

Tips for increasing your organic reach: Add Friends!

Adding friends to your friends list is one of the key ways to increase your reach and engagement!

It can be hard to do initially, as I was quite shy and didn't want to annoy people. But once you get started it gets easier, and also you realise that everyone is actually doing it, and it's a very common thing on facebook.

In this post I'm sharing how I increased my reach by adding 3000 extra friends.

Because I now have so many friends, when I do posts I get a lot more engagement than I used to get when I had just 300 friends. And many of them have joined the masterclasses, and they are loving them!

It's also important to make sure you interact with their posts too, especially just prior to posting your own, as that assists with the facebook algorithms. If you are adding targeted niche people it's actually very easy to interact with them, because they are your kind of people. I have made some amazing friends all over the world this way.

Key things to remember when it comes to adding friends:

- Your motivation is that you are seeking to increase your reach and connection for the purpose of loving on people, adding value to their lives, not just viewing people as potential sales.
- Remember that you have something extremely valuable to offer that you want to bless them with, both in terms of connection with you individually, as well as what Raising Royalty Masterclasses will bring to their lives (whether or not they join the inner circle, the benefits they will get from the freebies masterclasses are enormous). Raising Royalty's mission is worth promoting. In adding people to your friends list you are providing the opportunity for them to see our promotions in your posts for the masterclasses, which will ultimately bless their sox off!
- Be prepared to honour and add value to the friends you add by interacting with those who want to do so - some PM you to connect after you've friend requested and/or request that you like their pages. Give back your support to them too. As a minimum just comment and like their posts when they come up on your feed etc (this also serves to help the fb algorithms in terms of promoting your own posts)
- Make some or all of your own page posts 'public'. This serves to both increase your reach, but also it enables those you friend-request to check you out before accepting your request. If all your posts have a setting of 'friends', then they won't see them and get an idea of who you are, and are less likely to accept your friend request.
- Cover the whole exercise with prayer that Trinity will guide you to the right people who need to hear what you have to say and who are perfect for you and your niche. It's absolutely amazing how many of those I've connected with have been so perfect for me and my niche, and for raising royalty.

Here's how I added 3000 friends by doing the following:

1. Identify your niche/tribe

As per Benji's training, I identified my niche/tribe. I have a few, but just one is fine (and sometimes better to just have one to target your posts to).

My niches are:

- Christian Authors
- Middle aged Christian women (general)
- Female Christian entrepreneurs

2. Find groups associated with those niches and add friends from the members

I used 100X run by Pedro Adao:

<https://www.facebook.com/groups/203953747009587>

I chose 100X as a group to join and find friends in, as Benji suggested, because it is Christian and has a multitude of my niche people in it. And it is very large with 66K membership, so friend-requesting larger numbers is possible without appearing spammy to facebook.

It also has people who are actually looking for what we are offering. Many people who join 100X are seeking to learn how to increase their own reach by learning how to do challenges and go after their dreams. Many are entrepreneurs or have giftings or ministries themselves that they are seeking to develop and promote. As such, many of them are actually seeking to increase their own friends list, and are very open to adding friends themselves, as well as accepting requests. Which makes it a perfect place of alignment with Raising Royalty.

So if you don't already have a lot of groups to choose from, 100X it's a good place to start.

When I joined 100X I actually participated in some of the teaching and challenges Pedro did (and they are amazing, and very worthwhile) and I continue to do so from time to time.

I added friends from this page in two ways:

- Friend requested those I interacted with in posts on the page or in the challenges I participated in who appeared to align with me and my niches; and
- I went into the members tab on the page and had a look at people there who I thought might fit. I generally checked out their page if I could before sending a request. But if I didn't have time, I went from their profile picture (for me, middle aged women are easy to spot... ;-)

In doing so I was mindful to be respectful of the group's rules, and ensured that I maintained integrity and honour towards the group's purpose (so I didn't overdo it or spam people) as well as to the people I was friending.

Whatever group you join, check the rules first to ensure you keep within them. And always maintain an attitude of honour.

I friend-requested about 10-15 people per day, every day for about 2 weeks. I will note that there were people from that group who also friend requested me.

I didn't wait to see if those people who I'd requested accepted, I just kept adding new ones each day.

Some people accepted pretty quickly; some are only accepting now months later, after having 'watched' me for a while....(hence the importance of posts with public settings).

With some of those friends I added, we ended up messaging one another and/or they asked me to like or support their pages (which I do, where appropriate), and they have become wonderful friends. And some of

them have ended up in the Raising Royalty Masterclasses, and they have loved them! It has been an absolute joy to make connections this way, and I have so loved seeing how delighted those who I have friended and who have chosen to partake of our masterclasses have loved them.

I see adding friends as more of a mission field to help others find freedom and grow in their faith. There are all these people on 100X seeking to learn how to walk into their mission. We actually have the answer they are looking for and can help them to do so.

3. Adding Friends of friends

After adding about 150 people from the 100X group I noticed that the facebook friend suggestions that come up on your news feed as “people you may know” had increasing numbers of people with friends in common.

When you friend-request people that have other friends in common, this increases the likelihood that people will accept your friend request. So I stopped adding people from the 100X group, and started just adding those people with mutual friends that facebook suggested. This was actually a quicker way, and where the majority of my 3000 new friends came from.

Initially I was checking all their pages individually to see if they fit. But after a while I realised that because my first selection was specific to my niche, the friends of those friends more often than not also fit my niche. So in the end I just kept pressing 'add friend' to their suggestions (the middle aged female ones, or authors) because I didn't have the time to check everyone individually. I just added about 10-20 a day for quite some time (might have even been more per day at times if I got on a roll).

I got a bit carried away, and next minute I had 3000 friends! Many of them are either authors or home based business people, and I also do them the courtesy of liking their pages to support their missions too, when requested.

I recall hearing of others who added friends this way who were prevented by facebook from adding too many in one day. I never had that problem. Facebook never seemed to stop me, even when I added 50-100 in one day a few times. If facebook does limit you, just leave it for a day and carry on the next day. If you can, figure out how many your daily limit is, and ensure you stay under it.

Every now and again when sending a friend request, some people have settings that say they will only accept friend requests from those they know, so when you try to add them as a friend, facebook asks you a question about whether you know them. I just honoured their tighter requirements and cancelled those requests, and moved on to the next.

4. Make your posts public

As previously mentioned, one of the other ways I've increased my reach is to make my posts public. It was hard for me to do that initially, as I'm nervous about security etc. But just make sure that your security settings are tight (follow Maryke's instructions in the members training page of Raising Royalty). But after a while it became natural, and pretty much every post I do has the 'public' setting now. This way people can check you out and get a feel about who you are before accepting a friend request. And I find that increasingly people are sharing my posts, which serves to increase my reach further.

OK. There you have it! So go out and make friends! It makes a huge difference to the success of your organic marketing. Many of my organic sales have come via this route.

If you have any questions (or comments and tips) hit me up and I'll try to answer them ☺

One word of caution for women:

Sadly, just as in the real world, the virtual one can also be less safe for us as women.

I also now get lots of friend requests from friends of friends. If they are female with lots of friends in common, I'll accept. But often I tend to check the requests more closely to make sure they're not dodgy types, because as a female on facebook I also get a lot of friend requests from dodgy men! And from what I hear, many women of all ages do. We are a target for scammers unfortunately. It appears to be a tactic of some dodgy characters.

More often than not you can tell they are dodgy when you go to their page to check them out, as they will have only recently started their page, and they will often have bad English that indicates they are from a non-English speaking country, even though they are posing as being from an English speaking country, and often have (probably stolen) profile pictures showing them to be American men (at least the ones that target me are).

It's amazing how many pilots, army generals, government officials and pastors want to be my friend, boyfriend and/or marry me... :-)

Plus their posts tend not to be personal, and are just Christian memes. If they have any personal posts they often show things that are not from the country they say they are from.

These men can target us in a number of ways:

- Sometimes they just send friend requests;
- other times they post a comment on my posts about wanting to be my friend, along with some flattering comment about my appearance;
- Other times they send a private message saying 'hi' or waving.

It can sometimes be hard as genuine people can do the same thing. But you get pretty adept at spotting the dodgy ones after a while, because they seem to follow the same pattern/mode of operation.

I probably get about 10 requests a day from such types. I just ignore them. I do not interact with them in any way. They eventually disappear (their profile disappears as someone else has reported them as fake). It's easier for me to do as I don't accept friend requests from men unless there are friends in common or I know them from a group etc.

But just be careful.

I have also had one or two friend requests from women (or whose profile appears to show them as women) that I have accepted that have also been a bit dodgy. One in particular tried to have video talks or phone calls with me to discuss their ministry right off the bat, before even developing a connection with me, and other very forward approaches. When I politely refused they got angry and almost abusive. The dodgy ones become quite obvious very quickly. Block them. This has only happened a couple of times.