



# CREATING SUCCESSFUL VIP GROUPS

How to engage your customers  
and increase monthly sales



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If you have this e-book in your hands, it means you are ready to take your online business more seriously and are interested in different ways to communicate and build loyalty with your customers.

VIP Group pages are a great way to build trust and likability with your customers. And remember, people do business with people they want to be friends with!

So step outside your comfort zone, realize the amazing skills and traits you possess, and share them with the world!

I can't wait to see what you can do.

Nancy Bogart and the Jordan Essentials Home Office Team



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## Why Facebook Groups?

Facebook Groups are a must-have in your social media marketing. They help you engage with your customers, build likeability and trust, as well as obtain additional sales/leads every month.

Your Facebook Groups are a great way for you to keep in contact with your customers because of the nature of a Facebook Group: it is a high touch connection. Instead of sending e-mails or leaving voicemails, you are able to have conversations in real-time with your customers.

Your Facebook Groups also create a sense of community. It is in our human nature to want to belong and be an accepted member of a group. People use the sense of belonging to a particular to help identify themselves. It is a basic human need that we require a minimum quantity of regular, consistent social interaction with others.

So if it is in our DNA to belong, a Facebook Group setting, where community is the focus and goal, is an excellent way to build strong relationships with your customers and needs.



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## Creating a VIP Group

A VIP group is going to be a place where your most important and most special fans get to interact with you.

Your Facebook Business Page is the place where you will build up your community and meet new people. But once they become customers or hosts, you will want to invite them to your VIP Group Page.

When creating your VIP Group Page online, be sure to title it something that your customers relate to. Titling your Group: “Lindsay’s JE VIP Customers” isn’t relatable or enticing. Why should they want to be a part of the group? What is the group about? What does it stand for? What do you offer? Be sure to answer all of these questions before selecting a name.

For example: The Healthy Mom Club, Beauty at Home with Lindsay, Living Natural and so on.

You don’t want to make your group all about you or all about your product. You want to tap into the daily struggles that your customers face and the lifestyle they want to live.



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## Creating a VIP Group

By narrowing that down, you open up the doors to how much interesting and engaging content you can share.

Remember, your audience wants content that:

- Informs them on relevant topics, issues or opinions that affect their lifestyle choices.
- Entertains them with light-hearted, humorous content.
- Educates them on best practices in your industry.





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## Common Mistakes

With all the research we have done into Facebook Groups, we have summarized that there are five common mistakes most direct sellers make.

**1. Forcing people to join.** When we have something valuable to share, we get excited. And naturally, we want to share that excitement with everyone right away. So many consultants create a group and then go through their Facebook Friends list adding everyone they know.

I bet you can see the problem already. Mostly because you have probably already experienced the pains of being added to too many groups - especially ones you didn't give consent to join.

With groups increasing in popularity and effectiveness, everyone is using them in their marketing strategies. This is why it is extremely important to not make the #1 most common mistake of skipping to invite your customers to join your group.

*Think about it this way, would you show up at a customers house, unannounced, escort them to your car and drive them to your party? If you wouldn't do it in real life, don't do it online!*



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**2. Inviting people you don't know.** Like previously mentioned, people are tired of being added to groups that they didn't request to join. Especially if they don't know you or your product.

When you're added to a group without knowing the administrator or the person who added you, what is the first thing that comes to mind? Spam. It makes you feel like the person doesn't care about you or your needs – but rather about their own personal gain through new leads. This is a quick way to irritate people and have them view you negatively.

**3. Not engaging in the group.** Another common mistake is not showing up to your own group. As direct sellers, we have great intentions for our business. We start Business Pages, Groups and YouTube channels, all we with the intention of working them effectively. However, when you drop the ball on engagement, your customers notice. They think you're no longer working the business or not consistent enough or passionate enough, to pay attention to.



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**4. Making it all about you.** Another common mistake that direct sellers make in their VIP Groups is that they post only about themselves. While it's great to share information about yourself so that your customers can get to know you better, you also want to make sure you are getting to know them. Ask them questions about who they are, what they want and what they are trying to discover about our industry. This will help you come up with content to share with them much easier as well.

**5. Over-Promoting Your Products.** The last common mistake that we see is people utilizing their Group Pages as a billboard. Remember, your VIP Group Pages are a great place to build community and conversation. The easiest way to build that is through sharing valuable content about your industry. This means sharing information outside of your company as well. This will build authenticity which leads to trust and loyalty with your customers. Then when you do recommend a product, your customers will be more likely to purchase from you.





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## How to Increase Engagement

If your goal is to create community, the steps you must take to get there must be ones that create engagement. You cannot simply rely on your group members to do the work for you.

That means that you need to post articles, information, tips and statuses that illicit a response. You can ask things like:

- Tell me 10 things we don't know about you
- Tag a friend you've made in this group
- What is something you want me to teach or cover?

Another great way to increase engagement is video. When you are sharing content they care about and giving them solutions to their problems, not only are they learning something valuable, they get to know you better. Video gives our customers the opportunity to talk to us in real time (when using Facebook Live), see our mannerisms and get to know our personality. People only stick around for what you share based on whether or not they want to be friends with you. So be open, positive and authentic in your posts.



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## How to Generate Profit

Even though you will get a magnitude of satisfaction and fulfillment from creating a vibrant community of new friends, this is still your business. And with any business, it's important to generate income.

With your Facebook VIP Groups, there are three major ways that you can earn an income:

**1. Facebook Parties.** Every month in your VIP Group, you should be running a Facebook Party. This Facebook Party can be run through graphic posts in the group or by using Facebook Live (recommended). Every month you will want to create a bundle of products that you will feature, demonstrate and teach on. This is a great way to increase your monthly sales by a few hundred to a few thousand every month. Also be sure to remind your customers that it is a great time to re-order any products they are in need of.

**2. New bookings.** Your VIP Group is also the best place to find hosts. Offer your VIPs first dibs on your booking dates or offer them a special gift for referring a new host. Do a Facebook Live video every month to talk about the monthly host special and generate interest for Facebook Parties or Home Parties with their friends.



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**3. Opportunity Nights.** You will also want to host a monthly Opportunity Night with your VIPs. This is the chance for them to ask any questions they have about the business, for you to share any exciting information about Jordan Essentials or anything you achieved that month because of your business. You can also have a member from your team do a testimonial video about their business, so they just aren't hearing from you every month. This is especially great if your team member started as a VIP.

To keep these exciting, you can offer a special gift for joining every single month, if they join the night of the opportunity event. I suggest hosting these at the beginning of each month. This way, they are not holding out until the end of the month for the gift option, and it gives them a full month to start their new business.

## **Stay Consistent**

At the end of the day, the key to growing a successful VIP Group is picking a few strategies and doing them every single day. Be sure to schedule time in your day to touch base with your group as well as market the group to new people.