

# 3-Day Detox

Cleanse | Balance | Energize

FACEBOOK GROUP GUIDE

## How To Use This Guide

Utilize the content provided here by customizing and sharing it with your NeoLife 3-Day Detox Facebook Group. The provided content is geared toward introducing and inviting others to join you on the Detox, as well as educating and motivating your group to complete the program and get the best results from their NeoLife 3-Day Detox.

Please note these are simply suggested guidelines to help you share. Feel free to spice these up to make it your own.

1

### PIQUE INTEREST

Post fun, interesting images across social media to let your friends, family, and followers know about the NeoLife 3-Day Detox. The key is to pique their interest by building excitement and making them curious to know more.

Download the zip file 'Shareable Images' we've created for you to post across your social networks. Always include a caption that is genuine and straight from the heart.

2

### INVITE

Encourage your friends and family to join you on your upcoming 3-Day Detox. Set a date at least 2 weeks in advance in order to give those interested time to purchase their 3-Day Detox and join in your group.

## Online Social Media Campaign

### Post Example

Post an image like this one with the text below.

*Recent scientific studies have revealed that approximately 90 to 95% of cancers stem from environment and lifestyle. Everyday we are exposed to toxins including cancer-causing chemicals, preservatives, heavy metals, and other environmental pollutants. Don't you owe it to yourself to purify your body?*

That's why I'm starting a Detox group on February 1st. DM me or comment below for details.



Over the course of your campaign leading up to your detox date post the Top 5 Reasons to Detox images.

## Offline Campaign

### Step 1: Send text

message invite to everyone.

Hi \_\_\_\_\_, my husband and I are starting a 3-Day Detox on \_\_\_\_\_ to get a clean start in 2017, and we want to invite you to join us! It's only 3 days, and you'll be amazed at how energized and refreshed you feel afterwards! Let me know if you're in and I'll send details. It's an easy plan to follow!

### Step 2: If they say “I’m in” respond with...

We’re excited you’re joining us! By the way this detox is based on scientific breakthrough by top toxicologist and cancer researcher, Dr. Arthur Furst to help you cleanse, balance and energize your system. Here are the 2 steps to getting started.

1. I’ll send you an invite to a Facebook support group where you’ll find motivation, a grocery list and simple recipes that support the 3-Day Detox.
2. Order your 3-Day Detox Kit. It’s \$\_\_\_\_\_ You can place your order at \_\_\_\_\_ or do you want me to order it for you?

## 3

### CREATE DETOX GROUP

Now that you have people interested in joining you, create a 3-Day Detox Facebook Group. Use this group not only as a forum to educate and provide recipes, but to motivate others to complete their 3-Day Detox and get the best results possible. You can also use this as a tool to build and gather testimonies that will inspire others to join your next group!

#### How to create a Facebook group:

1. Login in to Facebook
2. Click in the top right corner of Facebook and select Create Group
3. Select your group preferences, enter the group name, add group members and then choose the privacy setting for your group
4. Click Create

Once you create your group, personalize it by uploading a cover photo and adding a description. You’ll find a cover photo option in the zip file of shareable images.

If you have any questions about creating an account or group on Facebook, Google and YouTube will be your best friend ;)

## Share Your Story

Give a short ID and share why you are passionate about the NeoLife 3-Day Detox. For additional support on how to effectively share your ID, see ‘Share Your Story’ video under ‘Business Tools’ in your Back Office.

#### Post Example

*Hi!*

*You have most likely seen me posting about my excitement regarding the NeoLife 3-Day Detox over the past several weeks. I want to tell you a little about myself as well as my personal experience with NeoLife and why I'm excited to start the 3-Day Detox. If you've already done the 3-Day Detox then share your past experience and post any photos to show off your results.*

*Share your story here... That's why I have such a passion for NeoLife and I decided to create this 3-Day Detox group to help other people feel this amazing! If I can do it, YOU CAN DO IT!*

*I'm looking forward to sharing NEW transformation photos and seeing your results at the end of this week!  
Happy detoxing everyone!*

## Getting Started

Start posting in your 3-Day Detox Group at least a couple of days before the actual start date of your 3-Day Detox. This is your opportunity to prep your friends and family on what to expect while providing the big inspirational push they'll need to start, stick to, and complete it. Of course, this is also the time to encourage your group to share their measurements and before photos so you can build testimonies for your next 3-Day Detox group.

## Detox: Day 1

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### AM Post Example:

Welcome to Day 1! Kick off your 3-Day Detox by commenting how you feel. Tired? Bloating? Lacking energy? Trust me, you'll be feeling like a new person once you've completed the Detox! Stay motivated! I can't wait to see your results!



### NOON Post Example:

Have you tried this awesome detox drink recipe from the Detox Guide? It's simple to make and tastes great! Feel free to serve it hot or cold. I added a stick of NeolifeTea for energy and mental clarity.

16 oz. water  
2 tbsp. grated fresh ginger  
1 whole fresh squeezed lemon  
Dash of cayenne pepper (optional)  
3 tbsp. raw organic honey



**PM Post Example:**

You survived your first day of cleansing! Taking care of your body is something to be proud of! Give yourself a pat on the back! Remember: Eating well is a form of self-respect.



Detox: Day 2

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**AM Post Example:**

Time for a moment of truth... I'm feeling it already. And by feeling it I mean feeling slimmer and trimmer! Are you feeling it?



**NOON Post Example:**

One of the many reasons that I love the 3-Day Detox is that you don't have to go hungry AND you can enjoy yummy whole foods! I made this antioxidant-packed smoothie bowl for lunch and it was DELICIOUS! What did you have for lunch today? Share your recipes with us!



**PM Post Example:**

You're halfway there! It's normal to crave some of the foods you usually eat, but don't give in!! You've got this!



## Detox: Day 3

### AM Post Example:

I couldn't wait to have my NeoLifeShake this morning! Not only does it taste good, it's good for you! Post a pic of your delicious NeoLifeShake in the comments below!



### NOON Post Example:

I'm feeling so charged up from my results so far that I got a workout in! It only took about 10 minutes but boy did I sweat! If there actually were any toxins left, that workout totally sweat them right out! Here's the link to the workout: <http://neolifeblog.com/get-lean-for-life>.

{Post workout selfie here}

### PM Post Example:

How are you feeling? Feeling different than Day 1? If so, tell me how! I'm so excited to hear how awesome you feel!



## Post-Detox

### AM Post Example:

CONGRATS! You've completed the 3-Day Detox! Post your 'after' photos in the comments along with your results!



### PM Post Example:

Don't let go of this healthy feeling! Continue your health transformation by selecting a NeoLife Health Pack. I'm here to help you be your best, so comment below if you're interested in learning more.



## Detox: Day 4-7

### AM Post Example:

What healthy meals have you been enjoying? Share a photo and the recipe below. Can't wait to see what you've been cooking up! If you're looking for new recipe ideas check out [NeolifeDetox.com](http://NeolifeDetox.com).

### PM Post Example:

Reminder! Don't go to bed without taking your Acidophilus Plus. Restoring the probiotics to your lower gut is critical for optimal long-term health.

