetting that your mission is to enrich. Starting a business isn't all about boosting your earning potential. It's about developing a product or service that'll enrich people's lives. So when you take to social media, make it your goal to reflect that mission.

Enrich your follower's lives. Share content that is useful, relevant, and helpful!

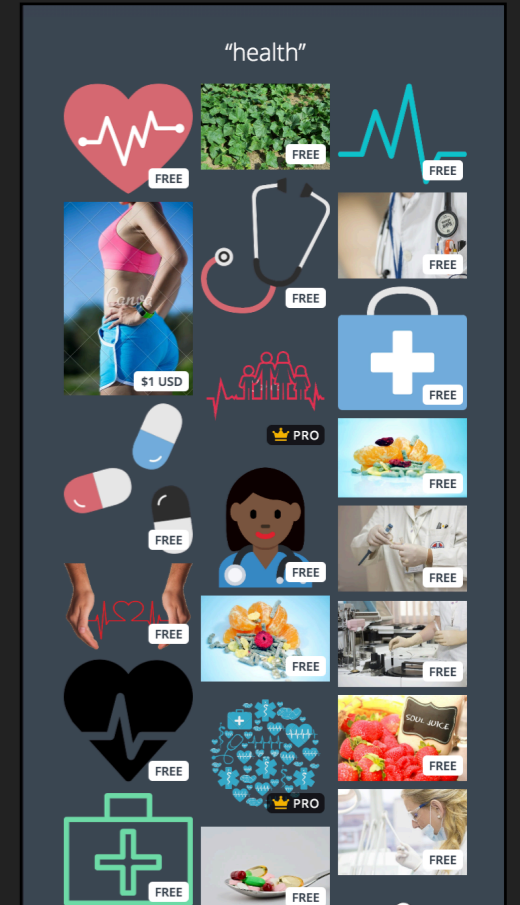
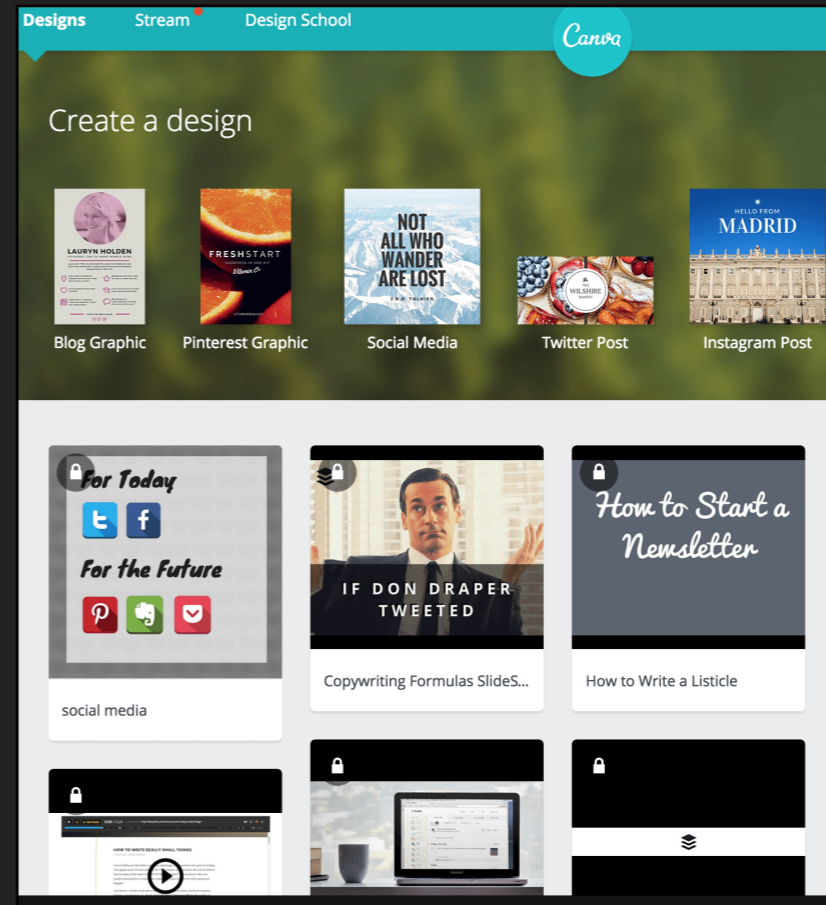


UNDERDOG

CONTENT TOOLS

CREATE STUNNING SOCIAL MEDIA

CANVA.COM



Over 2 million people trust Canva to help with creating images for social media, blog posts, and practically any other use you can imagine.

How you use Canva: The optimized sizes and built-in templates make it fast and easy to create tall pictures for Pinterest, rectangular ones for Twitter, square for Facebook or Instagram, and any size in between.

Create a design

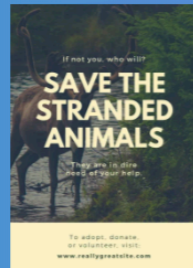
Recommended for you



Flyer



Invitation (Portrait)



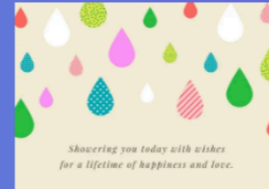
Poster



Postcard



Letterhead



Card



Business Card

Social Media Posts



Twitter Post



Square Social Media Graphic



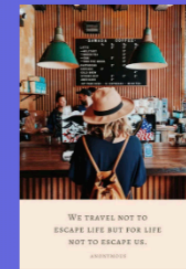
Pinterest Graphic



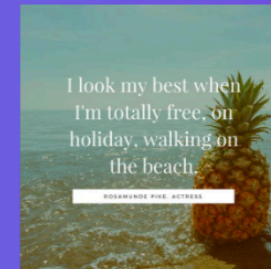
Facebook Post



Facebook App



Tumblr Graphic



Instagram Post

Documents



US Letter Document



Presentation



A4 Document



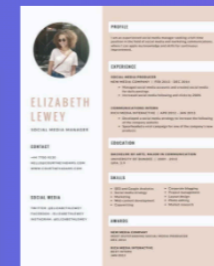
Letterhead



Magazine Cover



Certificate



Resume



Yearbook



You can search for the most viral content on Facebook and repost it to your timeline.

"Post Planner is like aspirin for your Facebook marketing pain."

POSTPLANNER.COM - SHOWS YOU THE MOST VIRAL PHOTOS TO USE

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Find

Plan

Post

Settings

Help Center

post planner

Popular ▾

- ★ Marketing
- ★ Technology
- ★ Quotes
- ★ Engaging
- ★ Interesting
- ★ Funny
- ★ Top News
- ★ Random

Industries >

Status Ideas >

Recent Finds >

My Content >



To find content, add a Facebook page, keyword or @handle



★ Quotes ⓘ

NEW WEEK MONTH ALL

PHOTOS

STATUSES



1 year ago
from Be Inspired



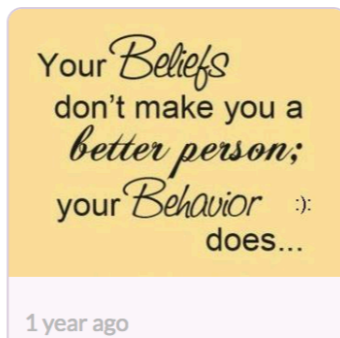
1 year ago
from Be Inspired



1 year ago
from Be Inspired



1 year ago
from Be Inspired



1 year ago
from Positive People - ...



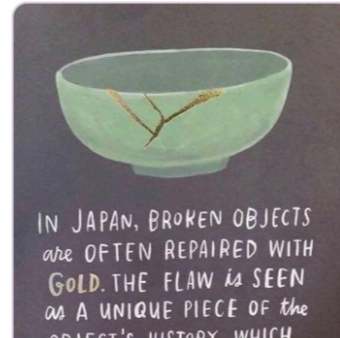
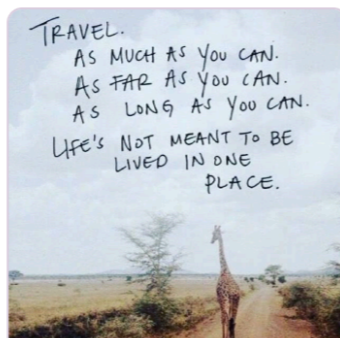
1 year ago
from Positive People - ...



1 year ago
from Loving them Quot...



1 year ago
from Life's a Dance



POSTPLANNER.COM - SHOWS YOU THE MOST POPULAR QUOTES TO SHARE

Find

Find

Plan

Post

Settings

Help Center

Popular ▾

- ★ Marketing
- ★ Technology
- ★ Quotes
- ★ Engaging
- ★ Interesting
- ★ Funny
- ★ Top News
- ★ Random

Industries >

Status Ideas >

Recent Finds >

My Content >

To find content, add a Facebook page, keyword or @handle

★ Quotes ⓘ

PHOTOS

STATUSES

We are all storytellers. We all live in a network of stories. There isn't a stronger connection between people than storytelling.
--Jimmy Neil Smith

There are things known and things unknown and in between are the doors.
--Jim Morrison

Everything started as nothing.
--Ben Weissenstein

Attack every problem with enthusiasm...as if your survival depended upon it.
--Unknown

Not the fastest horse can catch a word spoken in anger.
--Chinese Proverb

I will tell you how to become rich. Close the doors. Be fearful when others are greedy. Be greedy when others are fearful.
-- Warren Buffet

POSTPLANNER.COM GIVES YOU IDEAS FOR QUESTIONS TO GENERATE CONVERSATION

The screenshot displays the Post Planner website interface. On the left is a green sidebar with navigation options: Find, Plan, Post, and Settings. The main content area is titled "Find" and includes sections for Popular, Industries, and Status Ideas. The Status Ideas section is expanded to show "Questions". The main content area features a search bar at the top with the placeholder text "To find content, add a Facebook page, keyword or @handle". Below the search bar is a "Questions" section with a search input field. The main content area displays a list of question ideas for social media posts, each in a light purple rounded rectangle.

Find

Popular >
Industries >
Status Ideas ▾

- Questions
- Ask for Likes/Comments
- Fill-In-The-Blank
- Contests
- Insert Your Brand
- Fan Love
- Promo
- Trivia
- Deep Thoughts
- Weekends & Work
- Family and Pets
- Music, Culture, Food, Spirits
- Facebook and Tech
- Spring
- Summer
- Fall
- Winter

Recent Finds >
My Content >

post planner
Help Center

To find content, add a Facebook page, keyword or @handle

Questions

If you could snap your fingers and visit anywhere on the planet, where would you go today?

What is the most dramatic view you have seen?

This is a really simple and fun game. You will given 2 choices. Pick the one that best fits you, then add your own question for the next person to answer.
Question: Coffee or tea?

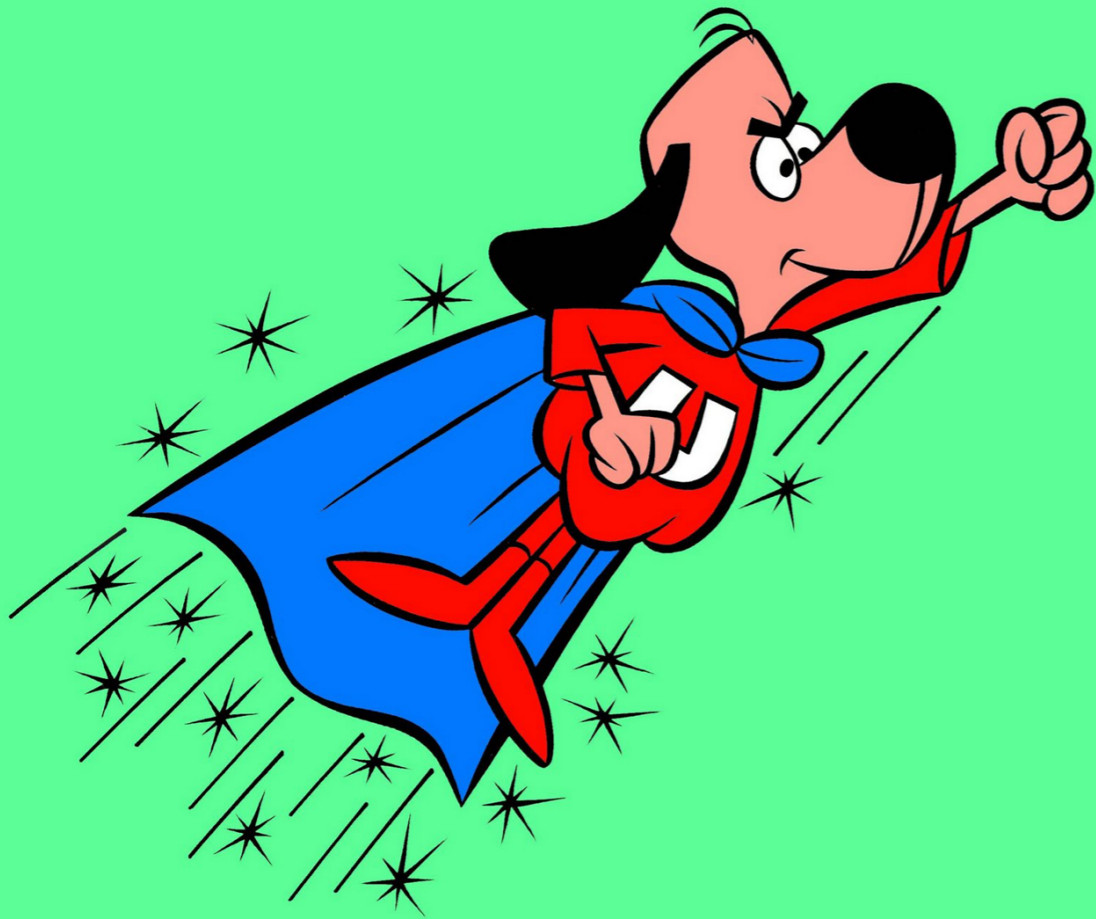
How tall are you? Have you ever wished to be a different height?

Q: How would you define leadership?

What negative thing would your last boss say about you?

If you could have lunch with anyone living who would it be?

REPINNED.NET



Repinned!

Most Interesting Popular Boards Who to Follow?

Popular Pins: All Categories Food & Drink DIY & Crafts Women's Fashion Home Decor Hair & Beauty Weddings Humor More

Most Repinned Quotes Pins

Editor's Choice: RENT IN CANNES <http://realfrenchriviera.com>

<< First < Previous 1 2 3 4 Next > Last >>

<p>Sometimes when things are falling apart they may actually be falling into place.</p> <p>74,885 Repins 13,865 Likes 8 Comments</p> <p>smallanchors.com Quotes</p>	<p>She believed she could, she believed she could.</p> <p>66,562 Repins 13,054 Likes 8 Comments</p> <p>www.itsalwaysautumn.com Quotes</p>	<p>FAIL WHEN YOU FAIL WHEN YOU</p> <p>47,598 Repins 7,530 Likes 5 Comments</p> <p>www.bt-images.net Quotes</p>	<p>And I'd choose you; in a hundred lifetimes, in a hundred worlds, in any version of reality, I'd find you and I'd choose you.</p> <p>-THE CHASER OF STARS</p> <p>43,024 Repins 11,643 Likes 6 Comments</p> <p>www.etsy.com Quotes</p>
<p>to have something that makes saying goodbye so hard."</p> <p>to have something that makes saying goodbye so hard."</p>	<p>MOMENTS IN LIFE IS WHEN YOU FIND THE COURAGE TO LET GO</p> <p>MOMENTS IN LIFE IS WHEN YOU FIND THE COURAGE TO LET GO</p>	<p>When it rains look for RAINBOWS.</p>	

Repinned.net shows you the best of the best of Pinterest! Explore the most repinned Pinterest pins by Category.

With this tool, you can find the best content to post easily with a few quick searches.

The site is completely free to use!

HASHTAG YOUR CONTENT WITH WWW.BEST-HASHTAGS.COM

BEST #NUTRITION HASHTAGS

Copy

#nutrition #fitness #health #healthylifestyle #healthy #healthyfood #weightloss #diet #motivation #workout #gym #fit #wellness #food #lifestyle #fitnessmotivation #healthyliving #bodybuilding #healthyeating #fitfam #vegan #protein #training #exercise #nutritionist #eatclean #personaltrainer #foodie #weightlossjourney #bhfyp

RELATED HASHTAGS FOR #NUTRITION

Use this list to find new related hashtags for your posts

#	Hashtag	Posts
1	#nutritionist	3,528,755
2	#nutritioncoach	1,654,308
3	#nutritiontips	749,057
4	#nutritional	421,626
5	#nutritionplan	317,698

Recommended HashTags

- ➔ [#gym](#)
- ➔ [#fit](#)
- ➔ [#wellness](#)
- ➔ [#food](#)
- ➔ [#lifestyle](#)
- ➔ [#fitnessmotivation](#)
- ➔ [#healthyliving](#)
- ➔ [#bodybuilding](#)
- ➔ [#healthyeating](#)
- ➔ [#fitfam](#)
- ➔ [#vegan](#)
- ➔ [#protein](#)
- ➔ [#training](#)
- ➔ [#exercise](#)
- ➔ [#nutritionist](#)
- ➔ [#eatclean](#)
- ➔ [#personaltrainer](#)
- ➔ [#foodie](#)
- ➔ [#weightlossjourney](#)
- ➔ [#supplements](#)

FIND RELATED HASHTAGS YOU NEVER THOUGHT OF!

Copy

#wellness #health #fitness #healthylifestyle #selfcare #love #motivation #lifestyle #yoga #beauty #mentalhealth #healthy #mindfulness #healing #selflove #nutrition #healthyliving #meditation #skincare #workout #wellbeing #gym #life #instagood #inspiration #relax #fit #fitnessmotivation #weightloss #bhfyp

RELATED HASHTAGS FOR #WELLNESS

Use this list to find new related hashtags for your posts

#	Hashtag	Posts
1	#wellnesscoach	2,031,201
2	#wellnessjourney	1,956,979
3	#wellnesswednesday	1,232,067
4	#wellnessthatworks	964,814
5	#wellnessblogger	910,974
6	#wellnesswarrior	624,198
7	#wellnessadvocate	350,546
8	#wellnesslifestyle	319,214

Recommended HashTags

- ↻ #mentalhealth
- ↻ #healthy
- ↻ #mindfulness
- ↻ #healing
- ↻ #selflove
- ↻ #nutrition
- ↻ #healthyliving
- ↻ #meditation
- ↻ #skincare
- ↻ #workout
- ↻ #wellbeing
- ↻ #gym
- ↻ #life
- ↻ #instagood
- ↻ #inspiration
- ↻ #relax
- ↻ #fit
- ↻ #fitnessmotivation
- ↻ #weightloss
- ↻ #spa

YOUR 2021 REST OF THE YEAR GAME PLAN!

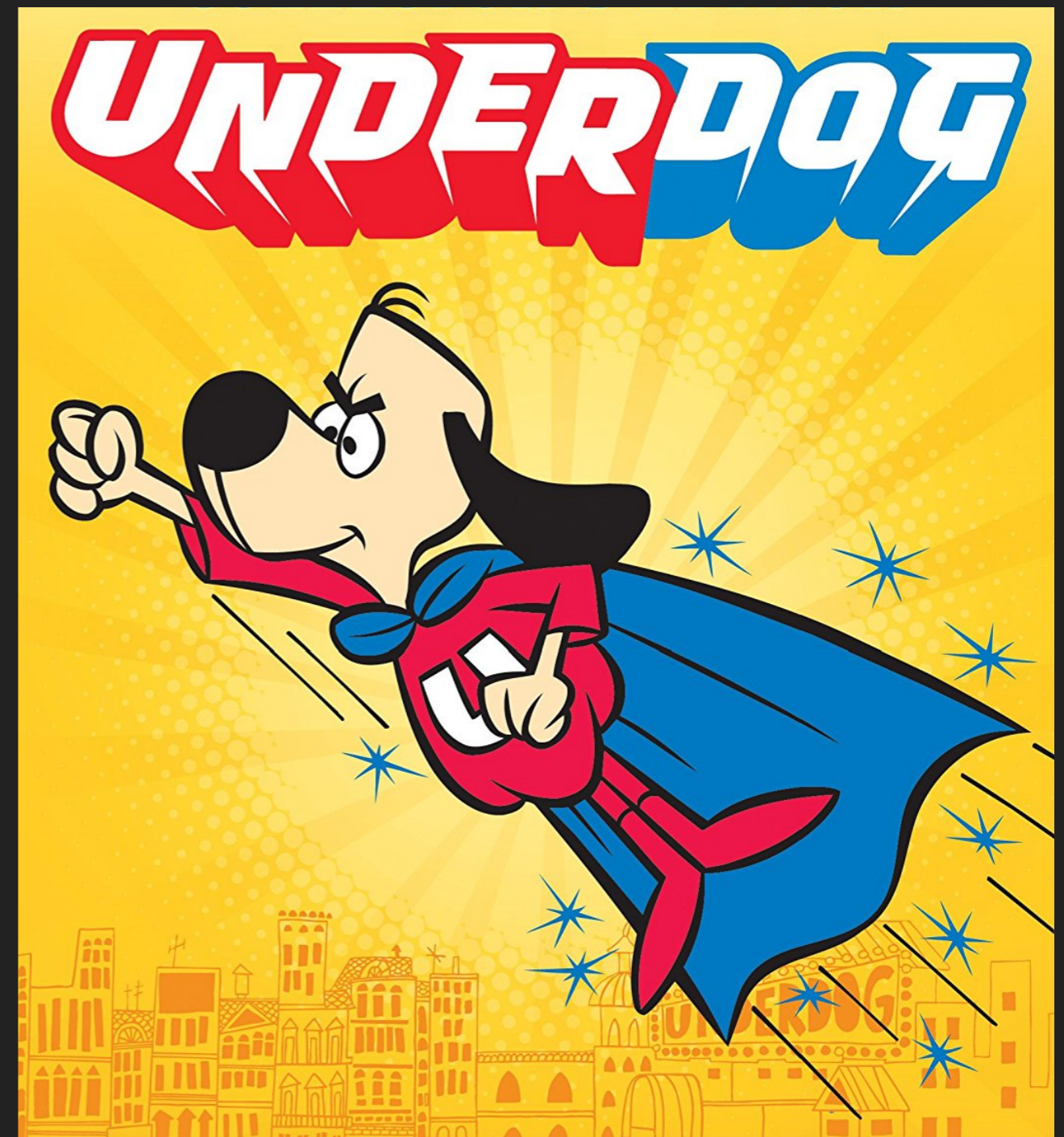
- ▶ \$1.80 Growth Strategy on Instagram (15 minutes)
(Your 2 cents on top 9 hashtags on top 10 posts.)
- ▶ \$1.80 Growth Strategy on Facebook (15 minutes)
(Your 2 cents on top 9 hashtags on top 10 posts.)
- ▶ FollowerWonk on Twitter (15 minutes)
(10 Follows and Reach Outs a Day.)
- ▶ ChannelCrawler on YouTube (15 minutes)
(10 Follows and Reach Outs a Day.)

60 minutes a day to change your life and generate endless new leads and business relationships online.

If you start this Monday you will have 250 days (360,000 minutes) between then and the end of the year. For just 1 hour a day by the end of this year you'll have accomplished:

- ▶ 22,500 comments on Instagram
- ▶ 22,500 comments on Facebook
- ▶ 2,500 reach outs to prospects on Twitter
- ▶ 2,500 reach outs to prospects on YouTube

- ▶ That's 50,000 reach outs/actions and if you can just get a response rate of 1% that's 500 new people in your business!



TAKE YOURSELF FROM UNDERDOG TO HERO.

CHRISTMAS EVE/BIRTHDAY MENTALITY

reflex! when a... the
hammer of critical thinking on your mind, rest
assured it will now be met with a swift kick to the
head. Create your optimism reflex today.

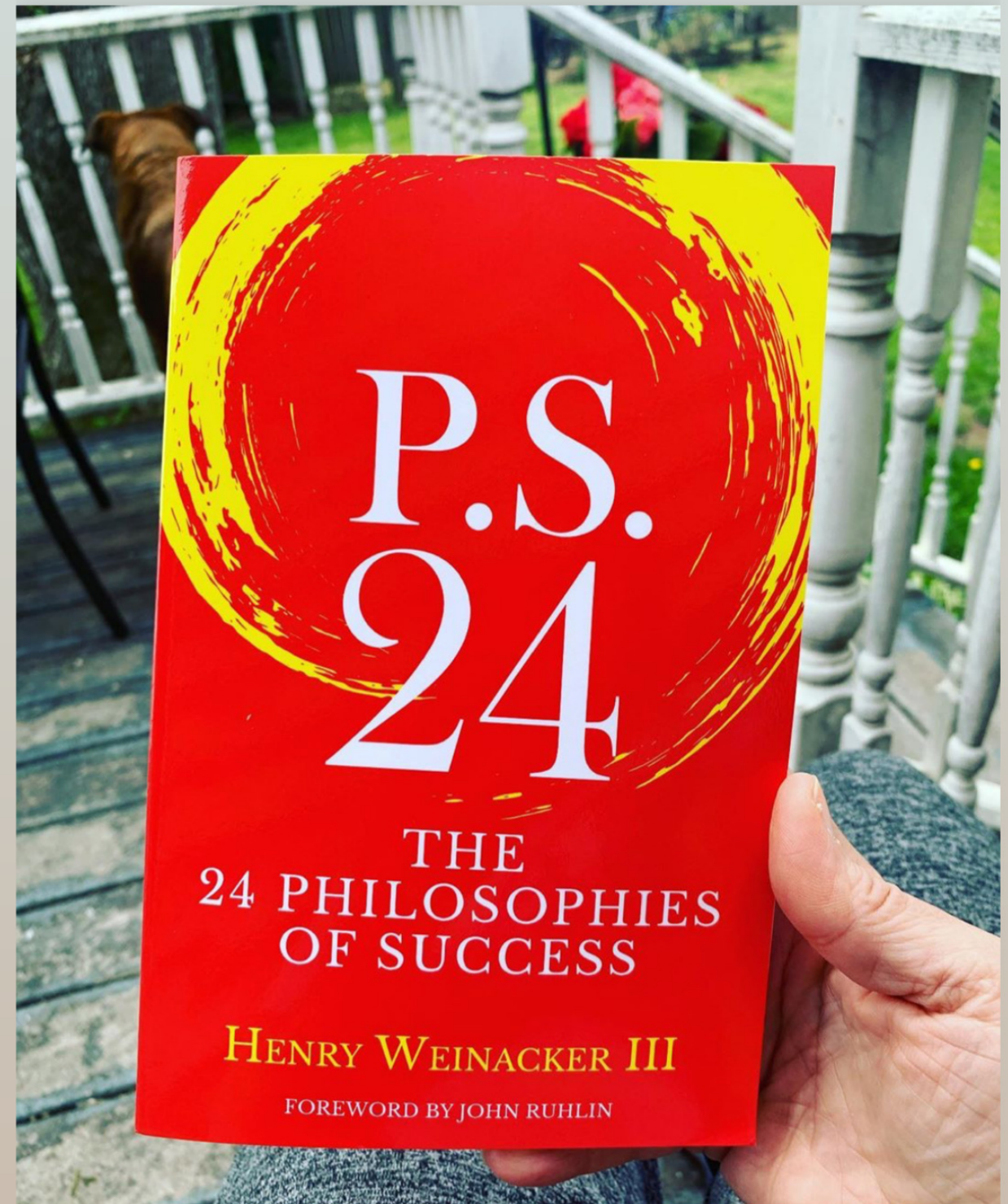
The Christmas Eve/Birthday Mentality

In addition to the reflex, I practice optimism with the Christmas Eve/Birthday mentality. Every night before I go to bed, I have all the excitement of a little kid on Christmas Eve—you know, the typical kid who is so excited for the next day to come they can hardly go to sleep, wishing they could close their eyes for a few seconds, open them back up, and it would be morning. That is the level of excitement we should still have for our tomorrows.

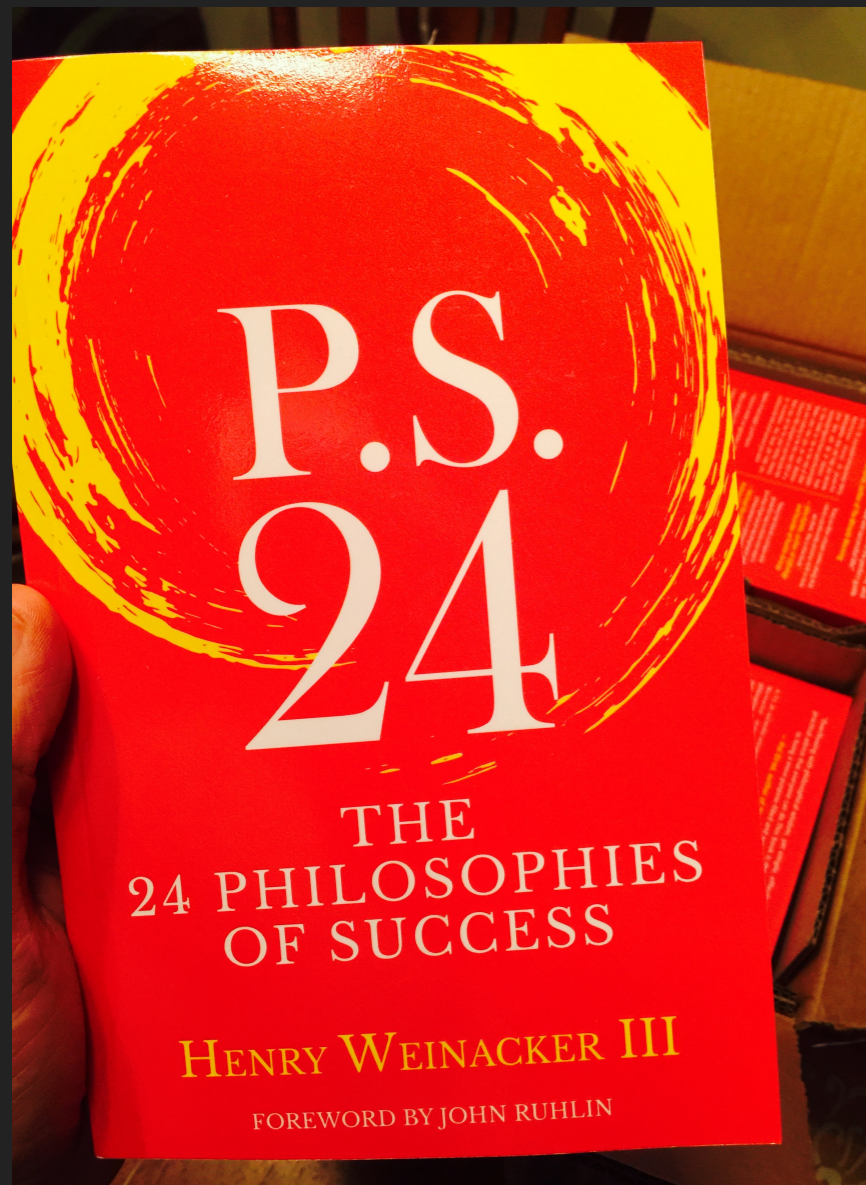
Then, in the morning when I wake up, I have that feeling of a little kid on their birthday. You know, that great feeling when you know things are going to be absolutely wonderful. The “it’s my birthday today” mentality is how we should live and enjoy every day.

Now, I’ll be the first to admit, I didn’t always have this optimistic outlook. I wasn’t born with a smile on my face, despite what you might think. I was like most people before discovering this new outlook on life. At the end of the day, I would just be glad it was all over and dread the sound of the alarm that would tell me tomorrow was now today.

While virtually every day I wake to my new-found refreshing view, I still have off days like



@shelldavis_1



62 THE 24 PHILOSOPHIES OF SUCCESS

even spat on. Why? I don't know. I used to ask that question through tears all the time.

But the marks on my body were nothing compared to the mental ones I would get from verbal beatings. Any time a teacher would say, "Okay class, divide up into groups for the next assignment," I'd get a terrible feeling in my stomach because I knew the whole class would pick their friends and form their groups and I would be sitting by myself again.

I remember thinking, just give me a shot! I have so much to offer if you'll just let me show you! Someone *please* give me a chance, someone *please believe in me!* Don't we all just want to be believed in?

It always seemed like the only person who believed in me was my mom. She has always been my rock. She's always believed in me, even when I didn't believe in myself. In fact, when my mom would pick me up from school, she would ask one question every time. She'd say, "Did anyone tell you that you look handsome today?" and smile. I'd usually look down or away and say no. She'd always reply right back, "Well I did!"

Even the day I came home upset because a couple of kids had ruined my brand new pants in front of the whole class, there she was, never skipping a beat, saying, "Anyone tell you that you look handsome today?" I replied no and with a smile on her face she said, "Well I did!"

That little exchange sort of became a running joke we still say to this day. So, if you see me and

BELIEF

HENRY WEINACKER

ORDER P.S. 24: THE 24 PHILOSOPHIES OF SUCCESS ON WWW.AMAZON.COM

CONNECT WITH ME ON SOCIAL MEDIA TOO!

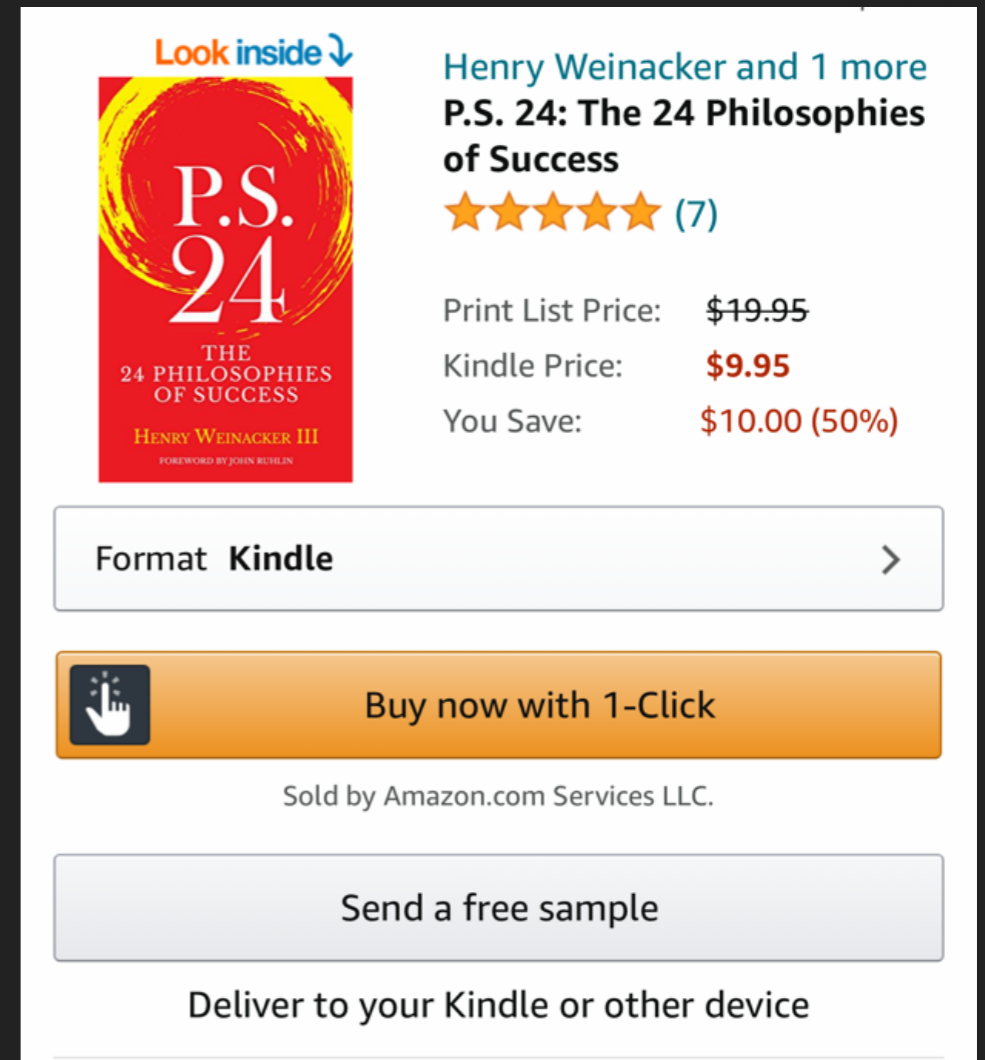
WWW.FACEBOOK.COM/HENRYWEINACKER

WWW.INSTAGRAM.COM/HENRYWEINACKER

WWW.TWITTER.COM/HENRYWEINACKER

SOCIAL MEDIA.

FROM UNDERDOG TO HERO.




Look inside ↴

Henry Weinacker and 1 more
P.S. 24: The 24 Philosophies of Success
★★★★★ (7)

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Kindle Price: **\$9.95**
You Save: \$10.00 (50%)

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