



ONBOARDING

FACEBOOK GROUP CONTENT MASTERY

OBJECTIVE: To understand the importance of having a content-creation plan in place so that you can grow your facebook group and set it apart from others.

- It's important to position content so that your audience is essentially "raising their hands" to work with you. Be consistent with your posting, have a content schedule, and make sure you are nurturing your leads!

Types of Facebook Group Posts:

Live Post

- People buy people. This is an opportunity for you to show your face and build a connection so you can have that know, like and trust with your audience.
- When doing live videos, it's important to ask yourself "What do my prospects struggle with the most?" Then do your best to handle those types of issues in your live. Let your audience ask questions and engage with them so you can build a connection.
- Try different lengths of videos, and see what format works best for you.

Showcase Post

- This is all about you showcasing your services and success. This is typically in the form of a transformation photo or video.
- Use testimonials of clients you've helped in the past to showcase their successes.
- Your audience may be able to identify with one of your past clients' stories and you could potentially sell them on your services before ever speaking with them.

Two-Step Post

- Giving something away for free in exchange for an email or conversation.
- There are 2 types of Two-Step Posts:
 - **Direct:** Directly asking someone to engage with your content if they want to use your services. This produces leads who are ready to use your program.
 - **Indirect:** Giving away a free resource in exchange for an email or conversation. This will provide leads who you can nurture and convert into paying clients down the line.

- Conversations > Phone Calls > Buying Your Program

Value Post

- This is where you really want to understand your customers' struggles and desires.
- Consider interviewing some of your past clients so you can get a better understanding of your ideal audiences' habits.
- Once you better understand the pain-points of your audience, create content showing them that you can help them to overcome those obstacles.

Life-Style Post

- Create posts about your normal, everyday life so that your audience can see another side of you and find other areas to relate to. This helps to build the connection between you and your audience.

