

ALAVIDA



MY ACTION PLAN (M.A.P.)

EASY INSTRUCTIONS





Use this easy instruction guide as a companion piece to the My Action Plan (M.A.P.) Roadmap to Radiance for achieving your goals.

Also, please remember to sign the waiver on page 8 when you submit your Before and After photos and testimonials.

SOCIAL MEDIA GUIDELINES

We can help you leverage social media, a crucial marketing tool in today's world, to promote Alavida and grow your LifeWave business.

We've provided you with several images in your Back Office to use.

TO GET STARTED, MAKE SURE YOU FOLLOW LIFEWAVE ON ALL OF OUR SOCIAL MEDIA PLATFORMS:



LifeWave Corporate



lifewavecorporate

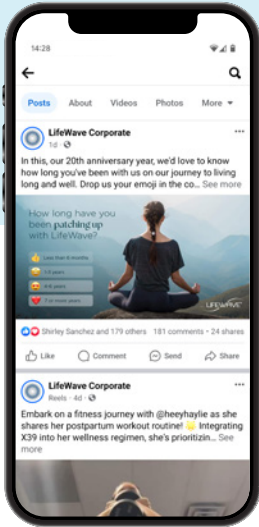


LifeWave, Inc.



LifeWave Health

NOW, DOWNLOAD THE ALAVIDA IMAGES FROM YOUR BACK OFFICE.
NEXT, JUST FOLLOW THE SIMPLE INSTRUCTIONS ON THE NEXT PAGES
TO GET THE MOST OUT OF SOCIAL MEDIA.



Facebook is a powerful platform to connect with potential customers and build your Alavida System business. Here are some key tips and pieces of advice to leverage the full potential of Facebook:

SHARE ENGAGING CONTENT:

Share high-quality, visually appealing content that showcases the benefits of the Alavida System. Utilize images, videos, and customer testimonials to create a compelling narrative around the products.

POST CONSISTENTLY:

Establish a regular posting schedule to maintain visibility and engagement. Consistency is key to building trust and keeping your audience informed about the latest Alavida products, promotions, and updates.

UTILIZE FACEBOOK GROUPS:

Join and participate in relevant Facebook groups related to beauty, skincare, and cosmetics. Engage with the community by providing valuable insights, answering questions, and subtly introducing Alavida as a solution.

ENGAGE WITH YOUR AUDIENCE:

Respond promptly to comments, messages, and inquiries. Building personal connections with your audience helps foster trust and loyalty, crucial for growing your business with Alavida.

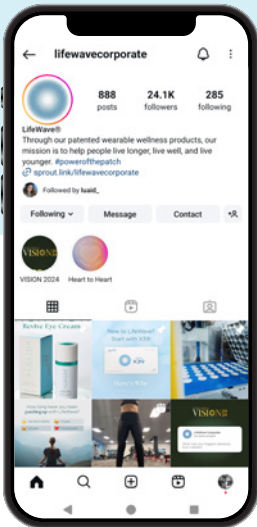
HOST FACEBOOK LIVE SESSIONS:

Leverage the power of live video to showcase product demonstrations, share skincare tips, and answer questions in real-time. Facebook Live creates a sense of immediacy and authenticity, strengthening your connection with potential customers.

AVOID OVER-PROMOTION:

While it's essential to promote Alavida products, balance your content by sharing relevant industry news, beauty tips, and user-generated content. Avoid coming across as overly promotional to maintain a genuine connection with your audience.

Remember, Facebook is not just a sales platform; it's a space for building relationships and trust.



Instagram is a visual-centric platform that offers various tools to enhance your Alavida business. Here's a breakdown of Instagram's key features and tips to make the most of them:

INSTAGRAM STORIES:

Share behind-the-scenes glimpses, product highlights, and time-sensitive promotions through Stories. Utilize features like polls, quizzes, and countdowns to boost engagement and create a sense of urgency.

INSTAGRAM FEED:

Your Instagram feed is your visual portfolio. Ensure a cohesive aesthetic that aligns with the Alavida brand. Use high-quality images and thoughtful captions to tell a compelling story about the products and their benefits.

INSTAGRAM REELS:

Take advantage of short-form video content with Instagram Reels. Showcase quick tutorials, product demonstrations, or entertaining content related to Alavida. Use trending music and effects to increase visibility.

INSTAGRAM LIVE:

Connect with your audience in real-time through Instagram Live. Host Q&A sessions, product launches, or live tutorials to engage with followers. Encourage viewers to ask questions and share their experiences with Alavida.

USE HASHTAGS STRATEGICALLY:

Research and incorporate relevant hashtags to increase the discoverability of your posts.

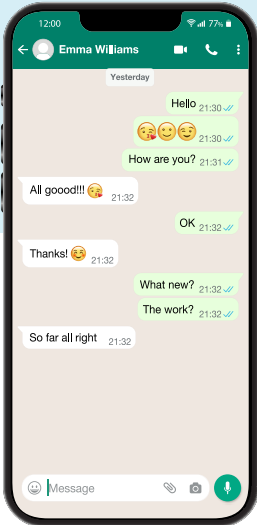
ENGAGE WITH YOUR AUDIENCE:

Actively respond to comments, direct messages, and engage with your followers' content. Building a community on Instagram is crucial for brand loyalty and long-term success.

REVIEW INSIGHTS:

Regularly review Instagram Insights to understand the performance of your content. Identify trends, popular posts, and the demographics of your audience to refine your strategy and optimize future content.

By mastering these Instagram tools, you'll create a dynamic online presence for Alavida, attracting and retaining a dedicated customer base.



In today's digital landscape, leveraging WhatsApp for business is crucial to enhance communication and foster relationships with customers.

Follow these simplified steps to set up your account quickly:

1. Download WhatsApp Business from your app store (Google Play Store for Android or Apple App Store for iOS).
2. Install and open the app.
3. Verify your business phone number.
4. Set up your profile with your business name, picture, and important details.
5. Optionally, add categories and labels to improve visibility to help customers find you through searches.
6. Explore business tools like automated messages such as automated greetings, quick replies, and away messages. These tools can enhance customer communication.
7. Start adding contacts and communicating with customers, share product information, and provide customer support.

Utilize the status feature to share updates, promotions, or announcements.

HOW TO TAKE PROPER BEFORE AND AFTER PHOTOS



Nothing tells a more convincing story than pictures, and the Alavida Before and Afters show an obvious reduction of fine lines and wrinkles. With that in mind, ask your team to take Before and Afters so you can use them to support your marketing efforts in the field. Plus, we'd love to share your photos! Just follow the directions below and be sure to include the signed waiver on page 8.

IMPORTANT NOTE: All photos must accurately show real results. Please do not alter these images with photo editing software or filters of any kind.



BEFORE



AFTER 6 WEEKS

Follow these easy, step-by-step instructions for best results:

1. Remove all makeup and wash your face before you start.
2. Have someone else take your photo.
3. Choose an area that has controlled lighting, such as a bathroom.
4. Take photos at the same time of day.
5. Always take the photos in the exact same spot.
6. Choose a plain wall (preferably white) as your background.
7. Place the camera the same distance away from your face every time.
8. Avoid using a flash.
9. Use the same facial expression and face angle each time.
10. Complete and sign the photo and testimonial waiver on page 8.
11. Send your photos and testimonial waiver to product@lifewave.com, and include a note of when each photo was taken (for example: Before, Day 1, Week 2, Week 3).
12. Post your own Before and After collage on social media. Make sure to tag [@lifewavecorporate](https://www.instagram.com/lifewavecorporate) so we can see your pictures.

TESTIMONIALS

With the widespread popularity of social media and user groups, people increasingly rely on peer testimonials to decide which products they want to buy. When used effectively, these testimonials can really help drive sales.

Ask people to email their personal testimonials or post to your social media pages. Or to make it even more fun, ask them to create a short testimonial video with their smartphone or tablet.

Here are a few questions to ask that should lead to great reviews:

- How did you like the way Alavida feels on your skin?
- How would you describe the improvement in hydration?
- How would you describe the improvement in skin appearance?
- What makes Alavida unique compared to other skin care products?
- What is your impression of the Alavida Patch?

Below are some examples of Alavida testimonials from some of LifeWave's prominent leaders.

“

I've now tested the new skin care products for two weeks and I think they're amazing. I particularly love the smell of the Night Crème and the texture is wonderful. It's easy to rub on, absorbs within minutes and leaves the skin really soft and smooth.

Maj W.

“

It's a pleasure to use the product. As a man, I don't have much experience with cosmetics, but my experience with Alavida has been incredible. My skin has definitely changed for the better and I'm very happy to use the product.

Gerhard W.

“

Alavida really works for me. My skin is softer, more hydrated and feels more alive. It's really a wonderful product and I can't wait to promote it in the field. The rest of my body wants this too— is this in the pipeline?

Pernille K.

“

On just the third day of using Alavida, my daughter (age 29) said: "I don't know what it is but you look different." After three weeks, my skin is firmer, well moisturized and feels better nourished. Wrinkles have become shallower, my skin color has brightened and it looks younger and fresher.

Halina P.

You can also watch video testimonials on our [YouTube channel](#).

PHOTO AND TESTIMONIAL WAIVER

Email to product@lifewave.com

Product Name (Required): _____ Date submitted: ____ / ____ / _____

How long have you used product? _____ days/weeks/months

I grant to LifeWave Inc., its representatives and employees, the right to use my name and likeness in connection with the above-identified subject. I authorize LifeWave Inc., its assigns and transferees, to use and publish my name and likeness for promotional purposes. I understand I waive any right to royalties or other compensation arising or related to the use of the photograph.

I willingly and truthfully gave a testimonial on a LifeWave product after having used the product specified above and permit LifeWave to use this for promotional purposes.

I have read this release before signing below and I fully understand the contents, meaning, and impact of this release. If I no longer wish to allow my testimonial, name or photograph to be used for any reason, I must call LifeWave Customer Service and request this. The request will be considered complete, upon receiving notification from LifeWave that the testimonial has been removed. LifeWave must be able to contact you directly if there are any questions regarding your testimonial and may also contact you for follow-up on your satisfaction with LifeWave products.

*Signature

*Printed name

Organization Name (if applicable)

*E-mail Address

*Phone Number

*Mailing Address

City

State/Province

Postal Code

Country

**Required Field*

