



## Life Purpose Mastery: Using A Facebook Group to Grow Your Business, Part 03

### Templates for Posting

#### *Free Session or Discovery Session*

1. Special reason you are making the offer (Compelling Headline)
2. Details of the offer (Features and Benefits)
3. Call To Action (CTA)

#### *The Hero's Journey*

1. The journey (usually with a struggle)
2. What came from it [Include explanation - "This is why I have created this product or service."]
3. Call To Action (CTA) [Make sure your offer is directly related to the transformation you talked about in your story.]

Keep an out for these. This is a very popular strategy that some biz owners share often. This is also a great way to showcase testimonials in a creative way. Here are the things "Sally" was struggling with. After she took my program, here's what changed in her life. (List results.) You, too, can experience this. Click the link to book your free discovery session right now.

#### *Direct Offer*

1. Explain your offer
2. Details of the offer (Features and Benefits, Who It IS For & Who It Is NOT For, What makes it different from what's out there in the marketplace?)
3. Call To Action (CTA) [Limiters? X number of spots remaining, price goes up after this date\_\_\_\_\_, etc. The more limiters the better.]
4. BONUSES - add 2 or 3 - and those expire as well.
5. Weave in testimonials from happy clients. Can someone come on LIVE and be interviewed?

*The examples above are basic copywriting formulas in short version. Remember - the more your audience knows you, the less "convincing" you need to do.*

**\*\*\* Learning direct response copywriting is the BEST and most profitable business skill you can learn and perfect!\*\*\***

### **Recommendations:**

*"Pop" by Sam Horn ~ Powerful book for finding the core words and core language of your business brand.*

*"The Ultimate Sales Letter" by Dan Kennedy ~ How to get inside the mind of your prospect and compel them to work with you from your copywriting.*

*<http://contentprofitmachine.com/> by MaryEllen Tribby - Fantastic copywriting training course for only \$297. Available now.*

### **Success Tips**

1. **ALWAYS have a call to action.** Don't be shy about asking people to "buy" your offers or sign up for your list. Remember, YOU are as Successful Business Owner (SBO). This is the action of a SBO!
2. **Introductory Post:** Create an introductory post talking about you that you can post in other groups.
3. **Post In Other Groups:** Have 3 to 7 other groups that you regularly post in and contribute value to that you are consistent in until your group reaches a size where it is self-sustaining.
4. **Facebook LIVES:** Remember - have your WEEKLY regularly scheduled FB LIVE - and do occasional "pop up" lives when you feel moved to share or have a special, time-sensitive offer. This is the BEST way to engage, establish credibility and even make sales.
5. **Schedule Your Posts and Promos:** Do your marketing scheduling 1 to 3 months in advance so you have a strategic plan. Use your Marketing Calendar to do this.