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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 _____ active users
- Facebook has _____ DAILY users
- Facebook has _____ video views every single day

Personal Profiles:

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

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 **increasing/declining** (circle one)
- Facebook Groups tend to get **much more/much less** engagement than Facebook Pages (circle one)
- Number of people actively using Facebook Groups: _____

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

...**You have some** _____. 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 _____ **and/or little** _____ **equals bad** _____.

- Two Powerful Steps to Take Instead to Leverage the Power of Facebook Groups to Get Clients for Free:
 2. Work on growing _____ so you'll easily be able to grow your Facebook Group
 3. Engage in _____ 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 _____.

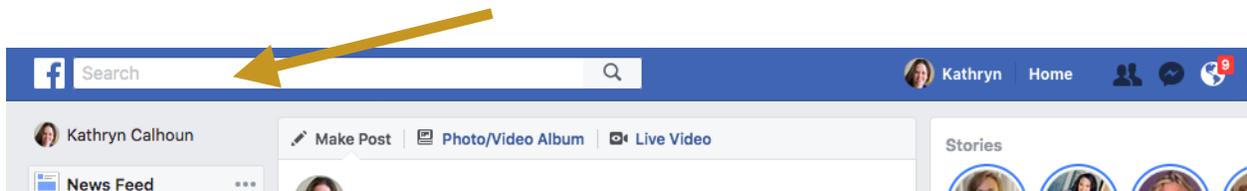
4 Criteria to Find Awesome Facebook Groups MOST LIKELY to help me get in front of my perfect prospects:

- The group has a lot of _____
- The group has _____ from members
- The group host does not prohibit _____ (***) 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 _____ or _____ 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' _____

Keywords I will try searching to find my perfect prospects:

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 _____. Trust your gut. Does it feel like a good group? Do you like the host and energy?

Group Names I'm Excited About:

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

- In the beginning, you may want to join _____ 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 _____ 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 _____.
2. **Your first post:**
 - _____ the host
 - Say _____ and _____
 - Include a _____
 - Ask, " _____!"
3. Always follow up on others' _____.
4. Post your own threads occasionally, if allowed (_____ per week)
5. Ensure your posts are _____ and _____.
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 _____.

RULE OF THUMB #2...

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

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 _____ as much as possible.

Examples: _____

- 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) =** _____

- **Growth Goal (#2) =** _____

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** _____.
 - 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** _____.
 - 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:**

- **Use an actual picture of** _____ 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 **can/cannot** participate in Facebook Groups as a business, only as an individual. (*circle one*) 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 (_____).
2. Tag others to encourage them to share your post.
3. Speak on _____.
4. Be brief: Videos = _____ , Posts = _____
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 _____ there to make it easy for people to reach out to you, get on your email list, etc.



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