

How to Post on Social Media without Being Weird

By Amy Smith

Hello! So glad you're picking up this free download! I'm Amy and I am the founder of the Coaching for Women in Network Marketing and Direct Sales group!

Nice to meet you!



It can be hard to start a business online and there is a TON of advice out there. You probably have examples from what you see others doing or what others in your business are telling you to do.

Sometimes those tactics feel weird. Unauthentic. Fake. Not you.

I get it. I've been there. So, let's get right to it!

Here's the most important thing to know about posting online without being weird:

Ready?

Be a normal human. Not a recruiter, not a salesperson.

A normal human.

I know, I know... you want to sell stuff. I get it.

But here's the thing...posting every day or multiple times a day about your product or business is weird. Even most major retailers only post once a day!

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Now, before you go all, “but my upline told me to...” let me say this:

Posting consistency IS important. And yes, you want to share with your friends, of course.

Buuuut...Posting over and over about your product every day or multiple times a day is THE fastest way to have your friends hide your posts and then you’ve lost the warmest market you have! Shoot!

What if you could share about your business online and NOT annoy your friends? What if friends actually paid attention because it was fresh every time and you weren’t being weird? What if your friends came to YOU asking about your business???

I got you!

There are two things you need to know to post on social media without being weird and ultimately, to be successful!

First, something I call **The Sprinkle Approach**.

The Sprinkle Approach is the not-so-weird way to share information about your product, service or business without it coming across like you’re in salesperson mode or an all-of-the-sudden expert.

(You know the kind – the friend who all of the sudden a nutrition expert because she is selling pink drinks, the makeup fashionista who just starting wearing eye shadow but is now an expert makeup artist... shall I go on?)

Here’s how it works!

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All social media posts generally fall into 6 categories.

Informational	Inspirational	Fun
Family	Product	Business

If you pay attention to your friends online, many of them tend to post content in mostly one or two buckets.

For example...

Your friend Shelley posts pictures of her kids ALL THE TIME. 1 month pics, 2 month pics, baby food, first steps, etc. All kids, all the time. Her posts fall mainly into the Family category.

A different friend, Lisa, posts cute quotes and funny memes. You never actually see a picture of HER but she must follow a bunch of inspiration pages because multiple times a day, she's inspired. Her content falls into Inspirational and Fun.

Melissa, your friend, is a rep for an online direct sales company. You know this because she posts three times a day about her new found love of product x, y, z and why they are "THE best in the industry." All of her posts look the same. Her posts are all in the Product category.

Regardless of the scenario, when people post the same thing over and over, our brains start to tune out. We lose interest and just keep scrolling. I mean, how many pics of the same baby, quotes from the same source with no personal sharing, and product info can you take? They are always the same. Maybe you even start to get a little annoyed.

And as for your friend Melissa, when did she get so... weird?

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As an online entrepreneur, posting regularly in the six different categories, *sprinkling in posts about your product or business*, keeps friends paying attention to your content.

It causes them to STOP and READ (which, hint! hint! is what you want)!

And, most importantly, it ensures you continue to be a normal human, not a weird product pusher. 😊

So...why does this work so well?

BECAUSE STORIES SELL

Think about news outlets. If they ran the exact same stories every day, you'd stop listening/reading from that outlet. Why? Because you already know the story.

Telling your story isn't just talking about your product/business. Your friends are friends with YOU, not your business. They want to see the real you and that can *include* your business but is not *only* your business.

Oooh. That's good. **Your story *includes* your business but is not *only* your business.**

Think about it this way: Say you have a friend, Fran. At 8am, Fran posts about how she just got to her desk to run reports, #lovemondays.

Then around noon, Fran does a 27 minute FB live talking about a report she just created. Look at all those numbers!

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At 3:00, Fran posts a pic of a report she added a column to. #bizsavvy

At 5:00, Fran posts about how she is leaving the office and going home for the night but has a stack of reports to work on tomorrow!

And Fran does this every day. Fran goes to work. She makes reports. She shows them to her friends on social media. She loves Excel. In fact, the version of Excel SHE has is the best in the industry. Like, top notch. At first, you're like – oh, that's cool Fran. You love your job.

But after a week you're like – Got it Fran. You make reports for a living. You have the best Excel.

After 2 weeks, you're like – Ooooookay Fran. I've seen enough of your reports, I get it. You're making a living. You love it. But I can't stand seeing all your report posts anymore. Just not relevant. And....

You hide Fran.

You want to avoid your friends disengaging. Don't be a Fran!

Whether you post once a day, twice a day or at any other interval, mixing up your content to tell your story is critical and will help you stay relevant.

Your friends are friends with YOU, not your product or business.

Let's look at an example of someone who is posting once per day and using The Sprinkle Approach instead of the Fran approach. 😊

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Sunday	Pic of her & kids walking the dog	Family
Monday	Pic of her working from home & slight nod to her business	Business / Inspirational
Tuesday	Pic of Taco Night with recipes	Informational / Fun
Wednesday	Motivational quote & her thoughts about it	Inspirational
Thursday	Video of the kids in the pool	Fun
Friday	Facebook Live review of something new she is trying from her business	Product
Saturday	Pic at the grocery store with her favorite ice cream on sale "ends tonight, go get some!"	Informational

See how we sprinkled in posts about product and business? Not only does this keep it fresh, it gives the individual a ton of engagement opportunities throughout the week which helps boost the FB algorithm so more people will see each post. This way, she'll be able to reach more people with each post.

This person could add things to her posts like:

Sunday – Anyone else getting some family exercise in today?

Monday – Who else works from home right now?

Tuesday – Where is your favorite place to eat tacos?

Wednesday – What is your best mid-week motivational quote?

On, and on, and on!

The Sprinkle Approach helps you to be a friend, not a salesperson. The good news? People like buying and engaging with FRIENDS!

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Here's the alternative (another Fran approach):

Sunday	Look at this new thing I am selling!	Product
Monday	Hey I can help you with this new thing I am selling!	Product
Tuesday	OMG, I LOVE this new business - it is giving me freedom even though I just started last Thursday!	Business
Wednesday	Have you tried this new thing yet? Totally missing out if not! Your life will be incomplete unless you buy this from me!	Product
Thursday	Hey guys! I'm having an online party, come support my new business!	Business
Friday	Guys! Look! I just got a paycheck because	Product
Saturday	Join my team!	Business

(ick, that felt gross even typing out!)

If all your posts, or even the majority, are about your product or business – on your PERSONAL page – getting engagement will be really tough and people will think it's weird, spammy and sales-y.

Don't fall into this trap! It is tempting, especially in the beginning! Don't do it if you want to win in the long run!

So... key takeaways?

- Use **The Sprinkle Approach** so your friends stop and read!
- Your story *includes* your business but is not *only* your business.
- People like buying and engaging with friends, not salespeople. Be a friend! Like... a normal one please!

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Time for Action! What will your posts look like this week?

Day	Topic/Content	Post Type
Sunday		
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		

Okay, now for the second thing you need to know.

Focus on Building Relationships, not Sales and Recruiting.

Again, I know. You want to make money.

But honestly, your friends don't care.

There. I said it.

There are SOOO many people who lack confidence in building their online business because they don't know how to talk to or message people online about their business.

So... what if you were interested in people, built relationships, and then introduced your products/services/business when the time was right?

What would that look like?

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The difference between a focus on sales/recruiting and relationships is real. Take a peek:

Focus on Sales/Recruiting	Focus on Relationships
"Hey [person you haven't spoken to in 5 years], how are you? I was reaching out to see if you would be interested in hosting an XYZ party/learning more about XYZ company because we have some awesome rewards right now and I thought of you!"	"Hey [person you haven't spoken to in 5 years], how are you? I saw on FB that you guys are living in Florida now! How did that all come about? We love Florida!"

See the difference?

In one you are only interested for your benefit which means you're not really interested. You're hoping for a quick yes.

The other, you are actually interested. And guess what, often in these conversations, the person will ask, "What's new with you?" and that can be a great time to tell them what new adventure you're exploring.

Again, not to sell, not to recruit, just to plant the seed.

I cannot tell you how many people have a huge load of stress taken off their shoulders when they realize they can just be a normal human, interacting with other normal humans, and sharing from their heart.

Be your authentic true self. If that includes weird dancing videos, then you do you! If not, you can still be successful by being caring, interested, and by creating curiosity that your friends will notice.

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Same concept holds true when you post on social media. Now that we have covered The Sprinkle Approach and you're going to post on ALL sorts of topics sharing your story, don't go into SALES MODE when you post about your business.

Think about how you can serve your friends vs. sell to them. Maybe you post about a new product you just tried and you wanted to tell them because you know so many people are looking for something similar.

Or maybe you share how happy you are to be working from home now so you can be home with your family. You don't even have to say, "Ask me what I'm doing!" because people who are interested, will.

You truly can be successful in building a business without being weird. No gimmicks, no flashy flash, just being a normal human.

There's plenty of weird out there so go out and be your awesome self.

We all need it!

For more on this topic and many others, check out the free *Coaching for Women in Network Marketing & Direct Sales* group on Facebook.

See you there!
Amy