

TIPS FOR HEALTHY FOLLOW-UP HABITS

- **Personally connect**—let them hear your voice via voice messaging or voice memo
- **Keep it short and sweet**
- **Be timely**—have a genuine reason to reach out
- Use it as an opportunity to **build personal relationships**
- Decide on a **follow-up plan** and cadence and stick to it!

Follow Up with Anyone Who....

- Purchased product from you
- Commented on your last post
- Purchased from you last year during this month
- Engaged with your slider bar, poll, or vote stickers in stories
- Has become one of your top buyers
- Was a Rewards Link owner, Host, or Affiliate
- May be interested in the Monthly Special

Note: Please keep your Individual Brand Ambassador and Brand Affiliate Agreement in mind when sending emails or messages. Brand Ambassadors and Brand Affiliates must get consent before contacting individuals and must cease contact if an individual requests communication to be discontinued.