

# KATHRYN CALHOUN

## *coaching*

### CLARITY > MOMENTUM > SUCCESS

## GET CLIENTS FROM FACEBOOK FOR FREE RETREAT WORKBOOK

Welcome and congratulations for saying “yes” to yourself and being here for this retreat. Facebook is an incredibly powerful platform to grow your business in an organic way. Use this workbook to take notes, jot down questions, and customize your own strategy for getting clients on Facebook for free. We’re going to have fun!

### **SESSION #1: GROUPS VS. PROFILES VS. PAGES - OH MY! WHERE TO FOCUS (AND WHERE NOT TO FOCUS)**

#### **Statistics:**

- Facebook has 2.07 billion active users
- Facebook has 1.37 billion DAILY users
- Facebook has 8 billion video views every single day

#### **Personal Profiles:**

- According to Facebook you **are not** allowed to use your personal profile and timeline primarily for your own commercial gain.
- 2 Main Ways to Leverage your Personal Facebook Profile for Business Growth:
  1. Tell your story
  2. Make your promotional posts about others

## Facebook Pages vs. Facebook Groups:

- Organic reach on Business Pages (the number of people who actually see what you post to your business page) is **declining**
- Facebook Groups tend to get **much more** engagement than Facebook Pages
- Number of people actively using Facebook Groups: **1 billion**

### **WARNING: Don't start a Facebook Group Until...**

**...You have some reach.** You don't want to start a Facebook Group, ask all your friends and family, then wind up with a group of 50 or 100 people who (a) are NOT your perfect prospects and (b) are not engaging in the group.

**A Facebook Group with few members and/or little engagement equals bad social proof.**

- Two Powerful Steps to Take Instead to Leverage the Power of Facebook Groups to Get Clients for Free:
  1. Work on growing your email list so you'll easily be able to grow your Facebook Group
  2. Engage in *other people's* Facebook Groups

## SESSION #2: HOW TO FIND EXACTLY WHERE YOUR PERFECT PEOPLE ARE HANGING OUT

**IMPORTANT:** The best place to market my products and services on Facebook is inside of Facebook Groups.

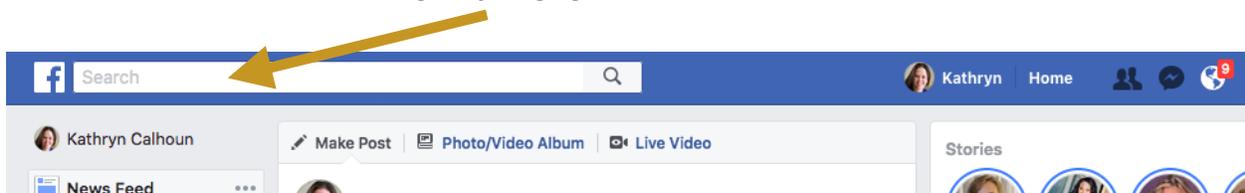
### 4 Criteria to Find Awesome Facebook Groups MOST LIKELY to help me get in front of my perfect prospects:

- The group has a lot of members
- The group has daily engagement from members
- The group host does not prohibit self-promotion (\*\*\*) It's fine if the host restricts this to certain posts or days of the week.)
- The group host isn't trying to sell EXACTLY what you're trying to sell (you don't want to feel like you are poaching clients - yuck)

### 3 Simple Steps to Find Groups Full of Your Perfect Prospects:

#### STEP 1: Use the Search Bar at the Top of Any Facebook Page

Type in any characteristic or interest of your perfect prospects and hit "enter" or click the magnifying glass.



**Note:** If there is not an obvious fit, you may have to get creative! Think about your perfect prospects' likes and dislikes, hobbies, favorite TV shows and books, etc.

### Keywords I will try searching to find my perfect prospects:

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## STEP 2: Click on "Groups" & Start Filtering for the Criteria Above

For any groups that have enough members and engagement, you'll want to do a little digging.

- Click on the group name. Don't click "Join" yet.
- Read the group description. Trust your gut. Does it feel like a good group? Do you like the host and energy?

### Group Names I'm Excited About:

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## STEP 3: Click the "Join" button and wait for approval.

- In the beginning, you may want to join at least 10 groups because you can't truly get a feel for the group until you're in it. After a week or two, leave any groups where you aren't getting any traction or don't feel like a perfect fit.
- **IMPORTANT:** Aim to find no more than 2-3 awesome groups that you will love to participate in consistently.
- Once the group host has approved your join request, you can start participating - yay!

## **SESSION #3: HOW TO MARKET YOUR STUFF INSIDE OF FACEBOOK GROUPS TO GET LEADS & CLIENTS - WITHOUT GETTING KICKED OUT BY THE HOST**

**IMPORTANT:** Facebook Groups are obviously an awesome way to get leads and clients, but it's important that you don't come across as spammy or predatory. You want to come from a place of service and be acting fully in integrity, or you are going to hate every minute of marketing and not attract clients you really love.

### **7 Key Strategies for Marketing Yourself Inside of Facebook Groups:**

1. Always read and honor the group's rules. (This trumps every other rule, tip, or strategy!)
2. **Your first post:**
  - Thank the host
  - Say what you do and who you serve
  - Include a real-life photo of you (not a headshot)
  - Ask, "Please introduce yourself to me, everyone!"
3. Always follow up on others' comments.
4. Post your own threads occasionally, if allowed (once per week)
5. Ensure your posts are valuable and conversational.
6. Take advantage of opportunities to promote, such as link-sharing threads or invitations to do Facebook Live videos.
7. Set a schedule for yourself to check in with each group you're a member of every day.

### RULE OF THUMB #1...

Don't just like people's posts and comments!  
Always comment.

### RULE OF THUMB #2...

Abide by the 90/10 rule... 90% of your posts are purely gives.  
10% are value-added invitations/offers.

### RULE OF THUMB #3...

ALWAYS follow the group's rules. Any given strategy does not apply  
if the group host has expressly forbidden it.

#### Power Posting Tips:

- Ensure your posts have a **call-to-action** as much as possible.  
**Examples:** Ask them to comment or reply with their opinion, ask them to respond to a poll, ask them to click a link (if allowed), ask them to post a picture on some theme you choose, invite them to sign up for your email list
- Content ideas: Survey the group, ask a question, share a cool article or inspirational image, catch someone doing something right, share a win
- With every post, keep in mind your 2 goals:
  - **Immediate Goal (#1)** = Give value to get clients
  - **Growth Goal (#2)** = Build your email list to build your business and enjoy more consistent, predictable income

## SESSION #4: TIPS AND TRICKS TO USE EVERY NOOK AND CRANNY OF FACEBOOK TO ATTRACT MORE LEADS, CLOSE MORE CLIENTS, AND GROW YOUR EMAIL LIST

By now you can see how powerful Facebook Groups can be to grow your business... but it doesn't just stop with Facebook Groups! Below are some very powerful strategies you can use to make sure every part of Facebook is working in your favor.

### Personal Profile

- **Allow people to follow you.**
  - Click on the question mark in the top right corner.
  - Click on "Settings."
  - Click on "Public Posts" and change the 1st setting to "Public."
- **Customize your intro.**
  - Click on your face at the top of the page in the blue bar.
  - Click on the pencil in the "Intro" section.
  - **Ideas for your intro blurb (include a call-to-action):**  

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- **Use an actual picture of your face** for your profile picture and choose a cover photo that is on brand (doesn't have to be a billboard for your biz though!)

### IMPORTANT REMINDER...

You **cannot** participate in Facebook Groups as a business, only as an individual. People from Facebook Groups WILL be clicking over to your personal profile to learn more about your business so make sure your personal profile helps with that!

## 7 Strategies to Improve Your Chances of Getting Engagement on Facebook (AND growing your email list in the process):

1. Use live video, regular video, and images ( in that order ).
2. Tag others to encourage them to share your post.
3. Speak on trending topics.
4. Be brief: Videos= less than 2 mins, Posts= few words as possible
5. Remember that call to action so we can get clients right NOW and build our email list for ongoing consistency and growth.
6. Update your profile picture and cover photo periodically. Those updates get pushed out to more of your Facebook followers (i.e. they get notified of the change), which helps your visibility.
7. Advanced tip: when you do #6, click on the picture and then click "Add a description." Put your call to action there to make it easy for people to reach out to you, get on your email list, etc.



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