

Creating Curiosity

Why we create curiosity

1. Contrary to popular use, it's actually against FB's rules and regulations to put companies' brands on a personal wall. FB is getting more strict by the day about it.
2. So people don't google it. There will ALWAYS be a click funnel, google ad, etc... to get any product out there. By creating curiosity they will be sure to come to us for information.
3. Main reason- it's just an all around better and more successful tactic! It helps us practice telling stories about the results of the product instead of just trying to "sell" to someone.

How to create curiosity

1. Never use the company or product name anywhere in your posts or on your FB timeline.
2. Nickname the product ex- soap that won't dry out my skin, the serum that fixes me, my face finally feels moisturized all day.
3. Make sure your posts would have someone ask "WHAT SERUM?" or "WHAT ARE YOU DOING TO HELP WITH THAT"

Refer to products like you would your favorite pair of shoes! Sell the results not the skincare or cosmetics!

