



## Life Purpose Mastery: Using A Facebook Group to Grow Your Business, Part 01

### Getting Started ~

**NOTE: Be sure to watch the video that accompanies this worksheet. It's posted in the Facebook group and the members' portal.**

1. Set up your Facebook business PAGE (a page is NOT a group) in your name, e.g. baethdavismentoring. Use this business page to monitor/admin your FB group. You also need a biz page to run FB Ads.
2. Post 3x's week on business page. Alternate in this way: short article (80% content/20% call to action); share a client testimonial – written or video; make an offer; post a video. If you post a video occasionally and hide it – you can determine “look alike” audiences to market to with your FB Ads. We will cover this separately. **This is a task you can delegate to your assistant.**
3. Set up a public FB group with “social learning” as your setting. Let's walk through how to do this right now. Use canva.com to make your banner and be sure to put your picture in the banner.
  - a. YouTube has many video tutorials for using canva.com but it's fairly user friendly.
  - b. **NOTE – IMPORTANT: Once you APPROVE someone for your group, the data to your three questions disappears. I recommend you cut and paste it into a Google spreadsheet so you have it BEFORE YOU APPROVE THEM – this also builds your list. For example, in a one week period, we collected business data, phone numbers and emails for 150 people. This is a task you can delegate to your assistant.**
4. Invite your friends/clients on FB that are your client avatar – up to 30 people per day from inside your group. OR for higher response, direct message (up to 30 a day) and say: “Hi first name, I've created a group called, “\_\_\_\_\_” and I thought the content might interest you. We are exploring\_\_\_\_\_. You will receive tips, strategies and opportunities to \_\_\_\_\_. If you are interested, please let me know and I'll send you the link to the group.” – sign off (This is permission-based marketing.) Also post about the group on your personal and business pages and ask if you can share the link in other groups if you know the group moderators/admins. **This is a task you can delegate to your assistant.**
5. **YOUR FB SHOW:** Hold a weekly 20-minute to one-hour VIDEO LIVE training **on the same day and time** in your Facebook group. This is your Facebook “show.” Make your free offer for a gift or strategy call at the end of the session. BONUS: You can use these videos to populate your YouTube Channel as well. (We will cover YT in another training.) **NOTE: Be sure to post your weekly trainings in EVENTS.**

6. **Tag every video, 50 names a comment box, 100 names at a time UNDER the recent video. Wait two hours, tag 100 more, 50 at a time. You can do this with other people helping you and tag more people faster. If one person does it too fast, they will get temporarily blocked.**
7. **MONTHLY SALES WEBINAR:** 1 out of the 4 monthly trainings should be a live promotional webinar to invite people to your program, event, book promotion, store sale, etc. (We will cover this in another training.) ***Remember to tag your group members to watch this.***
8. **IS IT EASY TO BUY FROM YOU?** Make sure your Facebook personal page, business page and group all indicate what you do in your business so people quickly understand and can also EASILY do business with you.

### **6 Reasons You Want to Have Your Own Group**

1. It's FREE.
2. You set the tone.
3. Instant authority & visibility: people look for leaders
4. Discover what your audience wants.
  - a. TIP: join other groups in your industry/field and see what is being discussed, complained about, posted about, asked about.
  - b. Join groups in other industries/interests for inspiration/ideas.
  - c. ***When you are active in at least 3 to 5 other groups – your group is shown to people!***
5. Serve your community and address their needs, wants and desires
6. Differentiate from other groups in the marketplace – fill the GAP! TIP: Figure out the GAP in your industry. E.g. For some coaching programs, it's a lack of accountability and support.

### **How to Name Your Group for Best Results**

1. It is outcome/results based
2. It connects with your mission
3. Reflects your personality

### **Establish Your Group Guidelines**

- Rules reflect your mission. E.g. Do you allow promotions? And if so, when?
- What cannot be posted – example: healing remedies, MLM promotions, etc.
- Only share original content or okay to share other content, e.g. YouTube videos, new articles, etc.?
- No complaining
- No trolling for clients
- Who will be your ADMIN in addition to you? **This is a task you can delegate to your assistant.**

## Let's Create a Group Description That Attracts Your Ideal Client

Your description:

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Tips:

- Use correct keywords for your business, e.g. entrepreneur, wealth, design
- Post LINK in the group description to schedule a free session with you or link to your best lead magnet to BUILD your email list

**Next Lesson... Growing Your Facebook Group for Profits...**