



STEP FORWARD

YOUR NEXT 90 DAYS



STEP FORWARD

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STEPS
to SUCCESS
with Aloette



STEP FORWARD

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Social Media and Content Creation

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How This Works

There are 3 types of knowledge you'll gain from this series of videos trainings and guides.

1

Process- how to use the business tools provided to operate your business.

2

Product- Learning about all of the different Aloette products and programs for customers and consultants.

3

Delivery- whether you're partying virtually or sharing socially- we will teach you all the ways to share Aloette.

STEP FORWARD

YOUR JOURNEY, YOUR PACE

Ready, set, launch!

You are familiar with your FLIGHT Portal, have some basic product knowledge, and are getting connected with our community. It's time to Step FORWARD!


As you work through Step FORWARD, you will be learning more about your FLIGHT Portal. You'll gain confidence in recommending makeup and skincare packages and sharing your business on social media!

Your Coaches for STEP IN

MINDY	<p>MINDY BOYD Director of Sales, North America</p> <p>Mindy has over 18 years of experience in building and leading teams inside of Aloette, starting as a Beauty Consultant in the early 2000's. As Director of Sales at Aloette her vision is to deliver a path to success for everyone who partners with the brand.</p>	
BRENDA	<p>BRENDA STER, #EMPOWER SOCIAL Social Marketing Strategist and Coach</p> <p>Brenda coaches social sellers around the world on finding their online voice, and finding success in today's modern marketplace.</p>	
CRYSTAL	<p>CRYSTAL MCNEER Esthetician and Aloette Direct Leader</p> <p>Crystal has 20 years of experience leading a team inside of Aloette and as an licensed esthetician and skincare educator. At home in Virginia, Crystal is a mom, wife and avid photographer.</p>	
JACKIE	<p>JACKIE BAILEY Aloette Direct Leader and Aloette Consultant Services</p> <p>Jackie is a North Carolina Aloette Direct Leader as well as our Aloette Consultant Services support link. She has over 27 years of experience at Aloette. Jackie is a mom to twin daughters, and when she has free time, she loves spending time shopping with her girls and traveling with her husband, Shane</p>	
BROOKE	<p>BROOKE NORLIN Aloette Direct Leader</p> <p>Brooke has been in direct sales for nearly her entire adult life and she's thrilled to have landed at home with Aloette. She lives her best life balancing her favorite roles as wife, mama and doing all things social media!</p>	
EMILY	<p>EMILY GRIFFIN Senior Marketing Manager, Aloette Cosmetics</p> <p>Emily is the Senior Marketing Manager at Aloette Cosmetics. In her role, Emily creates and manages our marketing plan, partners with the PR team to create social campaigns, and so much more!</p>	

Your next step.

We are so grateful and excited that you've chosen to partner with Aloette. This is the second step of your Aloette journey- you're Stepping FORWARD.



Hop into Step FORWARD. Put your new skills to work by scheduling some virtual skincare consultations and begin building your online community.

As you work through Step FORWARD, you will be learning more about your FLIGHT Portal. You'll gain confidence in recommending makeup and skincare packages and sharing your business on social media!

STEP FORWARD

ALOETTE'S STEPS TO SUCCESS IS A 5 PART JOURNEY. EACH STEP IS A NOTATED BY A DIFFERENT LEAF OF THE ALOE PLANT.





ALOETTE®

Share the Beauty

GETTING STARTED

ALOETTE CONSULTANT	SENIOR ALOETTE CONSULTANT	EXECUTIVE ALOETTE CONSULTANT
Complete Application Agreement	Sponsor one on-track** Consultant or \$3,000 in sales	Sponsor two on-track** Consultants or \$6,000 in sales
25% Commission	30%* Commission	35%* Commission

TERMS

*30% and 35% raises go into effect upon completion of \$400 in personal sales achievement of a new sponsored Consultant. Leader overrides go into effect in the month of achievement of qualifications. Qualification month is defined for JFE, Field Executive and higher when all sponsors required for each level qualify.

** Personally sponsored Consultants must be On-Track. An On-Track Aloette Consultant has \$400 in personal sales within her first six months.

LEADERSHIP

	\$4,000 - \$5,999	\$6,000 - \$11,999	\$12,000 - \$17,999	\$18,000 - \$23,999	\$24,000 - \$31,999	\$32,000 - \$39,999	\$40,000 - \$47,999	\$48,000+ or more	Monthly Sales
JUNIOR FIELD EXECUTIVE²	3%								
FIELD EXECUTIVE		6%	7%	8%	9%	10%	11%	12%	Commission
DIRECTOR			7% (3.5%)	9% (4.5%)	10% (5%)	11% (5.5%)	12% (6%)	13% (6.5%)	Downline (Breakaway)
EXECUTIVE DIRECTOR			8% (4%)	10% (5%)	11% (5.5%)	12% (6%)	13% (6.5%)	14% (7%)	Downline (Breakaway)
VICE PRESIDENT			9% (4.5%)	11% (5.5%)	12% (6%)	13% (6.5%)	14% (7%)	15% (7.5%)	Downline (Breakaway)
EXECUTIVE VICE PRESIDENT			10% (5%)	12% (6%)	13% (6.5%)	14% (7%)	15% (7.5%)	16% (8%)	Downline (Breakaway)

MANAGEMENT RULES

***Title advancement is generated with promotion of Junior Field Executive within 1st generation team.

***If personal team shipments fall below qualifications manager can re-qualify within the set guidelines.

***If personal team shipments fall below qualifications manager can re-qualify within the set guidelines.

***Requalification and roll up requalification is within 3 months.

***Junior Field Executive program entrance is based on three sponsored Consultants and \$4,000 in personal team sales, of which a minimum of \$1,000 must be personal sales.

***Once JFE qualifies as Field Executive or above, upline override will advance to personal breakaway reflected on all levels.

***Upline override payout on Personal JFE is 3%. Once JFE qualifies as Field Executive or above, upline override will advance to personal breakaway reflected on all levels.

MAINTAINING ACTIVE STATUS

A Consultant maintains active status by achieving \$200 or more in personal sales each quarter. If personal sales fall below \$200 quarterly, a Consultant is considered inactive and her commission status reverts to 25% on shows, non-shows and personal orders.



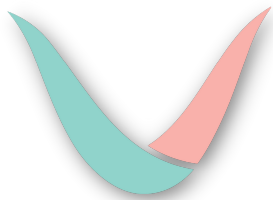
STEP FORWARD

Party Ordering

Placing Customer Orders and Hostess Rewards

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STEP FORWARD

Tracking and Claiming Your Influencer Rewards

To track your Influencer Rewards, click on the Incentives Dashboard in your FLIGHT Portal. This will display progress on all current Influencer Rewards.

01

Click on PROFILE then My Sky Wallet

02

View your available coupons, and copy the code for the Influencer Reward you'd like to claim.

03

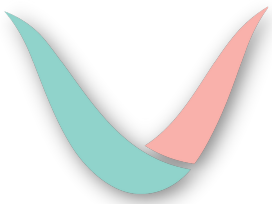
Select ADD NEW PERSONAL ORDER and then shop the INFLUENCER CHALLENGE GIFTS category

04

Add item to cart and then apply coupon code.

Note: You can apply multiple Influencer Challenge Rewards to one order.





STEP FORWARD

Tracking Yearly Incentives

Jetsetter

01

Click on Reports

02

Select Jetsetters Report

03

Change the Begin Date to February 1 of the current contest year.

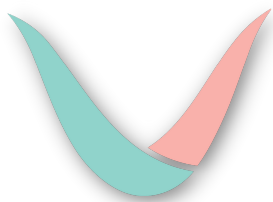
04

Change the End Date to today.

05

Apply Filter





STEP FORWARD

Tracking Yearly Incentives

Jewelry

Personal

01

On the Home Screen, click on Incentives Dashboard

02

You may need to scroll down to view.

Team

01

Click on Compensation

02

Select View Compensation

03

Use the Process dropdown to select Monthly Compensation

04

Use the Run dropdown to select the month

05

Jot the Groups SV & Generation SV in your calendar or into a spreadsheet

Sponsoring

01

Click on Team

02

Select Team Center

03

Check the Group by Level box

04

Click Search

05

Click Join Date twice so the arrow is pointing down.

06

Look for Team Members who joined May and forward.

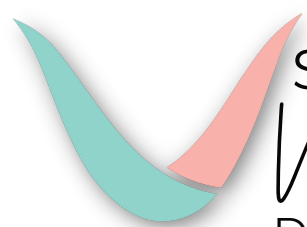
07

The Accum SV column tells their total sales since they joined.

Note:

- Generation SV is your Personal Team Sales
- Group SV is Total Team Sales (You + Your breakaways Team Sales)





STEP FORWARD

What is Clean Beauty

Defining clean beauty and what it means at Aloette

What does CLEAN BEAUTY mean?

- **CLEAN:** Products free of toxins with ingredients collected from the best sources while grown and manufactured in sustainable environments.
- **NATURAL:** Made from natural ingredients with natural resources. May contain a percentage of plant-derived ingredients.
- **GREEN:** Products made to be less harmful or more sensitive to the environment.
- **ORGANIC:** Having little to no contaminants. Ingredients are grown, harvested, and manufactured without herbicides, pesticides, growth hormones, etc.
- **VEGAN:** Products made without animal ingredients or animal-derived ingredients.
- **CRUELTY-FREE:** A product and its ingredients weren't tested on animals. Characterized by a bunny or leaping bunny logo

CLEAN at Aloette

ALOEGANIC®

Our proprietary Aloeganic® aloe vera products are formulated with aloe that has a 15% to 20% Acemannan content. Acemannan is aloe vera's main active ingredient and can be found in the skin of the actual aloe leaf. We use an innovative encapsulation form in our products, so aloe is delivered deep into the skin.

- Aloeganic® is Certified Organic
- Aloeganic® is Non-GMO
- Aloeganic® is sourced in the USA
- PFAS free



All Aloette products are:

- Cruelty-free
- PFAS-free
- Sodium lauryl sulfate-free
- Hydroquinone-free
- Free of formaldehyde donors

Almost all products are:

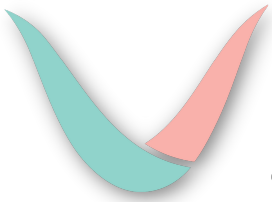
- Gluten-free
- Paraben-free
- Vegan

There are a handful of exceptions. Reference the latest Vegan/GF list.





Grab a catalog and a pen to follow along with Crystal as she shares a few key points about many of our products. Print this sheet if you need a space to make notes!



STEP FORWARD

Selling Skincare Packages

Your goal in sales is not to become a successful person, but instead a person of value.
And that's what leads to success! - Crystal McNeer



STEP FORWARD

The Art of Virtual Consultations

Why book virtual consultations?

Virtual consultations are the ultimate in working from home or working on the go!

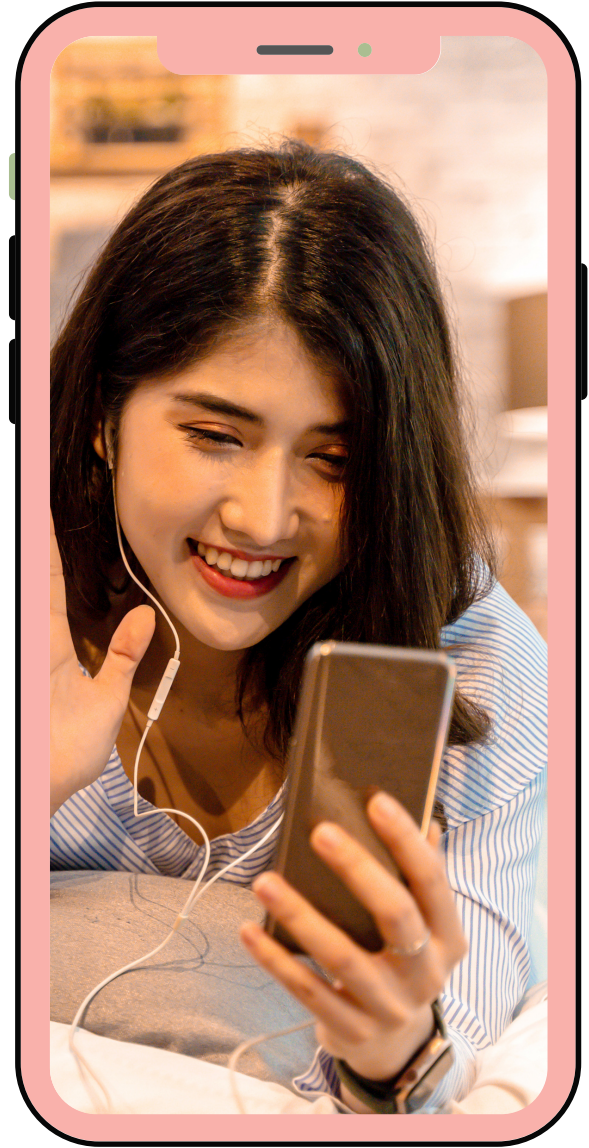
The 4 main parts of a virtual consultation:

1. _____
2. _____
3. _____
4. _____

Basics of Skin Analysis

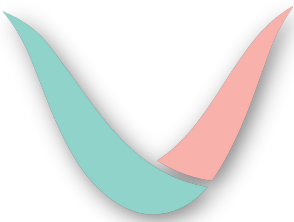
The 6 main types of skin:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____



It is imperative to customize a skincare regimen that is designed for one's individual needs. - Crystal McNeer





6 Types of Skin Types

All skin types need proper cleansing, exfoliating and hydrating but it is imperative to customize a skincare regimen that is designed for one's individual needs.



01. Normal Skin



02. Combination Skin



03. Oily Skin



04. Dry Skin



05. Sensitive Skin



06. Ethnic Skin

Key Ingredients and what they do:



Skin Conditions and Disorders:

You can not diagnose skin issues. Instead, learn to recognize and recommend based on skin types and the results clients are looking for and you should always refer to a physician first. Skin Conditions and diseases can be caused by internal factors such as stress, lifestyle, our attitude, nutrition, dehydration, vitamin deficiency, lack of sleep, lack of exercise, smoking, alcohol, medications, drugs, caffeine, free radicals in our body, hormones, and menopause.

They can also be caused by external factors such as sun damage, blue light, environmental exposure, allergens, pollutants, humidity, poor maintenance at home, & misuse of products.



Mature Skin

Notes:

STEP FORWARD

Introducing the Opportunity

When you show them the door

You are sharing with them which 6 opportunities?

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____



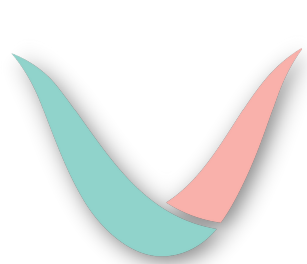
Who Can Join Aloette?

01 _____

Why Build A Downline?

It's important to realize that sponsoring someone into your Aloette downline is going to help you build up _____ and _____ income because their personal sales will count towards your monthly _____ bonuses.





It's _____ About You.

Name four reasons to offer the Opportunity.

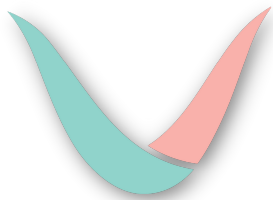
1. _____
2. _____
3. _____
4. _____



Tactics

Challenge

Create a list of your next Aloette Dream Team members and keep sharing the Aloette opportunity in the forefront of your business activities.



STEP FORWARD

How to Book Parties

All good things come from parties!

When it comes to booking parties, WHO you ask is just as important as how you ask them.

You gotta ask FRANK!

F

R

A

N

K

PEOPLE BOOK PARTIES FOR THREE REASONS.



What's in it for them.

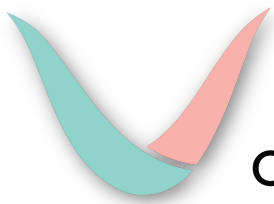


What's in it for their friends.



Because they like you/want to help you.





COMMON OBJECTIONS



"I DON'T HAVE TIME"

It's a busy world- there are always lots of things going on- but that doesn't mean there's no time for an Aloette party! Help your potential hostess. Look through her weekly routine for a pocket of time, recommend just having a few friends over for coffee and cake or suggest a virtual party!



"I DON'T HAVE A LOCATION"

Aloette parties don't take up a lot of space. You only need a coffee table and a couch to have a party or a dining table! If location truly is a problem- suggest a patio or restaurant. Virtual is a great option as well.



"I DON'T HAVE ANYONE TO INVITE"

Help them start building their guest list. Play "Let's Pretend." Ask them to list the first three people they would invite if they said yes. Coach them through getting some names on the list and then let them know that is enough to have a party!

A successful party can have 2 guests or ten! The worst party is the one that doesn't happen.

All objections fall into three categories.

Objection Categories

- Time
- Risk
- Fear



Time Objections

Pivot to CONVENIENCE and FLEXIBILITY.

- On the go
- Mobile friendly
- Facebook parties
- Fits your schedule



Money Objections

Pivot to VALUE.

- Separate price from value.
- Maximize financial benefits of earning or saving money.
- Listen for cues associated with "wanting everything."

Fear Objections

Pivot to SAFETY, INFORMATION + COMMUNITY

- Share information so they can make the best informed decision
- Invite to connect with leader, groups, or resources

But what if they still say no?

Offer a less objectionable option.

Less Objectionable Options

- Offer a virtual party.
- Offer a catalog or link.
- Offer to join your
- Online community.
- Offer to follow-up at a more convenient time.

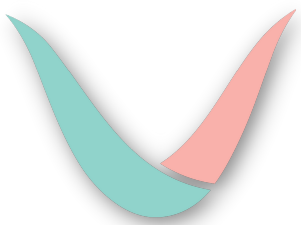


SUMMARY

Learn to recognize and categorize objections.

Master the pivot responses to Time, Risk or Fear objections.

Develop Less Objectionable Options.



"Is it no not now, or no not ever?"



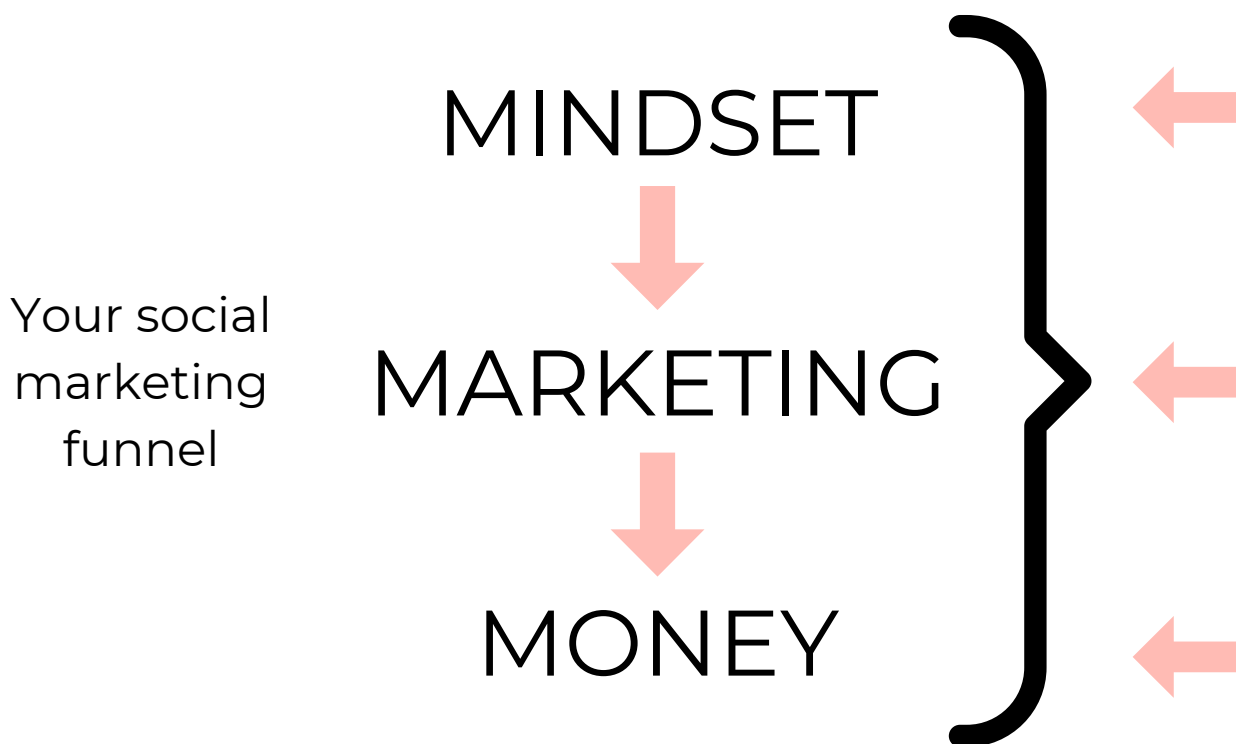
STEP FORWARD

The Mindset of Selling

CREATING VALUE THROUGH TRANSFORMATION

THE MINDSET CHALLENGES

- Not feeling spammy.
- Transitioning to the offer or ask.
- Focusing on abundance.
- Believing in the value of your offer or opportunity.



TAKING ACTION

- ✓ Consider how, where, and when are you making your offer.
- ✓ Focus on building your marketing value and content.
- ✓ Don't assume people know about your offers or opportunity.
- ✓ If you're not continually sharing, you're denying someone the opportunity to make a value-based decision for themselves.

Selling is the solution to the problem or opportunity you've defined.

Introducing the 3Ps of Social Content

PERSONALITY CONTENT

- Helps people get to know you and each other.
- Storytelling.
- Humor, fun, games.
- Conversational content.
- 40% of your content mix.



PURPOSEFUL CONTENT

- Helps your community, provides value, or solves a problem.
- Information, tips.
- Tutorials, demos.
- Complementary content.
- 40% of your content mix.



PROMOTIONAL CONTENT

- Overt Shop, Host, Join offers.
- Live sales, party activities.
- Funnels to other channels.
- Opt-ins or free sample offers.
- 20% of your content mix.



WHERE TO USE THE 3PS

- On your Facebook Page, Stories
- In your Facebook group
- On Instagram, Stories, Reels
- When you go LIVE



Notes

START WHERE YOU ARE

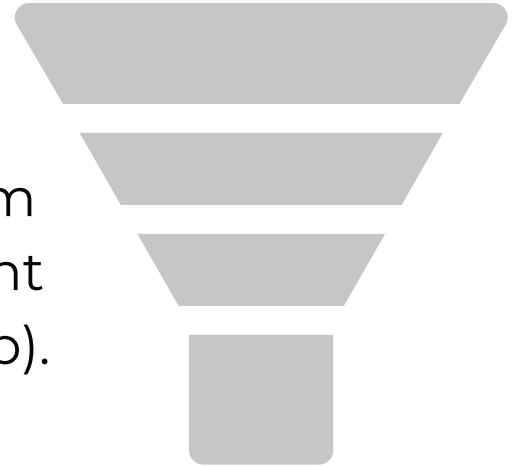
- Look back at your last 10 posts.
- Start posting consistently.
- Focus on content your community will like.
- Look at your content holistically to help people solve problems or create connections.



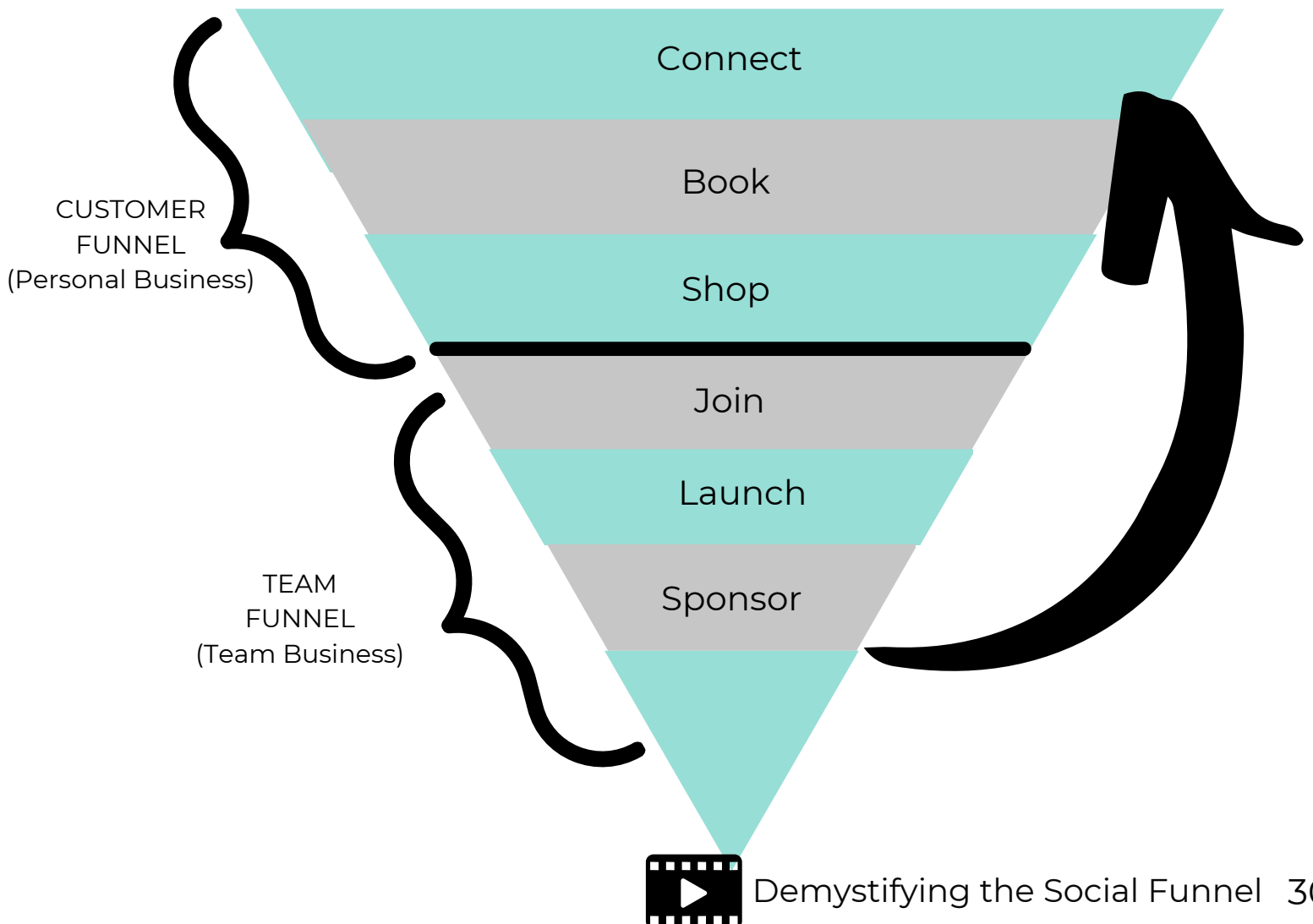
STEP FORWARD

Demystifying the Social Funnel

A social funnel is how you guide someone from where you meet them (ex: on Instagram), to where you want them to go (ex: your Facebook group).

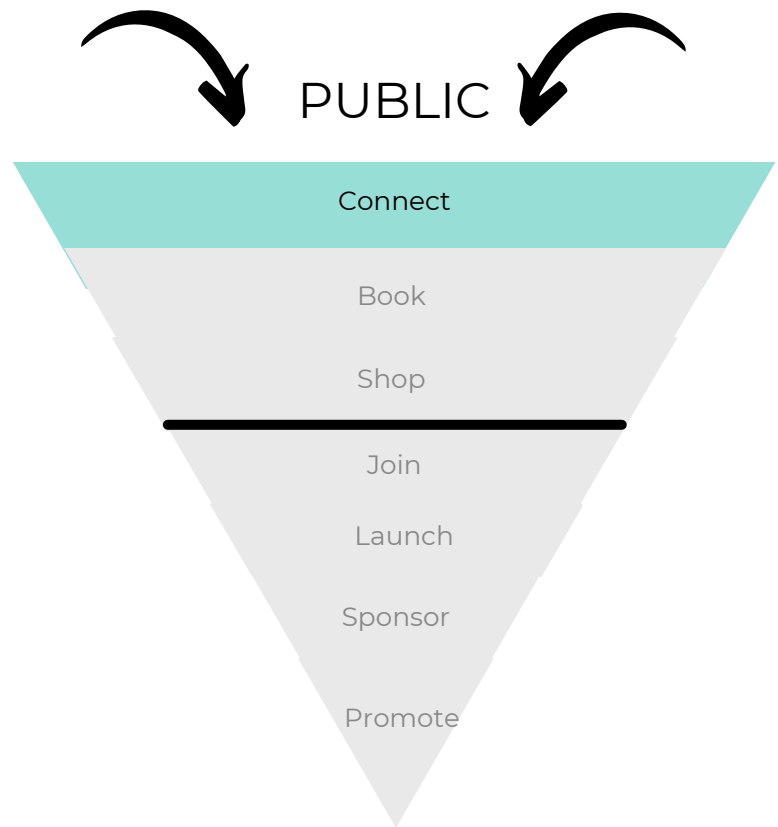


PUBLIC



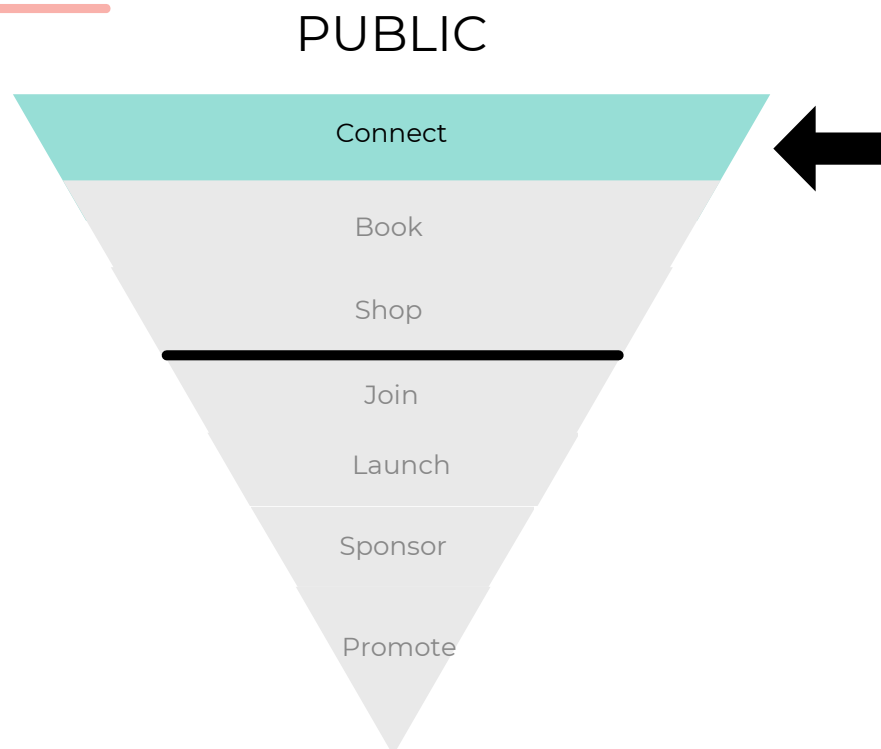
ENTRY POINTS TO YOUR FUNNEL

- In-person activities, parties, events
- Hosts, referrals
- Social media
- Lead magnet value



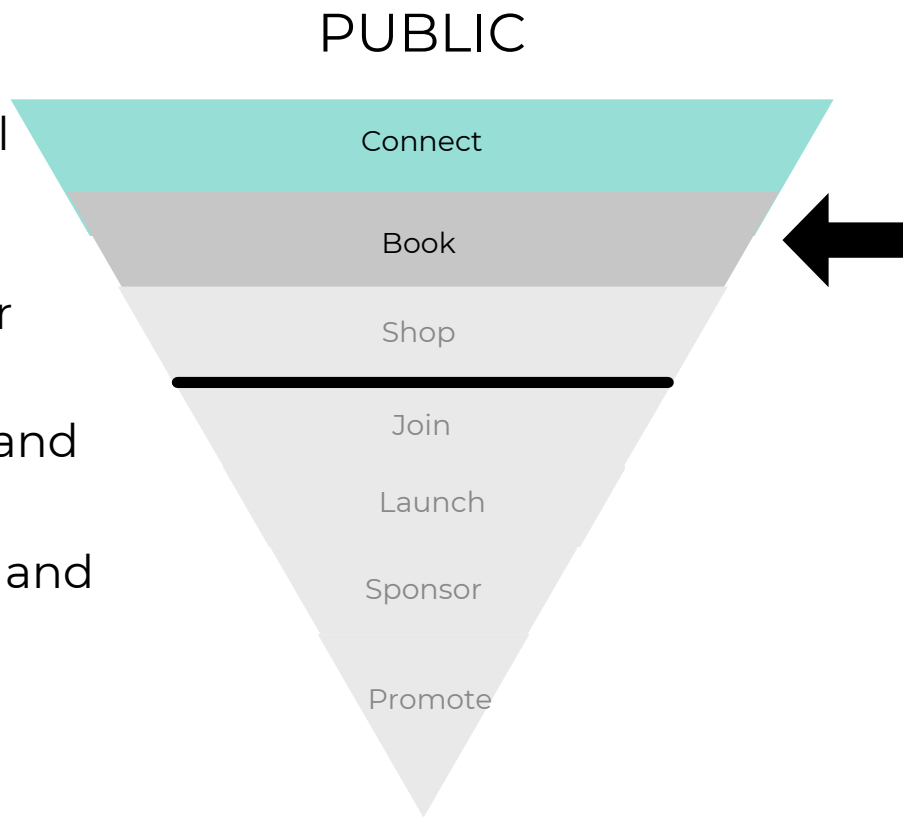
CONNECT

- Build familiarity and trust
- Understand prospect needs
- Social warmup
- Include direct link in all digital communication



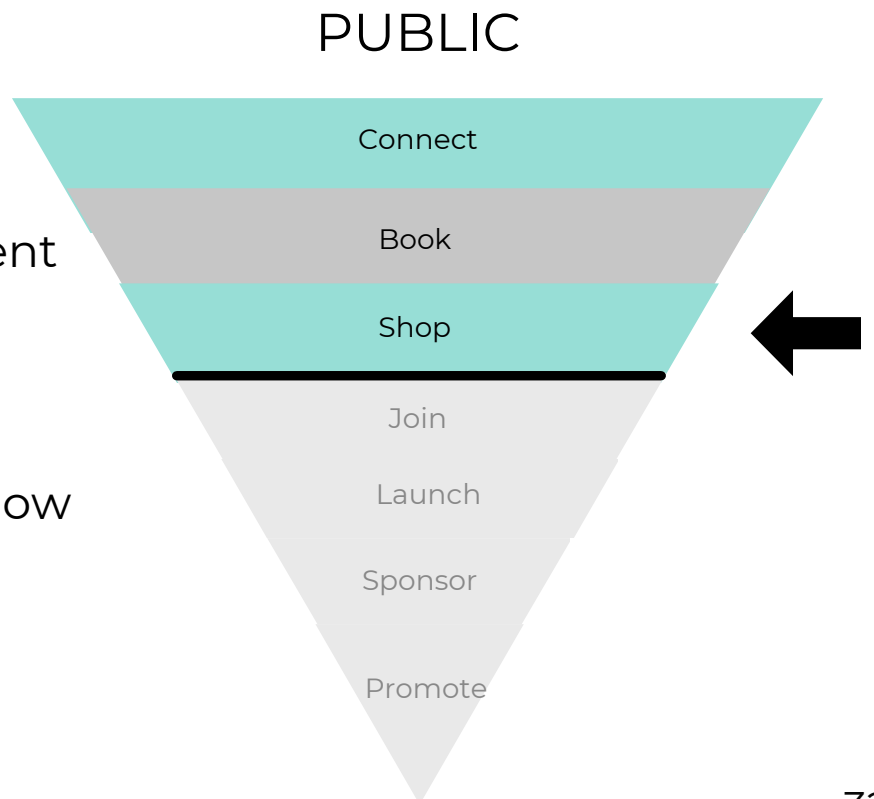
BOOK

- Consistency in social presence
- Strong booking offer
- Share host rewards and value
- Showcase how easy and fun it is to host



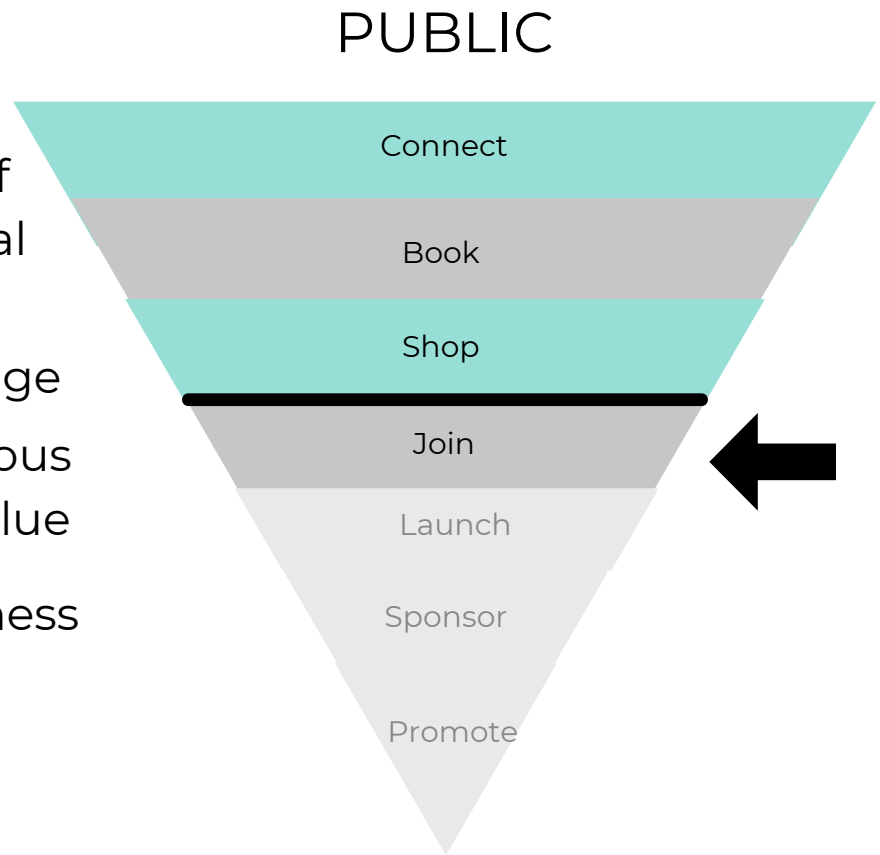
SHOP

- Consistency in social presence
- Engaging mix of content
- Mix of sales methods
- Customer service + follow up



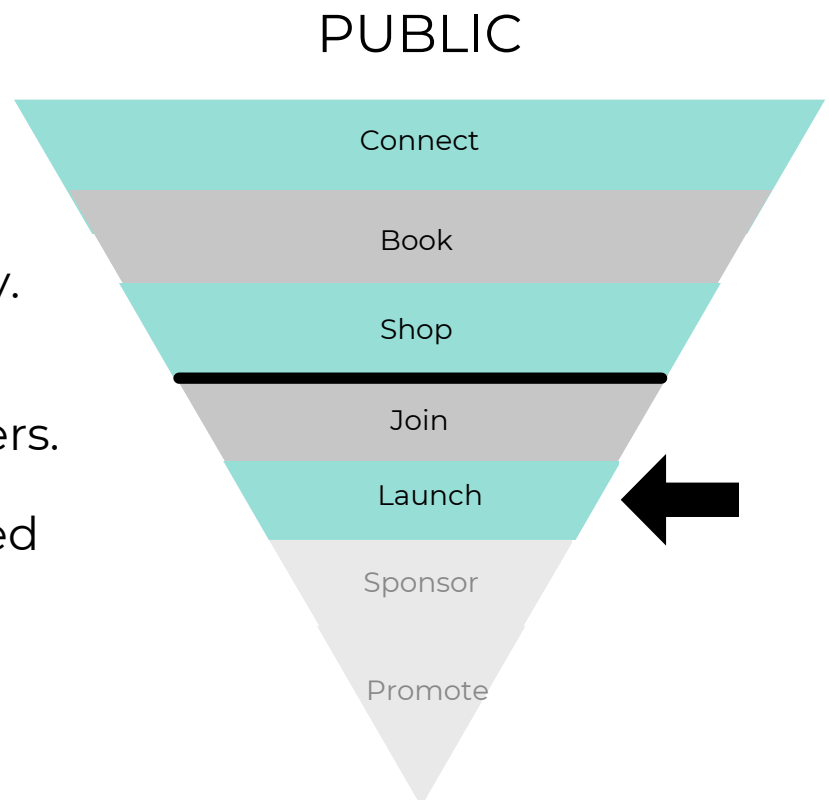
JOIN

- Include the value of opportunity in social content.
- Strong offer language
- Mindset of continuous prospecting and value
- Shift to Team Business Focus



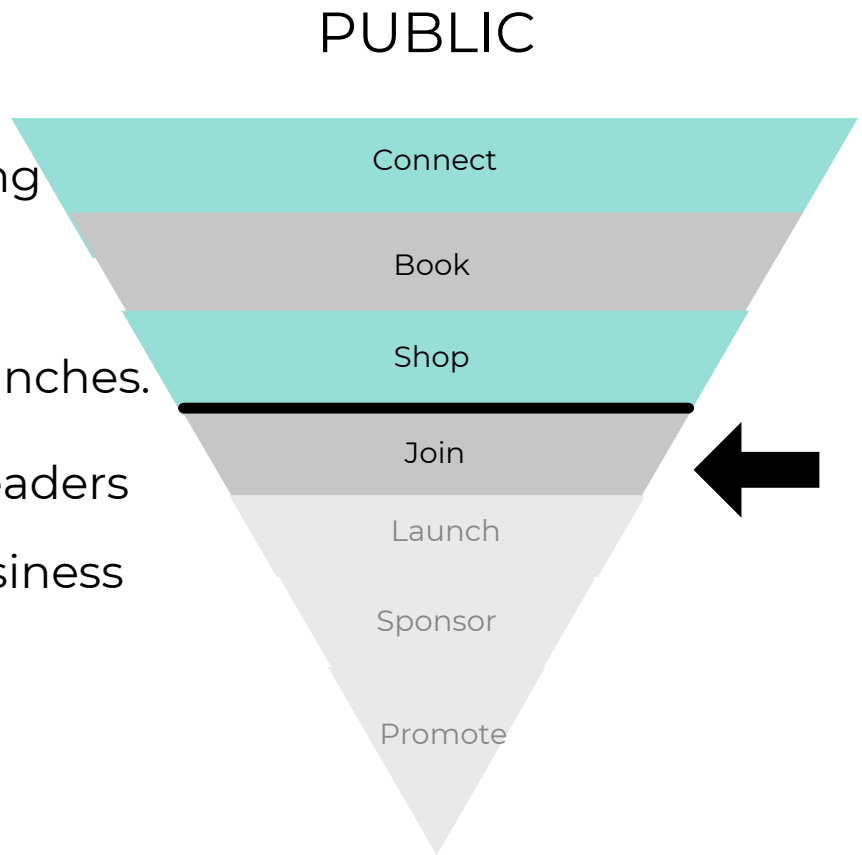
LAUNCH

- Help new consultant launch.
- Assist with launch party.
- Assist with placing orders.
- Coach on getting started on social media



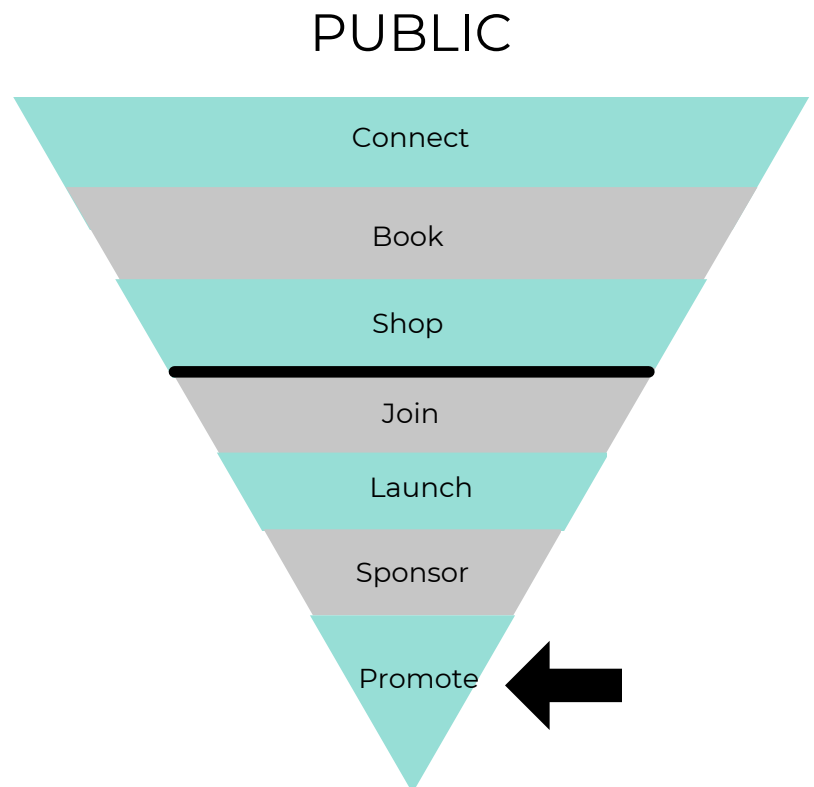
SPONSOR

- Coach on recognizing and sharing with prospects.
- Support 2nd line launches.
- Beginning to lead leaders
- Personal + team business balance.



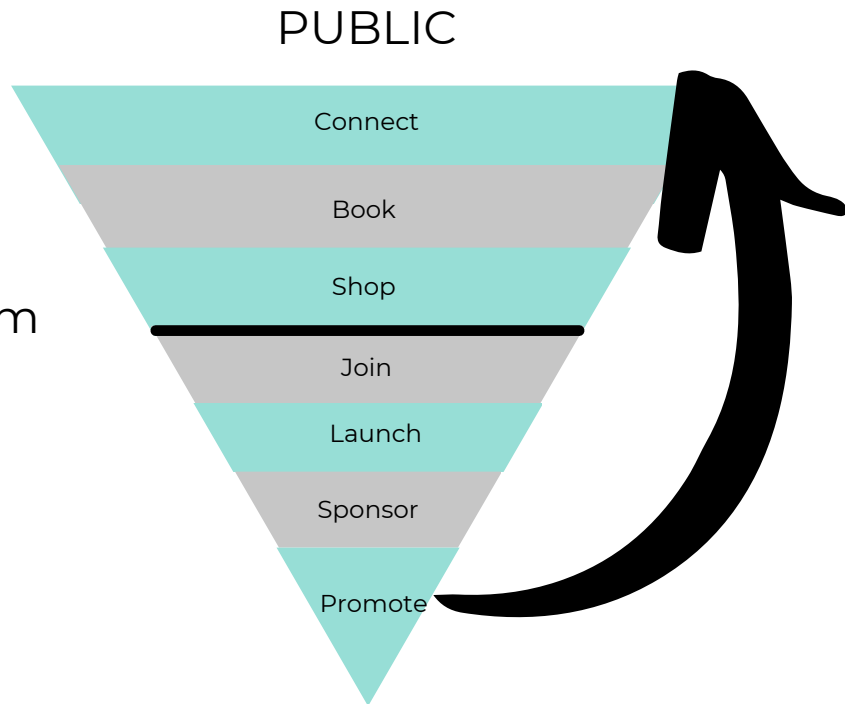
PROMOTE

- Coaching emerging leaders.
- Understanding career matrix.
- Motivating and setting goals.
- Assistance in leading downline team.



DUPLICATE

- Coach on Steps to Success and funnel.
- Create duplicatable team processes.
- Recognize and reward.



TAKING ACTION

Add business links to your Facebook personal profile.

Add business link to your Instagram profile.

Include links in all digital communication.

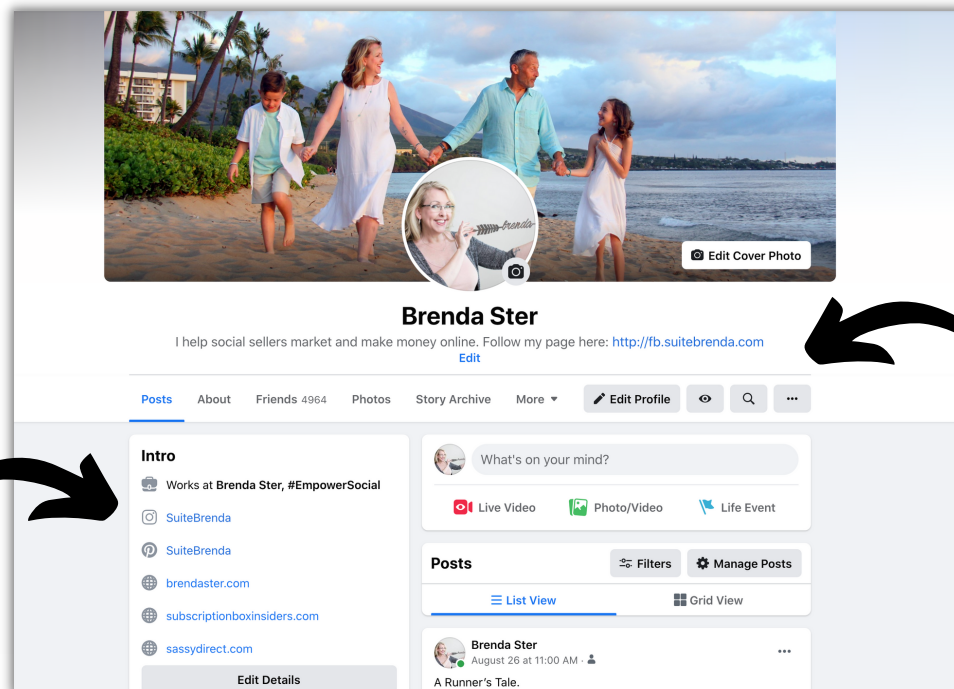
Continually think about value language to next step of funnel.

STEP FORWARD

Navigating Your Facebook Presence

_____ to _____ mindset.

PERSONAL PROFILE



UPDATE INTRO TO
INCLUDE SOCIAL +
BUSINESS LINKS

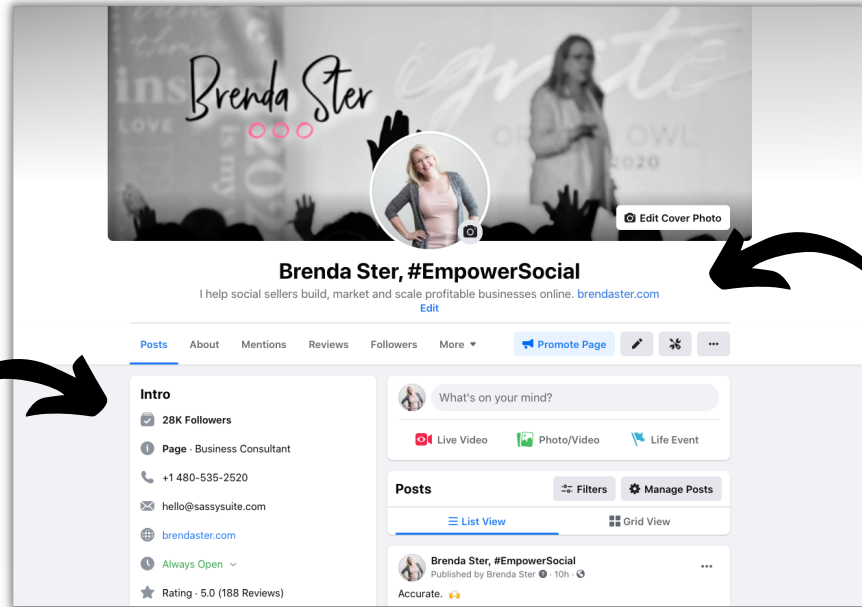
USE BIO SPACE AND
INCLUDE LINK TO
YOUR PAGE OR
GROUP.

- Grow your friend connections.
- Share mostly personality content.
- Post consistently.
- Occasionally invite to your page or group.
- 90% personality and lifestyle, 10% business.



BUSINESS PAGE

FILL OUT COMPLETE
INTRO SECTION WITH
BUSINESS DETAILS
AND CONTACT INFO.



USE BIO SPACE AND
INCLUDE LINK TO
YOUR BUSINESS
WEBSITE.

- Consider it your storefront.
- Create mix of engaging and valuable content.
- Focus on shareable content.
- Great space for lives or videos. Use Stories.
- 60% value, 40% promotion

BUSINESS PAGE



CLICK ON PAGE COVER
IMAGE AND ADD
TEXT/LINKS TO
DESCRIPTION AREA.

COMMUNITY GROUP

CONNECT YOUR PAGE
TO YOUR GROUP, TO
CREATE STRONGER
FUNNEL
CONNECTION.

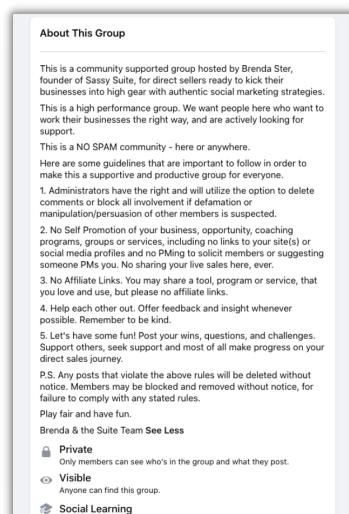


USE COVER IMAGE TO
SHOWCASE FEATURED
PRODUCTS, SCHEDULE, OR
COMMUNITY
ANNOUNCEMENTS.

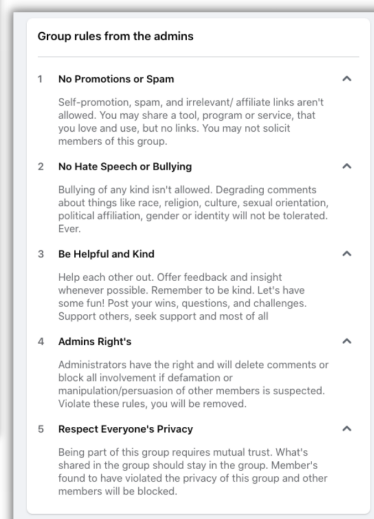
- Help people connect with you and each other.
- Content can be more social, casual, and engaging.
- Focus on community conversation.
- Great space for lives or videos.
- 70% value, 30% promotion.

COMMUNITY GROUP

WRITE A CLEAR ABOUT
SECTION TO HELP YOU
DEFINE AND CREATE
YOUR COMMUNITY
CULTURE.



WRITE OR USE THE FB RULES,
TO CREATE AND DEFINE
GROUP EXPECTATIONS.





STEP FORWARD

Intro to Instagram



Let's learn how to use the Instagram platform to promote your Aloette business. When you apply best practices to your content creation, show up consistently, and put in a little time daily to reach out to your followers and ideal audience, Instagram is an incredible tool to grow your personal brand and, in turn, your Aloette business.

FAST FACTS ABOUT INSTAGRAM

- In 2020 there were 1 billion active monthly users.
- 60% of IG users log in daily, 38% multiple times a day.
- Instagram has 58 x more engagement per follower than Facebook.
- The average user is on 53 minutes a day.
- Images on Instagram get 23% more engagement than the same image on Facebook.
- Posts containing videos receive 38% more engagement than still images.
- 79% of users search IG for information on a product or service.
- Users are now turning to Instagram as a search engine.
- Users are now looking to IG to find education and motivation, shop or research products, and make friends.
- Instagram is a great place to connect and collaborate with other creators, business builders, and influencers to create mutually beneficial relationships.





STEP FORWARD

Intro to Instagram

LINGO

Algorithm- The Instagram algorithm dictates the order in which users see posts on their feed.

Bio- An Instagram bio is the section of text under a username where you can list information about your brand.

Handle- An Instagram handle or IG handle is another term for username — the name used on Instagram to define a specific profile.

Caption- The text under your images in your feed.

Engagement- Interaction

Double Tap- Liking a post

Direct Message- A private message between two people, or a group of people, that cannot be seen except by invitation.

Reel - Instagram Reels is a content format that allows you to create and share 15-60 second videos

Insights- A section of statistics that helps you learn about your audience, your content, and how it's performing.

Impressions- The total number of times your post has been viewed.

Branded Hashtags - Hashtags that are unique to a brand, often using the company name.

Geotags- The tagged location of a post.

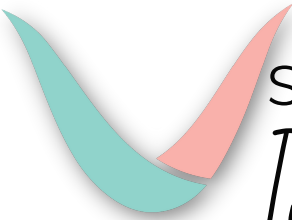
Stories - The 24 hour posts found at the top of the feed.

Highlights - Instagram Stories saved to your profile.

IGTV- A video service where users can upload videos up to an hour long.

Explore Page- A section of Instagram that recommends posts for you.

Newsfeed- Your home screen, where you can view posts from people you follow.



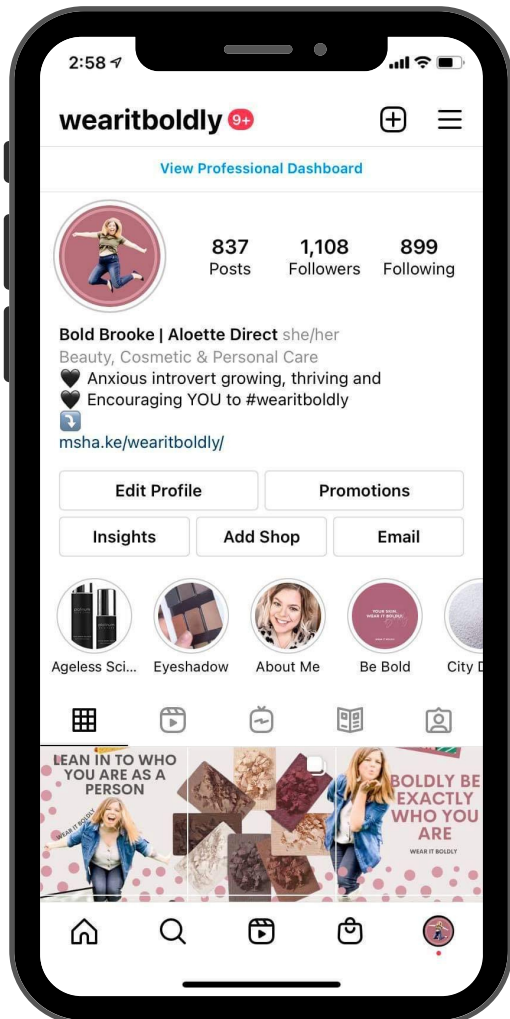
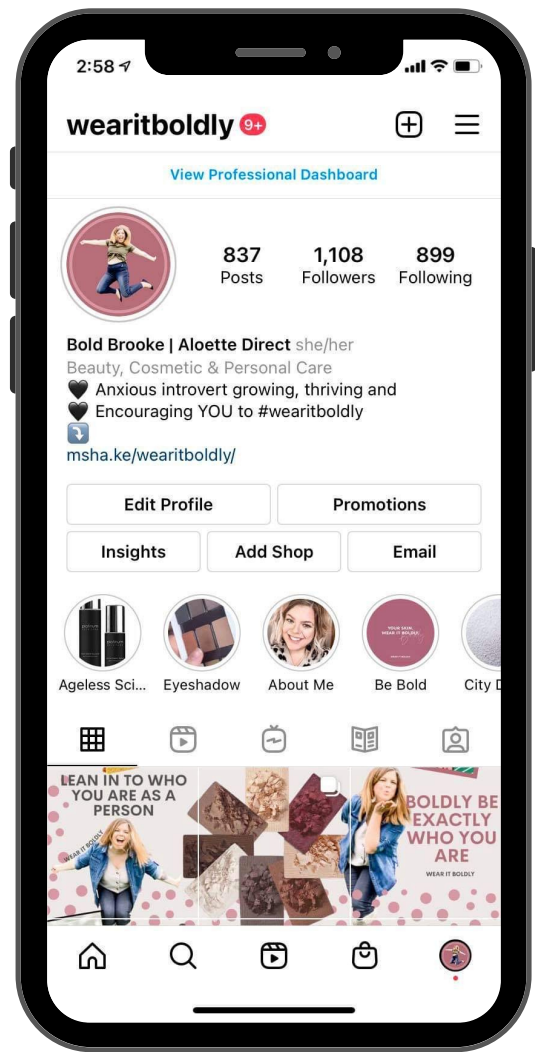
STEP FORWARD

Intro to Instagram

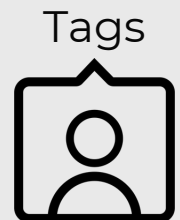
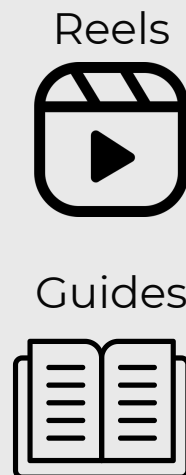
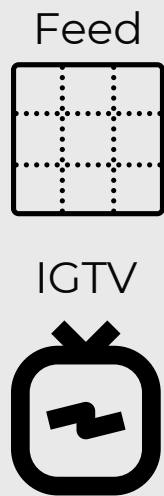
Your Bio



1. _____
2. _____
3. _____
4. _____
5. _____



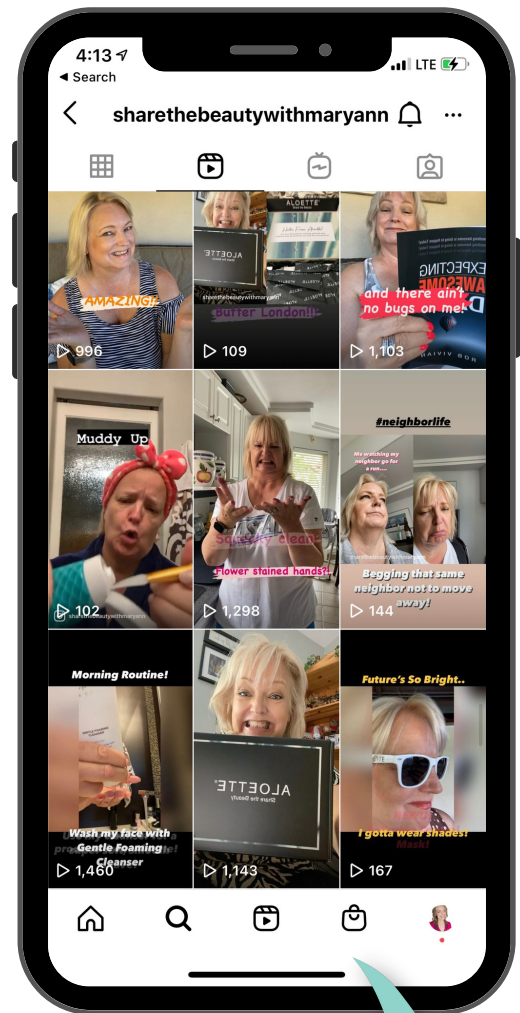
Let's Explore. Your Personal Profile



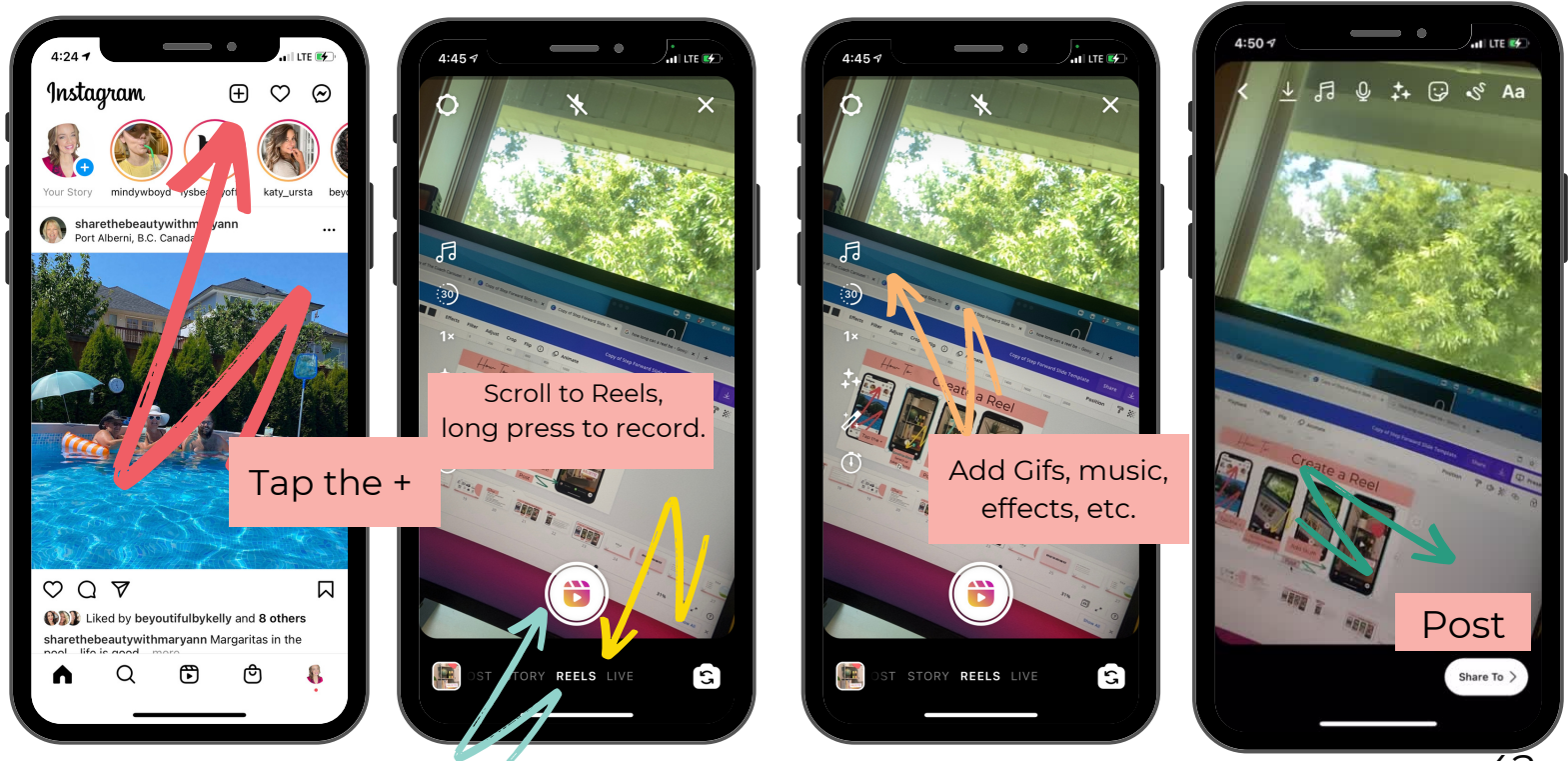
Reels

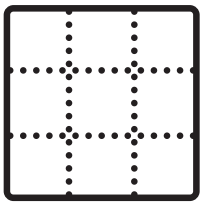
Reels give you a creative opportunity to showcase your personality as well as a place to give tips, tricks, and tutorials.

- Reels are short videos similar to Tik Tok, but they don't go away in 24 hours like Stories do.
- Stories disappear in 24 hours, and feed posts attain their maximum viewership in about 1 day.
- Reels are discoverable for weeks, based on popularity.
- Reels can be up to 60 seconds long in 2021.
- You can share your Reels as a story.
- As of July 2021, Instagram is making a definite shift to a short video/Reel platform, prioritizing short form and full-screen content in the main feed.



How To: Create a Reel





Posting to your Feed

How to decide what to post about:

What is your niche?

Theme: _____

Mission: _____

Categories/Topics you'll cover: _____

Types of posts for your feed:

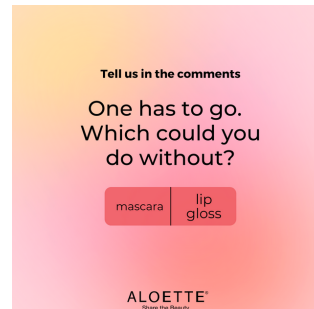
Quotes



Lifestyle



Questions



Behind the Scenes



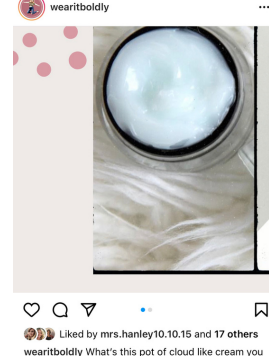
Testimonials share UGC



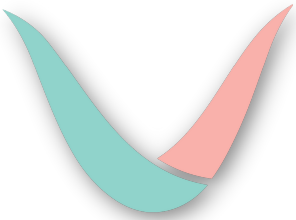
Introduction



Education



Fun facts
Transformations
Giveaways
Features



High Performing Posts Have:

Clear, authentic photography - preferably your own, or a provided Aloette lifestyle image

Well thought out captions - A first line to draw the reader in
(I shouldn't have, but I couldn't help myself... Things I've learned so far this morning... I did it, and I'm not even a little sorry... What If I told you... Help me out here...)

Something juicy in the middle- Education, a quick relatable story, and funny thing that happened, motivation, inspiration.

A call to action- Double Tap ♥ if you can relate, ☑tag a friend who needs to see this, ☐☐Drop your answer below, see the link in my bio for your freebie, save this post for future reference.

A good hashtag mix - 20% super niche, 20% super popular, 60% midrange.
Relate to the content, relate to the field, relate to the photo.

Direction towards solving a problem or filling a need- Your posts cannot just be all about you if you are looking to attract NEW followers. Your warm market may tolerate it and even support every gorgeous selfie talking about what YOU accomplished, but people follow accounts because it fills a need for them- and celebrating a stranger's success isn't usually a need people have.

Aloette #'s

#Aloette

#AloetteBeautyClub

#AloetteInfluencer

#ShareTheBeauty



STEP FORWARD

Intro to Instagram

Don't do it, it's not worth it.

Blurry Photos- even if they're just a smidge blurry.

Posting out of your niche- This is why I have two accounts.

Going missing- You can take a break but you HAVE to schedule some content.

Posting a % off or sale flyer in your feed- Send those out via email, inbox, in your story. If it won't be relevant in a week, it doesn't go on your feed.



Think

True

Helpful

Inspiring

Necessary

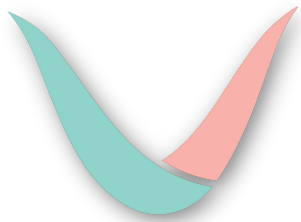
Kind

Will this be relevant to
relatable to my ideal
client?

Am I revealing too much
about myself? Not
enough?

Am I posting in anger?
Is this polarizing? If so, is
this the hill I want to
stand on?

Could someone
misinterpret what I'm
saying?



Hashtags are how your posts get discovered by your ideal follower.

She taps a hashtag on a post she liked.

She searches the hashtag on the Discovery page.

She's searching for hashtags to use on HER post and she comes across your posts.

A post with at least one Instagram hashtag averages 12.6% more engagement than posts without a hashtag.

Hashtags help you get more _____, improve your _____ rate, and build a _____ around your business.

Types of Hashtags

Community- Hashtags that increase your reach.

Indicate product or service: #virtualmakeover #cleanskincare

Your niche: #beautyconsultant #femaleentrepreneur

Holidays or Special Events: #nationaldonutday

Daily Hashtags: #MondayMotivation #TipTuesday

Locations: #yesthatgreenville

Phrase relevant: #bossup

Branded- Hashtags to connect themes for you and your audience.

#aloetteinfluencer

#myaloettexoxo

#sharethebeauty

Campaign- hashtags are usually shorter-term event or season

#EnzymePeelChallenge



You get better and it gets
easier as you go!

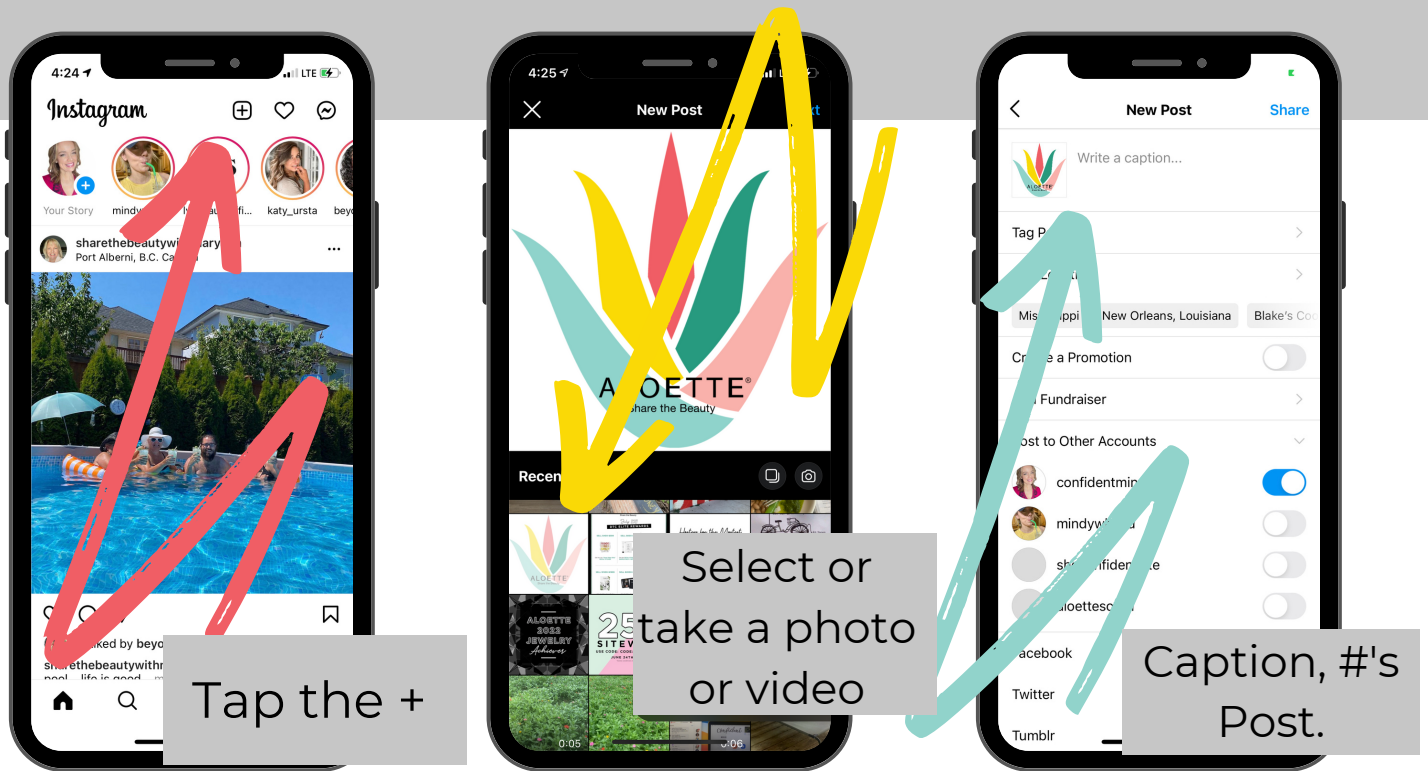
Use a tool to get it right.

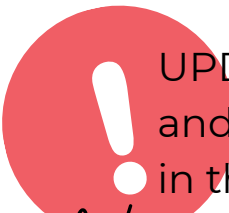
Create lists and store them in
your phone to copy/paste later.

#Facts

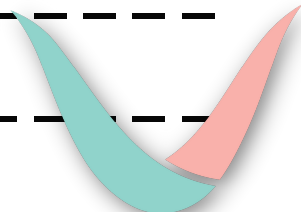
- When people with private profiles tag posts, they won't appear publicly on hashtag pages.
- Numbers are allowed in hashtags. However, spaces and special characters, like \$ or %, won't work.
- You can only add hashtags to your own posts. You can't tag other people's photos/videos.
- You can use up to 30 hashtags on a post and 10 on Instagram Stories.

How To: Create a Feed Post



 UPDATE: Instagram is moving away from being a photo sharing app and the algorithmn prefers video content. IGTV, Reels, and short video in the feed should be your primary focus vs. still photos.

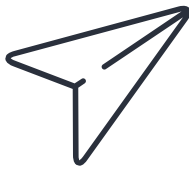
Notes:





Instagram Story

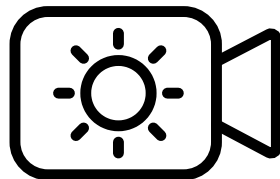
- Story is where **connections are made**, where your followers see your *behind-the-scenes*, the main traffic area of Instagram.
- **500 million people** use Instagram Stories every day.
- **58% of people** say they have *become more interested* in a brand or product **after seeing it in Stories**.
- **50% of people** have **visited a website** to make a purchase after seeing a product or service in Stories.
- According to Facebook, **users move 41% faster** through **mobile feeds** than desktop. And so **when it comes to Stories**, the most effective brands convey their message in the **first 3 seconds**. Ideally, they do it with an intriguing and clear message.



You can **PROMOTE** your new posts by sharing them to your Story and hiding the content with a sticker!



Do a mini tutorial.



A Day in the Life



This or That



Share a Story



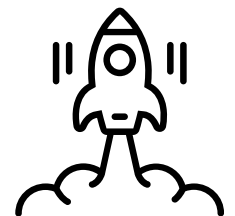
Poll Your Audience



Your Journey in Photos



Behind the Scenes

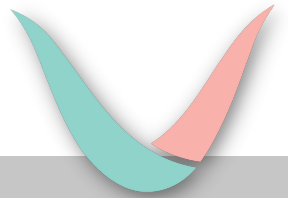


Launches

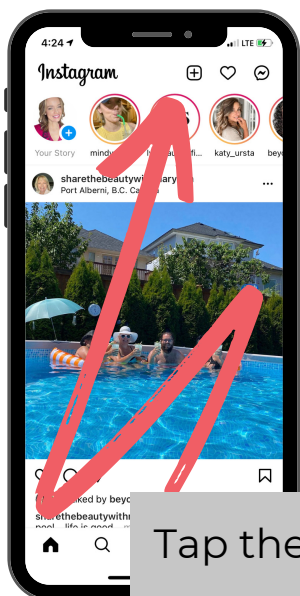
Story

Why am I doing this?

- Builds _____
- Increases _____
- Encourages _____
- Helps create object/situational association
- Opens _____
- Peaks _____ in product/opportunity



How To: Add to Your Story



Tap the +



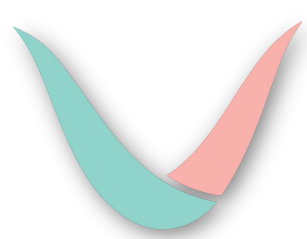
Scroll to Story
Select or
take a photo



Add Stuff!

Post





STEP FORWARD

Creating Content for Social Media

Don't just post to post, create content that creates a buzz!

Selfie Tips

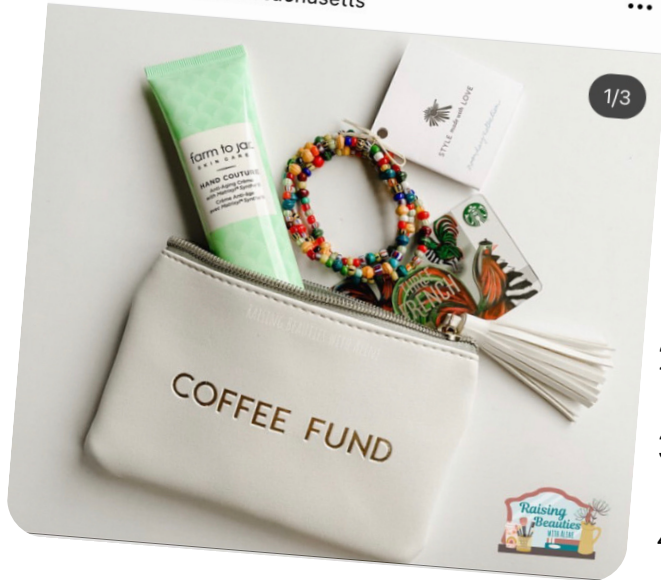
1. _____
2. _____
3. _____
4. _____
5. _____



raising.beauties.with.aline
Amherst, Massachusetts

...

1/3



Flat Lay Tips

1. _____
2. _____
3. _____
4. _____





01 Find Your Vibe.

03 Lean into what you enjoy.

02 Perfection is Fear.

Content Creation Tips

01

Snag a free account with Canva.

02

Start taking selfies and playing with lighting and angles.

03

Play with flat lays.

04

Share one of your new creations with us! Tag @aloette or #aloette

You did it!



You completed Step FORWARD- your first 90 days! We hope you are feeling confident and excited to build your business bigger. It's time to set some real goals here- whether you're aiming for that next Influencer Reward or yearly incentive trip- you now have the tools and the knowledge to make it happen. Run and shout it out in our Facebook Community that you are ready to Step UP into the next level of coaching on your Aloette Steps to Success Journey!

Through this training, you were educated and empowered to do so many important next steps! Are you ready to dive in? Double-check that you've tied up all the loose ends here!

Step FORWARD Checklist

- ☐ Explored placing party orders in FLIGHT
- ☐ Started Tracking Incentives
- ☐ Growing your product knowledge
- ☐ Creating a content strategy
- ☐ Offering opportunities and overcoming objections!

You should wrap your right arm over your left shoulder and give yourself a huge pat on the back! You invested the time and energy into the Step FORWARD coaching series and now you're ready to Step UP to new heights at Aloette. I'm looking forward to watching you grow!



Cheers!
Mindy

Mindy Boyd
Director of Sales, North America