

# October 2015

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 • 5, 5, 5 • Lifestyle post	2 • 5, 5, 5 • Business post • Sample giveaway!	3 • 5, 5, 5 • Personal post
4 • 5, 5, 5 • Personal post • 2 opportunity posts	5 • 5, 5, 5 • Personal post • Send samples	6 • 5, 5, 5 • Raw post • New to 2 call @ 9 EST	7 • 5, 5, 5 • Product post	8 • 5, 5, 5 • Personal post	9 • 5, 5, 5 • Personal post • Sample giveaway!	10 • 5, 5, 5 • Lifestyle post
11 • 5, 5, 5 • Personal post • 2 opportunity posts	12 • 5, 5, 5 • Personal post • Send Samples	13 • 5, 5, 5 • Product post • New to 2 call @ 9 EST	14 • 5, 5, 5 • Personal post	15 • 5, 5, 5 • Personal post	16 • 5, 5, 5 • Lifestyle post	17 • 5, 5, 5 • Business post
18 • 5, 5, 5 • Lifestyle post • 2 opportunity posts	19 • 5, 5, 5 • Personal post	20 • 5, 5, 5 • Product post • New to 2 call @ 9 EST	21 • 5, 5, 5 • Personal post	22 • 5, 5, 5 • Lifestyle post	23 • 5, 5, 5 • Business post • Sample giveaway!	24 • 5, 5, 5 • Personal post
25 • 5, 5, 5 • Raw post • 2 opportunity posts	26 • 5, 5, 5 • Personal post • Send Samples	27 • 5, 5, 5 • Personal post • New to 2 call @ 9 EST	28 • 5, 5, 5 • Product post/Flash sale	29 • 5, 5, 5 • Lifestyle post	30 • 5, 5, 5 • Personal post	31 • 5, 5, 5 • Lifestyle post

# KEY

- **5,5,5** = 5 reach outs, 5 friend requests, 5 follow-ups (following up with people who you have already reached out to previously) **DID YOU KNOW:** it takes the average person 5-7 reach outs before signing? **THIS IS A MUST** in this business...consistency.
- **Personal Post:** Guess what!?! This is JUST AS IMPORTANT as posting about Rodan + Fields ☺ Things to include: Quotes that you like, Videos you enjoy, music you're listening to, pictures with you and your friends and fam. **DO NOT** just re-share things all the time. That is not effective.
- **Raw Post:** This is a post about YOU as a person and human, and what this company has done for you. Not just monetary, although you can certainly include that, but also about WHO you are becoming through this. How is this getting you closer to your why? How do you feel being constantly supported by THOUSANDS of positive thinking women? These are the hardest, and the scariest to write. If you need some help on what to write, REACH OUT to your sponsor. ☺  
  
DISCLAIMER: If you're in a place where you feel negative about this biz because you've heard a lot of "no's" or something like that...suck it up? This might be one of those fake it until you make it times. Honestly, mindset is everything; maybe you can talk about what this biz is teaching you about mindset? POSITIVE THINKING = POSITIVE OUTCOMES
- **Opportunity Post:** picking two of your coolest, best connected people in your network and asking if they will do an opportunity post for you. All the language for reaching out, what to ask them to post, and how to respond to interested people is posted in GRIT. ☺
- **Business Post:** Something as it relates to this business. Something COOL the biz is doing. Maybe something about our business in general (a growth chart, a pay chart, an article in one of the many magazines about the biz). A blurb about the redefine blogs. Anything that shows what this business is about, where it is headed, why it is important, or a success story from the business.
- **Product Post:** With a product post you should be posting: A SHORT description of the product, a picture that YOU have taken of the product (either on your face, in your hand selfie style, or in your bag...etc..get creative!!), and a before and after in the comments after you've posted (or in the actual post, you can mix it up!)
- **Sample Giveaway:** When you do this, make sure you set aside a time to actually make the samples and actually send them out! Schedule it!
- **Lifestyle Post:** Oh my gosh look at how posh I am drinking a martini, or look at my new (BLANK) that I bought, or look at me shopping, or look at my new sunglasses, or look at what I was able to afford. Sounds vain...yeah I felt lameo writing all of that, but you can do it in a genuine way, and guess what, the truth is...RF is helping you pay for things!
- Be sure to post about **PAYDAY**...I'm not exactly sure what day it is, so if it lands on a personal post day just sub it in, but if lands on another day, just wait to post until your next personal post day.
- **Posting times:** Think about your network of people, and WHEN you are posting. Is posting at 6am right when you get up for work the best idea? How receptive are you to new business ventures at 6am? One thing is FOR SURE...I'm not. This isn't something you need to become obsessive about, but just be aware of it!
- **HOW TO INCREASE FB VISIBILITY:**
  - Liking and Commenting on other people's pictures and comments. Don't be afraid to start liking and commenting on NEW people's things ☺
  - Posting OFTEN, this is why I made this schedule. Posting and branding yourself is SO important.
  - Not only should you be liking and commenting on NON RF people's post, but you need to be doing the same on RF people's posts...so then when you do post they are much more willing to give you the love back!