



Sharing Social Stories

Tips

Congratulations! You've made the decision to Feel Great!

The natural next step is to share Feel Great with others so that they can start feeling great too.

But there are a few things that you should keep in mind as you start sharing your Feel Great journey...



Sharing Your Stories Online

Storytelling has always played a critical part in successful marketing. Stories enable you to build personality and create a connection with your audience. But is it possible to effectively tell stories on social media? Yes, it is!

If you want to be a true storyteller, you need to create engaging stories that can turn people into listeners. Once they become your listeners, they'll become your followers.

Be a Visual Storyteller

Be a visual storyteller by making a visually appealing page that tells a captivating story. Use three, six, or nine separate images or videos to create a complete, longer story.

This is a creative way to make the story more enchanting and to appeal to your audience's eyes.



Borrow Someone's Story

Don't have your own success story to share yet? That's okay! You can borrow someone else's story in the meantime. Speak with a teammate or leader, and ask if you can interview them, or have them send/share their story.

Sharing other people's stories does the following:

- It creates third-party credibility. People like to know what has worked for a variety of people, and they want to see proof that it works for someone like them. It's like Amazon reviews. We all look for the five-star reviews before we make a purchase.
- It shows others what the final results look like. You can show others what the final success will look like while still pursuing your own.

Make sure to get others' stories in writing or on video so that it's easier to share them on social media.



Share Your Story as It Is Unfolding

You don't have to wait until you've lost a certain number of pounds or until you've started to feel like your best self. Share your story as it unfolds! This lets people know that you are starting a health journey and why you're starting it. Don't hold back, or your story won't be as powerful. Be as honest and straightforward as you can be.

Sharing your story as it unfolds does a few things:

- It encourages accountability. When you tell people what you're doing, they become invested in your journey. Knowing that others are watching will encourage you to follow through with your commitments.
- It shows authenticity and encourages others to follow your example. People have a hard time respecting advice from someone who has never done what they're telling others to do.
- It can create the we're-all-in-this-together feeling (or the we-SHOULD-all-be-in-this-together feeling). You'll see many people using language like, "join me," or "ask me what I'm doing," online to create this kind of camaraderie.
- It creates anticipation. People want to see your end results. You can capitalize on this excitement. Think of it as a big reveal.



Liked by **cosmo_lxnx56** and **300 others**



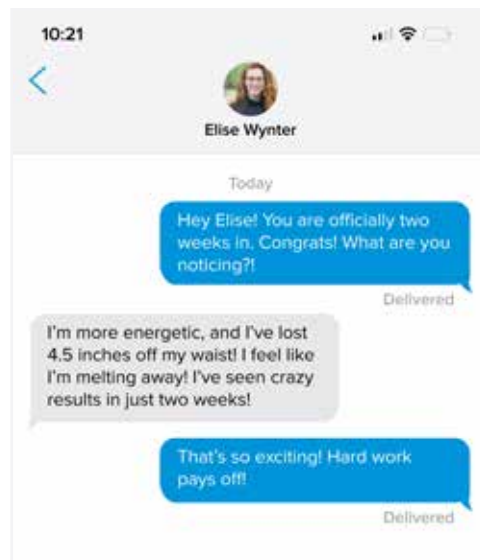
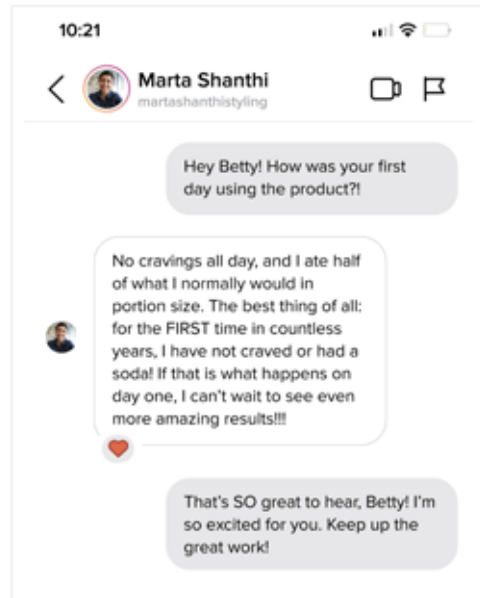
Sarah_Derella I'm not quite where I want to be yet but I do feel awesome. Follow along to see my progress! [#feelgreat](#)

Gather Stories from Your Customers or Downline

Ask your customers or downline for their stories. You can do this by regularly checking in. Send them a text or a message via your favorite messaging app. Ask questions that will help people understand where they are in their journey (more info about the type of questions to ask below). Get permission to share screenshots of your conversations, and then share to your Instagram Feed or Stories.

Whenever possible, capture the person's "why." The more emotional the "why," the more memorable and powerful it is. The "why" must be authentic so that you don't create false emotion.

Consider adding a Story Highlight to your Instagram account so that these Stories are available to your audience for a longer period of time.



Ask the Right Questions to Get the Best Stories

You want to post the best stories online, right? Of course you do! But to get the right stories, you need to ask the right questions.

Some questions you could ask to bring out an inspiring story include the following:

- "How was your first day using the product?"
- "You've been at it for three days. How are you feeling?"
- "You are two weeks in. Congrats! What are you noticing?"



Choose the Right Length

Length, especially on social media, is a hot topic. Studies have shown that shorter posts (those under 120 characters) tend to have more engagement, but these studies aren't telling the whole story. When a long Facebook or Instagram post has a "See More" option, these posts actually receive plenty of engagement. Why? Because the longer posts typically tell a more beautiful, captivating story.

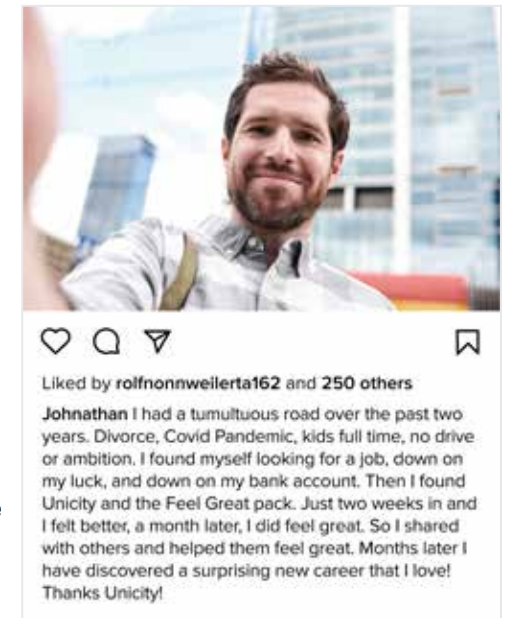
Small tidbits shared via text are great, but be sure to occasionally share longer stories that have an arc. Don't shy away from sharing challenges and how you or others overcame them.



Make Your Story Meaningful

An interesting story might be enough for your audience to tap "like." But by sharing a meaningful story, you will find that people are more inclined to engage and take action.

When you tell a story that is deeply meaningful to the audience, you can build a stronger emotional connection. It's critical that your audience values your meaningful story and engages with your business in the long run. So before developing your story, figure out what is meaningful to your audience.



Track Your Measurements

Weight loss is typically the go-to when it comes to measuring progress, but weight loss is not the only way to measure progress. Here are a few measurements you may want to record in addition to weight: neck, waist, and hip circumference and any other place that may help you feel good about your progress. (Some people like to track thigh, arm, and chest measurements, to name a few.)

If you're feeling up to a medical checkup, we recommend taking a look at your body fat percentage, insulin levels, glucose levels, HbA1c (measures the average level of glucose in the blood for the past three months), ALT/AST ratio, BUN (blood urea nitrogen levels), blood pressure, and blood lipids.

Take Before and After Photos

A picture is worth a thousand words, right? A good before and after photo will help you tell your Feel Great story.

- Select a place and time with good lighting to take regular pictures of yourself. Taking pictures in the same place and at the same time for all pictures will produce the best results.
- Try to minimize clutter in the space. You should be the focus of the shot.
- Take photos in clothing that you are comfortable with. Too often, people won't take photos because they think that getting into a bathing suit or sports clothing is daunting! So get into clothing that's comfortable but also shows your progress. Trust us, you're going to want to have the pictures.
- Take a full-body front picture, a full-body back picture, and a full-body side-view picture. Close-ups of face and shoulders (bust) are sometimes nice to have as well.
- Make sure the photo is taken from the same distance every time and that you are in the same spot. (Use masking tape to mark the spot, if you need a little help.)
- Take a high-resolution picture. Most smartphones these days will do the trick.



Document Non-Scale Victories (NSVs)

Feel Great is not about what you lose, it's about what you gain! Many track weight or fat loss, and that's great! But people really love to hear about the non-scale victories (NSVs). Perhaps you haven't been able to comfortably wear your wedding ring, and now you can. Maybe you used to avoid going to the pool with your kids or grandkids, and now you don't avoid it!



Planning how to track NSVs can be difficult, but trust us—you'll know how to track them when you start seeing progress. Record them! There will be plenty, and we want you to share them and inspire others.

Of course, what you track is up to you. But keep in mind that your story is more powerful with more supporting data.

Conclusion

Social media storytelling is an art. Try some of our tips to create unforgettable stories for your audience.

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