



Life Purpose Mastery: Using A Facebook Group to Grow Your Business, Part 02

Let's Talk Tech & Structure

- **For FB lives – do on your phone or stream from zoom.us (webinar version) live to Facebook.**
 - **Ring light and a tripod all in one for your phone:**
https://www.amazon.com/Selfie-Ring-Light-Cellphone-Holder/dp/B07GDDZRTW/ref=sr_1_5?keywords=attachable+ring+light&qid=1579124339&sr=8-5
 - You can do the live streams with phone, tripod and light or just use the ring light above with your computer and stream from zoom.us.
 - Jabra headset (around \$80) – wireless or corded.
 - Facebook may be introducing new features that allow you to show slides, videos and have guests. Keep your eye out!
 - Office background should be a wall that is neutral, with one piece of art and maybe a plant. Do not broadcast with a big open space behind you – distracting and lousy Feng Shui. The wall provides support and protection. Wear neutral clothing, clean makeup (medium shade lipstick), and don't play with your hair.
 - Keep your hands out of the frame AS MUCH AS POSSIBLE so people focus in on your face and what you are SAYING. Waving/talking hands are distracting. Minimize.
 - Sit up straight. Do a meditation before you start a video to center yourself. Even repeating a positive mantra for 2 to 5 minutes can work wonders. Set your intention for the webinar and have FUN! ENGAGE, ENGAGE, ENGAGE. Sit up, sit up, sit up.
 - Duration of videos is 20 min to one hour for trainings. 90 minutes for sales webinars.

Growing Your Facebook Group ~ New Members, Engagement & Monetization

Goal of your group is to serve more people.

In order to do this, you must:

- Add value
- Create a positive impact
- Motivate them to take action
- Make them think, e.g. inspirational quote or meme (try to use your own as much as possible)
- Add new members
- Make sales

Ideal Member Profile - example

- Take responsibility
- Take action
- Be willing, ready and open to change – “You can't do the same thing over and over, expecting a different result.”
- Be willing to go deep – a lot of band-aid stuff out there. We SOLVE the problem.

People look at healing and spirituality as a “buffet” and they do a lot of sampling instead of going deep. Expectations of resolution are unrealistic.

- Coachable – following leader’s guidance...

How to Effectively “Screen” Group Members

- Set up your three key questions. Transfer data to a spreadsheet BEFORE approving them or the data is lost.
- Intend your ideal members.
- Who are they connected to?
- Use your strategy & authority – above all!

Grow Group OR Grow Email List? MUST DO BOTH!

12 Ways to Grow Your Group Right Now

- Put it on your personal profile
- Put it on your business page/fan page – why they should join your group right now
- Put it on your business card and web site
- Prep 7 scheduled posts a week to go out at 6 AM EVERY DAY. Canva.com lets you create any kind of image for your social media. “FB post”
- Promote in other groups that allow promos
- Ask members to invite friends and have a referral contest! Give them instructions.
- DM in FB up to 30 people a day – invite them and have them ask you for the link (don’t just give them the link – that’s too spammy)
- DM in Instagram – same formula
- DM in LinkedIn – same formula
- Email your list an invite and continue to email the list about trainings
- Do a training EVERY week, same day, same time. Once a month, do a mini-launch.
- FB Ads – (See separate training.)

How to Grow Your Group Fast

Example from Rebecca Kimes: I did a “5 Days of Free Healing” promo. I put up posts “LIVE HEALING at 10 am” each day. Created a thread – “If you share this event, I will draw a daily winner. Please share in your own groups, FB pages and invite people via DM.”

She added 400 people to her group in 1 week!

16 More Ways to Grow Your Group

1. Get an influencer to join your group and spread the word (Reward them for this.)
2. Tell your “wrong” story
3. Exchange posts with other group owners
4. Other social media posts
5. Build your email list
6. Blogging/guest blogging/vlog
7. Podcast interviews – direct to your group
8. List in online newsletters like YourTango, Huff Post, MindBody

9. Thank you page for your sales letter – link to the group
10. Your newsletter
11. FB Challenges and FB Launches
12. Networking – share your FB group address
13. Email your list about a contest
14. Ask for referrals
15. Join complimentary groups and be active. When you are active in 3 to 5 other groups, your group is shown as a group to join in the right side margin of FB.
16. Trade Idea: “If you allow me to post in your group, I will do a FB LIVE with you in my group.”

Monetize Your Group

3 Types of Members

1. Supports YOU
2. Supports OTHERS
3. Gives Testimonials (take screenshots of these and use in other promotions)

How to Welcome New Members

1. PM/DM them/invite them to the trainings
2. Post welcome in the group
3. Tag individuals – where appropriate

When Posting, Ask Yourself:

1. Is it providing value?
2. Does it establish my expertise?
3. Am I over-giving?

Six Ways to Instigate Engagement

1. Theme: “Wealthy Wednesday,” “Try This at Home Thursday,” “Fun Free Stuff Friday”
2. Be sure to post 2x-3x/day if an event is going on... keep people in the loop!
3. Resources – share free resources.
4. Demo Your Work Webinar – this is you working one to one with a client
5. Share posts from your biz page. (I recommend post 3x’s a week on your biz page.)
6. Share in the moment – use your phone or tablet. E.g. “I just finished my first 5K run. And my last! Always be willing to try things at least once!”

10 Creative Ways to Create Posts that Create a Positive Relationship & Trust with Your Community

1. Ask questions (channel the Projector m.o.!)
2. Share success stories
3. Share mistakes and lessons (e.g. I regret not growing my email list from my FB group sooner!)
4. Pets! People love animals.
5. Links to resources – articles, free quizzes, etc.
6. Post videos that you find relevant, fun, useful, etc.
7. Be visual in your posts – use canva.com to make them look colorful and professional
8. Create threads/units; e.g. Nutrition biz: Unit 1: What is good nutrition? Unit 2: Interviews with Chefs Unit 3: Prepping Your Kitchen and Habits for Good Nutrition
9. Create an event and message your members. SET UP EVENTS for ALL YOUR TRAININGS.
10. Spotlight other members!

How to Moderate Your Group

1. ONLY approve people who answer the questions
2. Put answers in a Google Sheet BEFORE you approve them or the info is LOST!
3. If someone breaks the rules, give them a warning.
4. If people are posting against the rules or clearly are not fits for the group, you can just delete them with no message. BLOCK THEM if you feel you must. Use your strategy & authority.
5. Different settings: Admin, Moderator and Member

7 Ways to Indirectly Monetize Your Group

1. Grow your email list – redirect people to your FB group and make sales offers via your list!
2. Market research: What are your members' interests? What are competitors doing?
3. Grow your following on other social media: IG, LI, Twitter, YT
4. Attract affiliates/joint venture partners – share the link to your group
5. Promote your blog, podcast, and use SEO (search engine optimization – Google AD words)
6. Promote your webinars, tele-summits
7. Invite people from group to a strategy call to enroll in your program

How to DIRECTLY Monetize Your Group

1. Sell your own stuff – e.g. bundle products, do a launch to sell your program, have a sale, offer a discount
2. Sell affiliate products
3. Do a launch in your group (Covered on FB next training.)