

# VIP Customer Group!

1. **Check your mindset!** is your group about "getting sales" or is your group about "providing an exceptional customer experience?"
2. **Set up the group with care and creativity.**  
Make sure you have a properly sized banner, a group description, and a custom Facebook group URL (all this can be done in the settings of your Facebook group)
3. **80% of your content should not be sales focused.** These should include posts such as recipes, alternative product uses, you personally using the products and tips.  
Also, include fun in there, people are on social media to be social, not to be sold to.
4. **Use unique content!** Do not copy and paste other consultants' work and always give credit where credit is due. Whenever possible make and use your own graphics taking inspiration from what others have done.
5. **Show your personality!** There are thousands of other consultants out there selling the same product. People buy from people, not from companies when it comes to direct sales. Show your personality in your posts and pictures.