

Build Your Platform



Sales are personal.

It's the relationship you have with your customer that can make the sell. How you engage and connect with your customers is vital to growing your business. Build that personal relationship and reach more people with social media.

Social media is a powerful tool. Using Facebook, Twitter, and Instagram, you can establish a unique rapport with your customers and maintain existing relationships. This isn't cold calling customers or giving hard sells. You're simply sharing your life and showcasing how USANA fits into your healthy lifestyle.

Get started building your social media brand with our new social media handbook, **The Foundations of Social Selling**. It's your easy-to-read primer on connecting with people, engaging them with your insights, and building a trusted relationship. You'll learn the difference between the various social media platforms and discover how to effectively communicate with customers.

The Foundation of Social Selling is also filled with strategies to create your social media brand. From posting photos on Instagram or tweeting about your day, you'll have the tools to successfully connect with your customers. In no time, you'll know how to share on Pinterest, post on Facebook, and how all of your social media platforms fit together. If you have questions, [visit What's Up, USANA?](#) for more information.

Start building your brand and download The Foundations of Social Selling.



The Foundations of Social Selling

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How To Build Your Personal Brand

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