

FBC GROUP DEVELOPMENT

FACEBOOK GROUP

(NAME)

PURPOSE:

INCEPTION MONTH:

INCEPTION YEAR:

“There is immense power when a group of people with similar interests gets together to work toward the same goals.”

Idowu Koyenikan

This section will help you decide how to best maximize your Facebook group.

Objectives:

- Explore monetization options for your Facebook group
- How to serve your Facebook group by sharing offers they will love
- Increase your group's trust in your leadership and products
- How to condition your group to purchase from you
- How to continue to support passive income generation and keep your members happy

How To Achieve Objectives:

- **Identification:** Isolate your secret ingredient – why members will prefer your community
- **Preparation:** Analyze and refine your Facebook group targeting
- **Research:** Finding out what your Facebook community wants and determining how you can be that source
- **Planning:** Create a calendar filled with offers and resources (without overwhelming your members!)
- **Tracking and Maintenance:** Track through keyword alerts and hashtag search results, Group polls and feedback, and your Facebook tracking pixel.

Spend a total of _____ hours working on this project this month @ \$_____ per hour = \$_____ month

The budget for extras is \$ _____ (software, tools, etc.) TOTAL: \$ _____ month

[illegible]

ADMIN TASKS

- ☐ Email management
- ☐ Scheduling interviews
- ☐ Scheduling and cancellation for clients
- ☐ Updating office documents, manuals, and forms
- ☐ Maintaining client files
- ☐ Handling correspondence
- ☐ Making phone calls
- ☐ Data Entry
- ☐ Payroll duties

TEAM MANAGEMENT

- ☐ Project management
- ☐ Affiliate management
- ☐ Find, screen and interview freelance contractors

CUSTOMER SUPPORT TASKS

- ☐ Answer routine questions
- ☐ Create and update FAQ pages and sections
- ☐ Process refunds
- ☐ Process support correspondence
- ☐ Basic troubleshooting

TECH TASKS

- ☐ Source, research, check out and install required systems, software, and apps
- ☐ Handle integrations
- ☐ Be responsible for all Autoresponder uploads, follow-up and broadcast series, and list segmentation
- ☐ Perform checks on multi-media systems and software
- ☐ Test hardware, audio and video software and systems
- ☐ Arrange for transcriptions, recordings

SOCIAL MEDIA TASKS

- ☐ Monitor my Groups and Business Profiles across all media
- ☐ Compile lists of frequently-used keywords, questions, and wishes expressed
- ☐ Maintain my CRM
- ☐ Monitor my competitors; and fellow-influencers' social profiles
- ☐ Install my Facebook tracking pixel
- ☐ Monitor and report on my tracking metrics

SEO

- ☐ Maintain and update a list of the hottest keywords for my niche and my subscribers
- ☐ Monitor and report on my tracking metrics
- ☐ Run A/B split testing on posts, images, headlines, titles, ads
- ☐ Maintain subscriptions to any third-party SEO site I use
- ☐ Track SEO metrics and results

PROMO TASKS

- ☐ Create promotional schedules and calendars
- ☐ Plan and create sales funnels
- ☐ Monitor funnels
- ☐ Manage, schedule, and write posts
- ☐ Commission or create graphics for posts and ads
- ☐ Commission or take photos for posts and ads

RESEARCH TASKS

- ☐ Research market trends, gaps in my market, and customer needs
- ☐ Research and contact potential JV partners to arrange guest spots
- ☐ Keep on top of company and trade official blogs to help you stay on top of the latest changes and updates
- ☐ Research events and giveaways compatible with my messaging
- ☐ Find new products for you to share with your Group or club members and your subscribers
- ☐ Find new venues for your articles

What is my group's common all-consuming interest?

What brings my community together?

What are they looking for a group community to provide?

What topic ignites their enthusiasm? What are they passionate about?

What topics & posts do they ignore?

What topics & posts do they argue about?

Understand that paying attention to Facebook Page data also helps to identify Group interests and needs. If you haven't already done so, add pages to watch (scroll down in your main Insights overview). Choose competitors or influencers with similar interests and audiences to see what types of posts they are creating and how their stats compare with yours.

Build A Movement That Motivates Your Community

Facebook's group feature offers one of the best and most reliable ways to create a highly-responsive community based on trust – two crucial factors for any business that needs recurring sales. But there are hidden pitfalls and unwritten laws you need to familiarize yourself with first.

Step 1: Create the foundations to influence your community from the beginning

It's essential to build your Group from a strong foundation. Let's look at eight essentials you need to have in place before you open the gates to your group.

1. A specialized niche
2. A group name with searchable, niche-specific keywords
3. A concise group description
4. Clear rules and guidelines
5. Qualifying questions for applicants
6. Branded cover photo and graphics
7. A clear call to action
8. Links to your sign-up page

Less tangible but no less important: Consistency through recurring, regular features and a regular posting schedule. For example, if you're in a 'how-to' niche, a personal, live-streamed Q & A session with you every Tuesday at 10 a.m. might be something that brings the community together and keeps people coming back.

Another equally important 'must-have': A positive, nurturing culture. This type of atmosphere starts with the group description, questions, and rules; and continues with strong admins and moderators to monitor the community without over-controlling it.

A set of protocols for admins can help bolster the positive culture while giving admins and moderators clear guidelines to make their jobs easy.

Group Set-Up

1: Choose A Specialized Niche

There are two types of communities ideally suited to groups: Straightforward buy-and-sell groups, or groups based on a shared passion or narrow special interest.

Set your group type straight away. There are six types of group formats, but you'll probably want to choose from one of these:

- ☐ Buy and Sell
- ☐ General
- ☐ Social Learning

General is the most comfortable and informal, but if you're teaching something and want to include quizzes, Social Learning may be the fit you need.

#2: Name Your Group

What words could you use that will show up and catch the right person's attention when people search for groups by their pet interest?

Include your niche-specific keywords in your group name and Facebook URL

#3: Write Your Group Description

Qualify your group members through your description. Focus on who the Group is geared to help. What do they want to hear?

- WHO – Narrow your focus.
 - Be specific! (i.e. "Art Nouveau leaded stained glass" NOT: "stained glass")
- ADD your Core values & a brief overview of your rules.
- ADD SPECIFIC PROHIBITIONS. (i.e. "This group is strictly PG 13.")
- Add a link to your sign-up page if this is a paid group

Prompt: Write a description for my private facebook group

#4: Include Clear Rules & Guidelines

What you want members to do, what they are allowed to do – and what they cannot do in the Group. (Finish off with consequences. Spell it out!)

MAKE YOUR GROUP CLOSED OR SECRET

Sample common rules:

- Introduce yourself in your first post
- Feel free to ask questions

Sample prohibitions:

- No 'flaming'
- Keep it clean – PG 13
- Cannot share group content outside the Group

Prompt: Create a list of good facebook rules for my groups that include (input)

Group Set-Up

#5: Include Qualifying Questions For Applicants

Don't skip this step – asking would-be members to answer qualifying questions helps ensure the Group stays targeted and focused. It tends to eliminate chronic joiners who join groups and then don't participate. You can also use insider 'secret' questions and jargon to ensure you're dealing with people who know your niche.

Sample qualifying questions:

- Please write one sentence on why you want to join the Group
- What would you like to learn?
- What do you hope to contribute?
- What does 'FOMO' mean?

#6: Use A Branded Cover Photo & Graphics

Give your group identifiability and reinforce it by using a quality, relevant cover photo and your brand logo, colors, or other brand elements. Your cover photo should be 1640 px by 856 px.

Include your brand elements:

- Brand color scheme
- Brand fonts
- Brand images
- Brand logo

#7: A Clear Call To Action

Be sure to put CTAs in all relevant spots.

- Your cover photo
- Your group description
- Your pinned post

#8: Link To Your Website Or Sign-Up

You can't include a button on a Facebook Group – but you CAN put your website or sign-up link in your pinned post or description.

Include your sign-up link:

- To your website
- To your landing page

You can also make your Group cover photo interactive by adding a video instead of a 2D graphic. If you do, make sure the video is super-short – a quick "welcome" message is fine. That way, new members get a much better 'feel' for you and your personality and style.

When you are creating your Facebook Group cover photo, create a related Facebook Event cover photo and Page photo and customize – they are all different sizes.

Group Set-Up

#9: Add Apps

If you plan on streaming zoom or onestream live into this group, be sure that you add whatever apps you believe you may use.

#10: Preload Posts

- Pre-load up to 10 posts
- Schedule another 10 posts to be posted over the next week
- (repeat scheduling for your first month while you are building)

#11: Load Guides

- Create a 'Start Here' guide - Welcome video
 - Make sure you let them know how to get the most out of this group
 - Have them go live and share about themselves, why they are here, what they are looking forward to, etc.
 - Instruct them on what to do if they need support
- Add any housekeeping items and tips
- Pre-load any other 'guides' that you may want
- Add your posts to the appropriate guide

#12: Load Topics

- If you know you will have certain 'topics', create them while you are setting this group up

#13: Schedule Events

- Set your first 'event'. This could be a facebook live within the group, or a zoom event outside of the group. This is a great way to get engagement going right at the start
- You will want branded photos for your events

#14: Send out invites

- Be aware that when an admin invites someone they will automatically be approved and not have to answer your questions.

Step 2: Understand Exactly What Your Community Wants & Be That Source

Here's the part where we talk about where your current ideal client is hanging out online, what they are talking about, and which groups they frequent. You can find ICA (ideal client avatar) data in your social post metrics and analytics.

Your Facebook Page Insights offers vital demographic data such as the premium time of day people engage with your posts, which ones they took action on, post reach, post engagement, and more.



While this type of data is a great starting place, what's more important is understanding why they follow you, join your Group, or join competitors' or other groups you have in common.

The "why" is the secret ingredient that drives massive group interaction. So, make sure you find out the answers to the following questions from both your followers and members of relevant groups.

Ask yourself:

- 1- "What makes my fans follow me consistently more than my competitors?"
- 2- "What makes my fans follow [competitor name(s)] more than me?"
- 3- "What do those influencers offer or provide that I don't?"

Make A Member Motivation List Or Chart

- Read through questions your Facebook group members and page followers ask, answers they give, and note wishes and needs they express.
- Go through your email list and in addition to looking at click-throughs, purchases and other actions, also note personal responses to emails you've sent out.
 - What emotional chord did your email strike? Why are they taking the time to write to you in person?
 - What need or frustration are they expressing?
- Identify the emotions your posts and email seem to trigger most
- What do they want you to solve?
- What worked for them in your products and posts?
- Why?
- Which products are your hottest sellers?
- What does that say to you about the way they see you?

Step 3: Never Hear Crickets in Your Group: Creating an Atmosphere That Inspires Action

Now we come to the all-important 'engagement' – get people to interact, come back to your group, and interact even more.

This type of interaction is vital to building a group's momentum and increasing its energy and presence. People are attracted to busy, thriving groups where there is always something going on. They tune in daily to see what's new and whether or not their questions have been answered. They want to see what their friends are doing, what's working, what's not – and share their fears, failures, and successes. They come to your Group for inspiration – and reward.

Your job is to encourage and facilitate that depth of interaction.

1. Start with meaningful and fun polls
2. Share a custom quiz designed expressly for your ideal group member
3. Share videos and the odd GIF
4. Share the occasional relevant meme
5. Hold a weekly or morning Livestream

Keep your Livestreams interactive! Ask questions and validate responses. Have a real discussion.

Use a top-quality microphone and tools to enhance your livestream production.

Brand it, just as you would a Youtube Video – even if that simply means you are wearing your brand colors in your clothing or accessories or having your Group or business cover photo blown up on the wall behind you.)

Use memes and GIFs sparingly. Choose them carefully, and only include them if you don't mind group members reciprocating with their own. Memes and GIFs can be virally popular, but there are two specific drawbacks:

- Too many of them can dilute the quality of your group, driving away members
- They can drown out posts you really want people to read

One trick is to share memes and GIFs (and ANY specific type of post that tends to take over) only on a specific day. For example, you could lighten Mondays with Meme Monday, or have a Tuesday Tips thread (ask people to share their tips right in the thread – that way, you and your VA won't have to hunt all over the group for them, and you can acknowledge them all in minutes (and screenshot them for future reference).

The real key to engagement? Listen deeply. Don't just throw posts at your audience.

- Note their reactions
- Analyze their engagement
- Answer their questions
- Validate their comments
- Treat your daily Group interaction like coffee with your best friend. It may be short and intense, but be there at the same time every day (twice a day is best if you can manage it) and be one hundred per cent attentive while you engage in conversation.

Build-in rewards. These can come in the form of goodies ("Download this quick Cheat Sheet created just for this group"), prizes, swag, eye-candy (gorgeous and inspiring graphics and image quotes), insider information only paid customers usually get from you, the latest, cutting-edge industry news, tips, helpful infographics, or a chance to get feedback on their latest project (your individual attention).

Make sure you are attuned to the tone and mood of your group. It's up to you and your moderators or fellow admins to create and maintain it.

The 10 Commandments For A Healthy Facebook Group

Set Clear Rules And Guidelines

Create A Clear Description That Explains Who The Group Is For

Make It Easy For Members To Interact

Be Present Every day And Engage!

Teach Admins And Moderators To Build A Positive Helpful Culture

Set Clear Prohibitions And Consequences

When Someone Breaks The Rules Follow Through On Consequences

Pin Group Guidelines To The Top Of Your Group Page

Keep Your Focus On The Mood You Want The Group To Maintain

Don't Allow Flame-Wars, Shaming, Ridicule Or Other Negativity

Make it a policy to welcome new members and ask them to introduce themselves.

Acknowledge top-contributing members – not in a way that excludes new or less extroverted or experienced members but with simple, sincere thanks when the top-contributor shares a tip or resource.

Ask your most helpful members to become moderators – but think carefully before jumping in to do this. Decide ahead of time how many co-admins or moderators you need – and make sure you choose people who mesh well together. Let them know what they can – and can't – do in their roles as admins or moderators.

The Facebook Group Marketing Blueprint To Go From 0 to 1,000 Members

How do you get the right people to join your Facebook group? A mix of basic marketing strategies and informed organic reach will help you do this much more easily than you think.

Step 4: Fill Your Group Full of Ideal Prospects from Day One

Before you do anything else, create a lead magnet (sign-up gift) and landing page for your business – one specially designed for your ideal client.

It's not yet possible to insert a sign-up button directly in the Group, but you definitely CAN insert a sign-up CTA and link in your Group description and/or pinned post. When people sign up, your 'Thank You' Page and letter need to include a CTA (call to action) to join your Facebook Group. ("But first, join our Facebook Group...").

Decide whether your Facebook Group is going to be an exclusive free extra only for paying clients or open to anyone passionate about your topic. Who is it going to cater to—people who have invested in a course or product and want to share ways to use it or people who just want to learn more about your topic before taking a plunge into paid products?

Either way, you can still put your Facebook Group link in all your web presences. Just be sure to add 'This group is only for members of [Your Club]' or "this group is specifically for [your paid product] users" if the Group is a perk for paying customers.

1. Cross-promote your Facebook Group.

- ☐ In your email PS lines
- ☐ On your Contact and About pages
- ☐ On your support FAQ
- ☐ In free digital gifts and paid products

But how do you attract the right people?

- Start with your most responsive email list.
- Create a highly-targeted landing page with a strong sign-up message and incentive
- Select people from your Facebook friends and followers and send a personal invitation

Before you create your Group, go to your Facebook Page Insights and go through your followers. Using this list, invite those who most closely match your ideal client criteria to join your Group. Yes, you can just select and invite them when you create your Group, but then you'll be exactly like all the other people whose invitations to like Pages and Groups they get every day.

Instead, send a short personal message individually. Your potential member will, in all probability, feel flattered and be more likely to say yes. (This is especially important if your potential member is an influencer who already has demands on her time.)

There are two Facebook Page metrics to check:

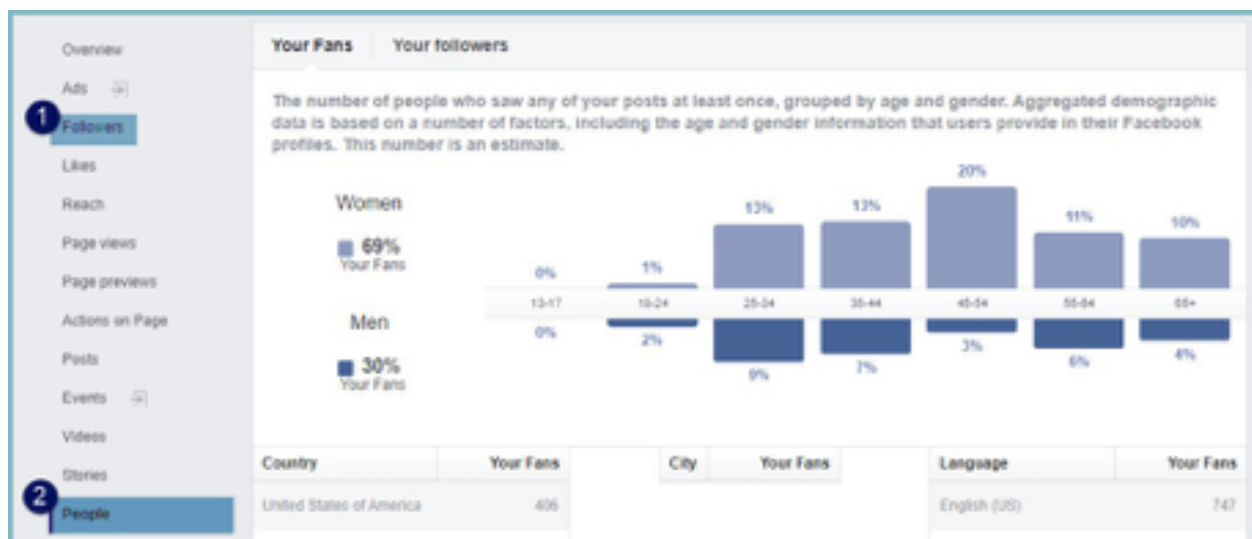
• **Followers:** Your actual followers' list.

To access this, don't use Insights. Go directly to your Page and select Community from the left-hand menu.

These are demographics. To attract your perfect client, you will need to focus even more on psychographics – how she lives, what core values she clings to, what blocks hold her back, what she believes in, and more.

Knowing the people you are inviting – especially those you have been interacting with for several years – is priceless when it comes to an understanding of what makes your ideal community member tick.

• **People:** A demographic under Followers in Insights showing where your followers are from, as well as the gender balance.



2. Don't Forget Your Email List! If you've installed your Facebook pixel on your website and you share your Facebook links with your list, Facebook will be able to identify the type of people who visit your site. It will be able to gauge the degree of interaction and psychographics of your page visitors. Facebook will then target your list and serve up more relevant ads.

The real secret, however, is to be there – every day – and get to know your group members. Groups thrive on mutual support – so support those who show up.

And create and follow an Editorial Calendar so that you have targeted content planned for every day.

The beauty of groups versus pages: **You can pre-schedule posts!**

Finally, do use a CRM such as SmarterQueue or MeetEdgar to recycle relevant group posts – you can select which of these will recycle well. Be selective with them, so your group members don't feel spammed.)

To install a link to your CRM within your Facebook Group:

- Click on Group Settings
- Select Apps
- Select Add Apps.
- Choose your CRM from the list
- Add
- Select Done

To complete the process in your CRM:

- Go to your CRM dashboard
- Access your Accounts setting
- Find and click the Facebook Page/Group button
- Select your Group

Taking these actions will ensure Facebook zeros in on your ideal client characteristics and content to attract your ideal prospect!

Step 5: Create A Group That Markets for YOU and Drives People to Your Front Door Effortlessly

It's one thing to fill your Facebook group with a core group that you've identified as your ideal paying audience – and quite another to grow it. We've already talked about creating regular, steady content and ensuring you include invitations and links to your group in all your web presences. Time to take it a step further.

SEO (search-engine-optimize) your Facebook Group and Page – as well as your other social presences, website and landing pages – by making sure you use hashtags and keywords that catch your ideal client's attention. (The same goes for headlines too!)

Facebook has belatedly realized the importance of hashtags, so go ahead and use them. (Create your own or find existing ones that are reaching your ideal audience.)

•Hashtags

Find hashtags that work and use them. Every hashtag on Facebook has its own particular URL, and using one can boost your reach, likes, engagement – and shareability.

Hashtags are also searchable, so you can quickly monitor the conversation around a hashtag. Each one has its specific feed – whether or not it's an existing hashtag or you just created it by placing # in front of a single word (no spaces allowed, so if you're using a phrase, run them all together #likethis). So, when you create a Facebook hashtag, search it instantly to see if there are existing conversations.

•Keywords

Use your best keywords in your posts, Page and Group descriptions and pinned posts, and headlines.

The best way to do it: Write your posts first, then re-read them to see if you easily and organically substitute one of your keywords for any other phrase you've used.

Another great way to use keywords: Build your Livestream title or post content on a specific keyword.

But all the keywords and hashtags in the world won't help if your posts and other content aren't valuable and interesting to your ideal client. You also have to maintain a balance where conversations are happening organically, but you're supplying the right resources and information at the right time.

See what fits with your keywords. Your unique Group Hashtags make it super-easy for members to find categories and specific topics - as long as you remember to encourage them to use Group hashtags in this way.

So, what does using hashtags and keywords correctly and discussing targeted topics do for creating a group that drives the right people to your door?

Using shrewd SEO and paying attention to keywords, hashtags, and focused, specific content and images make it far more likely that Facebook will serve up your Group to audiences with similar interests as a sidebar suggestion. Particularly if you use 1-3 of your specific, high-response keywords when creating your group name.

When you SEO, don't think of your Facebook Group as separate from your blog or your landing page or your emails. Realize that they are all different pieces of the same pie, so take advantage of that! When you write a blog post, cross-repurpose it into content for ALL your platforms at the same time, and include invitations to join your Facebook Group.



The real takeaway here? Optimize EVERYTHING in both organic and strategic ways. Using a consistent process utilizing areas of your brand makes even the smallest tweaks contribute great results.

Then use your Facebook Group to beta-test ideas, topics, and products, as well as to conduct research and give/read feedback. That way, you'll keep it active, which also pleases Facebook's group algorithm.

Step 6: Leverage Your Peeps and Fill Your Community with Fans

One of the best ways to quickly ramp up your members and also increase engagement is by having guests come into the Group and present a training or another type of presentation. And the best part? There's no need to go search for these people. Ask yourself who have on your contact list that you can leverage.

Invite your peers and fellow influencers to join your Group, and encourage them to invite their friends and tribe members who they think would be interested in your Group. Also, invite clients and former clients. Your only criteria – especially in the initial stage of Group creation – should be choosing who you think would be an active, perfect fit.

Ask yourself:

- Who do I know that always responds to my posts? Leaves comments in my blog? Has often given me feedback?
- Who brings a positive, fun, and constructive presence to any discussion?
- Who have I gotten to know during live events and conferences?
- Who are my fellow members in other clubs and groups?
- Who is passionate about and focused on my topic?
- Whose audience and tribe would find my products and resources helpful?

Send out a personal invitation, either in Facebook Messenger or by email if you think your prospective Group member would prefer the latter. Whatever you do, NEVER just add them to your Group! Ask first; otherwise, they will most likely see it as you forcing them to do you a favor, or even just spamming. And people added automatically feel no obligation to engage.

In this short invitation, tell your prospective member:

- ☐ Your group name
- ☐ WHAT the group focus is
- ☐ WHY you would like her to join
- ☐ WHAT she may get out of it

Here's a quick template for you to personalize for each prospect.

Hi [FNAME]

I'm about to create a Facebook group, [insert name of group], and I'd love it if you would consider being a founding member. I know how busy you are, but you [YOUR REASON, ie "You always bring liveliness and fun to every discussion"] and [WHAT THEY MAY GET OUT OF IT, ie "it could be a great place to pick other leader's brains"]

You'd be doing me a favor - and I'd love to see you there, so please join us.

[Signature]

Talk up your upcoming group - but do it carefully. Only share it with those who are your ideal peer/influencer contingent or customer prospects. Especially talk it up to your email subscribers. (That is, send out teaser emails or drop teaser hints!)

Keep in mind at all times that the biggest motivation for fans and fellow influencers alike is going to be your narrow niche topic - your shared passion. Plus, the chance to gather together with like-minded people to get tips, feedback, praise, acknowledgment, and discuss what they love to talk about most.

Include short email polls to gauge interest. Make sure you have a sign-up gift ready to go, complete with its own invitation to join your group on your landing page or welcome page.

Make your Group launch exclusive and market it like a party!

Build your Facebook group around an event or giveaway. When you do this, not only does it seem easier to commit to and is more fun for those you invite, but it also acts as a beta-testing group to see if your brand focus is viable.

1. **Giveaway**

The key to producing a successful giveaway lies in making sure your prizes are targeted only to your ideal group member rather than to the general public. Aim your message at someone who fits your ideal client avatar. For example, offering a deluxe journal with writing prompts or a copy of the Chicago Manual of Style is going to appeal only to aspiring authors. Whereas if you offer a generic Amazon gift card, all sorts of people might join your group to get the giveaway details and a chance to enter then never turn up again.

So, choose the contest format to something that will appeal highly to your target audience, and make sure your Giveaway prizes are even more narrowly targeted.

To sweeten the pot, expand your reach, and boost your credibility, all in one go, reach out to influencers and experts in your niche to see if they're interested in donating a prize. You have more chance of reaching more of your target community if you double your efforts with the backing of an already-proven influencer, and it will help build your reputation.

Just be sure to let your prospective JV partner know exactly how and where you're going to promote the giveaway and make it super-easy for her to say 'yes'. Show her that you respect her time and busy schedule.

(And be sure to check Facebook's Giveaway rules.)

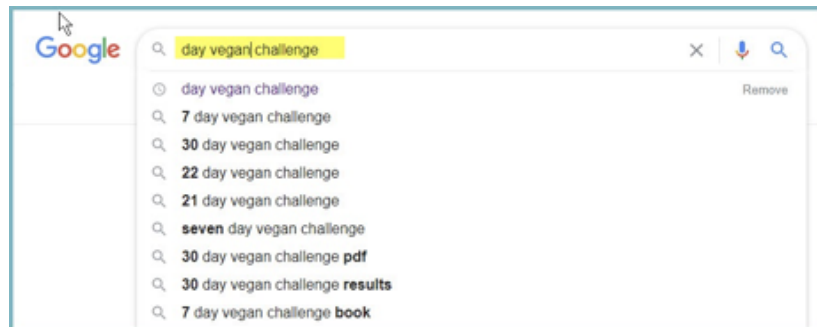
2. Challenge

The most current popular existing “challenges” that pair this up with a Facebook Group include:

- XX-Day Green Smoothie Challenge
- XX-Day Writing Challenge
- XX-Day Weight Loss Challenge
- XX-Day Journaling Challenge
- XX-Day Declutter Your Life Challenge
- XX-Day Exercise Challenge
- XX-Day Vegan Challenge

Run a Google search to see exactly what types of challenges are out there; then check to see which of these requires you to join a Facebook Group. (Chances are, they all do!)

Running a search is a good idea to make sure your challenge is viable (but do poll your subscribers and fans too). And as with giveaways, be as specific as possible. Notice how generic these search results are:



By all means, include generic keywords like XX-Day and Challenge to help your challenge show up in search results – but add keywords that are highly specific to your group focus.

Example:

- 7-Day Mystery Flash-Fiction Writing Prompts Challenge

That particular challenge would naturally appeal only to those who want to write a mystery novel or short stories/flash fiction. If you were a mystery author yourself, a signed copy of your popular book for those who complete the challenge would make an alluring incentive.

To sweeten the allure of this challenge even more, you might allow your challenge-takers the option to share their favorite prompt story, and poll the Group for votes. You could also feature the top five in your upcoming mystery anthology.

Your group members would benefit by bragging rights and the chance to get feedback, and those lucky enough to be published in your upcoming anthology would make a debut as published authors – and if getting published is a Group goal, how cool would THAT be?

(Short version: Suit your prizes and format to your specific desired members.)

Nurturing and Priming Your Members to Buy Your Offers with Ease

You got them to join your Group. Now, how do you keep them happy there – and buying your products?

The good news: Being part of your closed community – your “inner circle” – is often enough to get your ideal client to open your emails. But showing up and making her feel she matters is something you need to maintain (just as you would a friendship).

This doesn't mean you have to provide free coaching or listen to her life story or overshare yours. Think about your favorite coffee shop. You go there maybe three times a week. Every time you see Tenisha, you're pleased. She's your favorite barista and just exchanging a cheerful good morning brightens your day (along with the coffee!) She always remembers your name, never gets it wrong when she writes it on the cup, and is neither too reserved nor too gushy. She's professional, but she makes you feel like you matter; as if you brightened her day when you walked in (though in truth, she brightens yours).

You always go to that particular coffee shop, because you know (a) they're going to get your order right (b) they do it quickly, and (c) baristas like Tenisha make you feel she appreciates your business. That's the sort of feeling you want to create in your Group. You all focus on the coffee (i.e. the niche topic you're all absorbed with), you might let slip the odd personal fact if it is relevant to the discussion, but you're all focused on the group dream.

You make them feel elite. You're consistent and reliable, and in turn, your members trust you.

That's when they're ready to buy.

Make sure the first product (free or paid) fulfills its promise and doesn't disappoint, and they'll be more likely to buy the next one. By the time your members have purchased two or three products from you, they're well on the way to creating a habit and looking to you for the answers. That means a lifetime of recurring sales.

Step 7: Crushing the Know, Like, Trust Factor with Authentic Content

Let's look at creating the right type of content that will interest, entertain, and help your group members. And the beauty is, you don't have to create it all yourself.

1. **Curated content**

What's the best type of content to share? Posts that already have a history of performing spectacularly well. If you go to a source like Reddit and search already-popular topics with your keywords, you can instantly see the number of likes it has already gathered. Using your keywords is a fast way to find the most relevant posts, and as long as you give credit where it is due, you can be confident of entertaining your Group members or share great tips. With no writing time, barely any research time, and great results.

2. **Feature Posts**

See what types of posts – by you or by members – and build a regular, recurring feature round that format.

To give you an idea, currently-popular ones in just a few of today's Facebook Groups include:

- Promo Sunday
- Monday Q & A
- Technology Tuesday
- Tuesday Tips
- Webinar Wednesday
- Throwback Thursday
- Feedback Friday
- Saturday Secret

Invite Group members to contribute to your feature thread with their own "Meme of the Week" or technology tip, and suddenly you have a highly-interactive post. (Combine this with curation by choosing a meme or sharing someone else's tip that has already gathered massive likes – or you can come up with your original, valuable tip.)

These types of features can be highly entertaining as well as helpful, and pretty soon, you'll find that group members are in the habit of looking for your feature on its special day, ready to contribute or comment.

3. **Sharing posts and resources from other experts**

You probably have a private list of top resource blogs, articles, books, and videos. Choose from the most relevant ones – your favorites – to answer questions like, “How do I know which microphone to use?” or, “Are there any books on sleep?”

4. **Sharing relevant, top-performing posts from influencers on Twitter**

If you share posts from Facebook, chances are you may be serving it up to members who have already seen that particular post seven or eight times already, so be careful with this. Try sharing Twitter posts instead.

5. **Letting your group members in on special affiliate deals**

Watch your email inbox for great deals from the people you subscribe to, and share these straight away.

(With these last three strategies, do use them selectively and sparingly.)

6. **Share authority facts**

Everyone reposts the same stuff, right? But increase proof of your integrity by getting to the root of popular stories.

Example:

An image called “Politicians discussing Global Warming” has been reposted not only on social platforms but in blogs and online magazines too.

What if you were the one to trace it back to its source – a job your VA can probably do in minutes – and share this with your group members? You’re telling them something that is the absolute truth when others are joining a herd and perpetuating a lie (or at best, an inaccuracy).

In this case, the image in question turned out to be an original work by sculptor Isaac Cordal, so it is a real sculpture – not Photoshopped – but its title was actually “Electoral Campaign” and isn’t metaphoric of global warming at all.

Its intended meaning, according to the sculptor, is that politicians are “all wet”, sinking in “profound denial”. A metaphor, but the public apparently saw it quite differently and got carried away with the global warming shares.

The real secret is choosing a popular post – but that your audience isn’t likely to have seen (unless it’s seen only the erroneous version. The fact that you seem to be the only one who knows this can instantly convince your Group members that you are the one to turn to for the truth around any situation.

You don’t have to de-bunk memes, however: Have your VA follow official authority blogs for platforms and companies that matter, and be the first to report and de-mystify changes and updates about to be released. That works too.

7. Create a FAQ for your Group

Make it about your topic, as well as Group issues like, “Can we post-launch promos in the group?” Not only will your FAQ instantly answer common questions, but the fact you’re providing valuable answers on your niche topic also help establish you as an expert.

No matter what type of content you post, DO make sure you include a CTA. Ask people to share their memes only within the thread or on that day. The same applies to tips or expertise they possess – and be sure to comment on or acknowledge each answer!

Step 8: Build Out an Effortless and Soulful Content Calendar

You need an editorial calendar that fits with your schedule while allowing for timely posts that don’t feel automated.

Here’s where your VA can shine in helping you provide a strong Editorial Calendar.

Ask her to:

- Coordinate and customize your content across all platforms
- Make sure your content remains highly-focused and targeted
- Help you avoid the fatal sin of posting for the sake of posting
- Find the right current themes and topics
- Populate your editorial calendar with a cohesive body of posts and topics
- Ensure content gets created promptly for release at the optimal time
- Ensure your content supports your brand message and mission
- Monitor group reactions

Your editorial calendar is going to be key to making sure you neither find yourself scrambling to address group needs, nor oversaturating them with too many posts, links, and resources.

What will your group members feel if you bombard them with too much content? It’s like going to a bargain store and coming home with a hundred dollars worth of cheap trinkets that they didn’t need versus going to a kitchen store and feeling delighted because they had JUST been saying they need a new covered glass butter dish – and finding one. Especially if they’ve just tried half a dozen plastic butter dishes that either didn’t have lids or didn’t fit the butter.

“She always has just what I needed,” should be one of your ideal group member’s most common sayings.

Using an editorial calendar is much like planning store inventory: You're factoring in upcoming seasonal holidays, looking for go-withs to enhance your release – or someone else's (as an affiliate). It's realizing that in February you're going to be releasing a new clothing line, so you find a fashion blogger and arrange to be interviewed.

It's approaching your Group marketing strategically, but leaving lots of room for organic surprises to happen. You can be highly responsive to your Group's needs knowing that your content for that month is mostly already created. This leaves you room to whip up a new infographic or set up a contest.

Use your editorial calendar to drive not just your social media posts, but your email lists also!

Tie them in, using your keywords in your opening paragraphs and subject lines. Identify your audience's top five problems – and the top five benefits of the product you'll be promoting.

Make sure you consistently address your core problem and core benefits in your Group. Make sure you can use the keywords naturally. And **pre-schedule feature posts**.



Example:

Group	What You Are Selling	What they'll need	Their problem	Your solutions
Passionate Free-style Knitters Club	A course on creating your original knitting designs	• Attractive practice patterns that utilize the stitches and knitting hacks you teach • Supplies (yarn, needles, etc.) • A place to showcase their projects • Support	• Lack of time • Differing skill levels • Trouble finding supplies	• Group projects • Weekly Zoom knitting bee • Reliable suppliers database

Continuing with this hypothetical example, you realize your course's success depends on creating structure and habits to keep them knitting. Hence, you provide coaching as needed within the weekly knitting bee. That's when you all work on the group project on Zoom for one hour every Tuesday, and you throw in extras like a quick livestream on fixing common knitting disasters or give a cheat sheet on Sewing Knitted Garments Together Like a Pro.

Plan every action you take to create Group bonding and camaraderie, as well as get them to create the masterpieces they envision without being dependent on rigid patterns. It's the critical thinking of Knitting. Setting up a structure like this makes it easy to generate relevant ideas for your editorial calendar. You can see at a glance what types of posts will work and what aren't relevant.

Step 9: Show Up and Become Loved with Your Group So You Can Sell Every Day

A great way to deepen the connection with your group: Let them see you live. Respond to their comments and questions in real-time, and they'll feel right in the room with you, knowing they're part of your inner circle.

Don't make them sign up for webinars until it's time to launch a major product. Don't make them watch videos – interaction is minimal and only through each video's comments – though by all means do provide a branded YouTube channel!

Instead, focus on Livestreams for your group. You can give the occasional Livestream for the general public in your feed or Page – that's a great strategy for exposing more people to you, though don't expect huge returns if they don't know you – but keep the real gems for your group members.

Plan to keep group live streams short and hyper-focused – but be sensitive to the degree of engagement. If it's gone 'hot' and you're getting comments faster than you can keep up with them, keep going! Just remember to occasionally break in on yourself and give those who are antsy 'permission' to leave. ("I know this was supposed to be ten minutes, so if you've other things to do, leave your question in the comments, and I'll answer it after the Livestream if I don't get to it. Meanwhile, remember, head over to my site and use the coupon link I just gave you, WEDNESDAY5050.")

The real challenge, however, is getting people to show up in the first place. Exactly how do you create engaging live streams that people show up for and participate in?

1. Identify the best topic

Don't hesitate to have your VA do a little research, then suggest the five hottest group topics, then poll group members on which topic is most important to them.

2. Make sure your livestream encourages participation

Create a rough outline ahead of time – complete with irresistible questions and calls to answer.

An irresistible question is one where your member can:

- Show off her knowledge
- Provide a similar example (Invite this with a question like, “Has anything like that ever happened to you? Just tell us in the comments right now.”)
- Ask her burning niche question
- Participate in a fun activity – quiz question, game, or ‘fun’ question like, “What’s your Zodiac birth sign and do you think the characteristics of that sign are typical of you?”
- Offer a small, fun prize – either to everyone who leaves a comment or to the first person to do so

If you don't plan for these ahead of time, there's a possibility you won't remember to include them (or you won't be able to think of more than two or three questions)

3. Make your Livestream a regular, recurring feature your group members can depend on

If you give a Livestream that gets you more questions or comments than you have time to answer – especially if it happens on a specific topic more than once – consider building a regular, recurring livestream around it.

4. Structure a Livestream that suits your group members

What format do they respond to the best? Is there a particular type of Livestream they love?

Look at other related Groups in your niche and search for “livestreams”. Look to see how many comments or likes each one got, what topic it featured, and if you're looking through public groups, how many shared key posts.

5. Create customer support Livestreams.

(These can provide you with FAQ fodder, as well as instantly clearing up issues.)

6. Follow up on your Livestream

Have your VA revisit it a day or two later to acknowledge and answer late comments and questions. If a topic proved to be popular, plan another Livestream around it straight away and schedule it in at the optimal time on your calendar.

And promote the recording of your Livestream! Put it in your CRM roster.

7. Make it a regular, recurring feature your group members can depend on

If a particular Livestream topic or structure proves popular, this is a sure sign it needs to be part of your regular, recurring content.

Add in 'flash' Livestreams prompted by breaking news, important niche changes, or hot topics that are just taking off.

Six proven formats for Livestreams:

- A Q & A session about your product or shared interest
- An Unboxing (what your product or an affiliate product looks like if it's a physical one)
- A 'how-to' module, showing how to perform one specific maneuver or task
- Product news – update your group members on shared projects or upcoming launches
- Inspiration – After you've shared your information piece, ask your attendees to share back!
(Something like, "What are three things you're grateful for today?" or, "What one item in your home office inspires you?")
- Sharing hacks and tips
-

Now add your unique ideas!

☐ _____

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Monetize Your Group for Consistent Daily Cash Flow

The last thing you want to do is make your members feel as if you're only running the Group to make money. What you want them to feel is that you're helping them with any offer you present - not pushing sales at them. Here's how to sell from your Group and feel good about it.

Step 10: Remove The -ick From Sales and Cash Will Manifest

Getting comfortable with selling is all about setting up behind-the-scenes systems and creating CTAs that feel logical and natural. If you've designated your group as a straightforward Buy-and-Sell group, there's no problem asking for sales - it's expected. However, if your group is community-based, you have to do all your lead generation and selling from a position of helping first, offering paid solutions only when it makes emotional sense to your members.

Take a deep breath, and do it. If members are looking for help, they may be expecting to see sales offers.

1. **Create a Group List in your Autoresponder**

No matter how you feel about selling, the first action you should take is to get group members to subscribe to your email list as quickly as possible. Why? Because your group is on Facebook's platform, not your own. All it takes is one group member to post something that's against Facebook's rules, and your group - and tribe - will be gone.

If your former group members are also your subscribers, you can still keep in touch. You can tell them what happened via email, keeping them in the loop. You can continue important conversations. You can start another replacement Group (if Facebook allows it) and let your former members know about it - by email.

And if you're waiting in hopes your group will be reinstated, you can continue to email them your feature posts. ("Hey, here's our Technology Tuesday tip!")

Remembering that most sales come from emails, that's a comforting thought.

But how do you get members to sign up for your email list right away without feeling as if you're too bold about it?

2. **Include a sign-up CTA and link in your Description and/or Group Rules**

Pin the post containing your sign-up link to the top of your Group page, so members will see your request more than once - in fact, every time you update the post at the very least. (Just make sure you offer a targeted, attractive gift so they'll be happy to sign up.)

3. Ask for email addresses right in your membership qualification “3 questions”.

Another option – one they can’t skip reading: If you include a CTA to provide an email address as one of your three qualifying questions, you can set it to automatically collect the email addresses via a Chrome Extension such as GroupLeads.

4. Set up your Facebook Tracking Pixel on your Website

Small but important detail: You’ll need your Facebook tracking pixel in active play if you want Facebook and Google to retarget ads and offers. So, be sure it’s properly set up.

5. Link to affiliate deals as well as your own.

This is an especially great strategy if you participate in relevant Giveaways and the experts you’re supporting give a special coupon code or deal through an exclusive link for your subscribers.

If you choose the right affiliate offers (especially recurring ones), your group members will eagerly await your notifications – and even ask you when the next one is coming up.

Example:

·DepositPhotos’ semi-annual 100-images-for-around-\$49 deal, accessed only through affiliate emails via special coupon codes.

6. Use a build-up strategy.

Involve your group members in your excitement over an upcoming product launch. Hint at what it will be/solve, tell them how it’s going, share progress. Use teaser posts and emails, just the way you would on your website or other social profiles.

7. Create special deals.

Reward your members for their loyalty. Give them the chance to benefit with a limited-time ‘early-bird’ or ‘early-adopter’ special. Or even give it to them for free (for a limited time) if lead generation and testimonials are what you need before your main release.

Make them feel special – and when your product is about to go public, ask them to share the news.

8. Ask for testimonials in the follow-up.

Be sure to include a request for testimonials along with your special deal for your Facebook group members. Ask if you can feature case studies.

9. Include links in PS-es.

Putting a CTA and link as a PS is a low-key way to ease into asking for sales.

It can take a little time to get into the groove when you’re new to asking for sales. If you approach it as “offering the right resource at the right time” rather than “asking them to buy”, you will feel much more comfortable about it. (And your members will be expecting this!)

Step 11: Creating Opportunities to Up-level Your Passive Income Opportunities

Monetize your group by including passive income product offers. Take the anxiety out of doing this by learning to gauge the right psychological moment to add it, when exactly to market it (and how often), and how to market it in a way that pleases your group members.

1. **Be direct about your offer.**

Don't worry to death about the 'right' moment – if you're an affiliate to someone whose new product has just come out, let people know that it's about to be released. It's up to members to act on it – you're just telling them it's available.

2. **Pay attention to questions.**

Watch for questions in the group like, "Does anyone know of an app that includes..." or "Where can I learn how to...". Offer a paid solution. Give them a choice of both a free or a paid solution, and see how this strategy goes down in the group. Do you get more sales with the choice element added – or do they want you to recommend something?

These types of Group member questions are your big cue that your people need a solution they haven't been able to find. Anticipate this, and be ready to provide it when they express frustration.

3. **Keep on marketing!**

Don't just tell people about a product once. Make sure you cross-post in other online platforms and email group members who are in your email list about the offer independent to the group.

4. **Create a Paid Promo day.**

One way to take the stress out of selling: Have a 'Paid Promo' day where members can share links to their products or favorite products they recommend – and start the thread rolling with your product first.

Choose the hashtag (a.k.a. title of this thread) carefully. If you call it something like "This Week's Recommended Solutions" or "Products We Love" rather than "Paid Promo Day", you'll be less likely to get spammy posts and more likely to get people sharing their favorite products.

Craft your actual post carefully. Keep the initial post as a template and repurpose each week.

Example:

•#ProductsWeLove—Today's the day to recommend your favorite resources, paid or free. Yes, even if they're your own! Go ahead! Let us know which books, apps, or courses have changed your life in the comments section below—and be sure to include a link.

5. Showcase products and solutions from your Group document files.

Create a Group document that lets Group members add links to their favorite products. Set up “#ShowcaseSunday”, where you promote one product in particular from that file.

A side benefit: It alerts new members to your document files when you explain the source – and you can make sure you have all your relevant products in that file too.

6. Talk up the benefits.

Before asking for the sale – even in a straightforward promo thread – Talk up its ONE biggest benefit and identify which specific problem it easily solves.

7. Member Specials.

This is one of the easiest passive product promotions to initiate because you can go over your product creation schedule, and include a Facebook Group special deal right from the planning stage.

That automatically helps you to choose the ‘right’ moment to tell the Group about new products and get them excited in advance.

Get them in the habit of looking for Member Specials from you! Make it one of the perks of being in your Facebook Group.

Remember, planning during your calendar creation stage plus setting up systems and ‘training’ your people to buy with feature days, specials, and an emphasis on solutions will help make them eager for your latest offer. And you won’t feel ‘icky’.

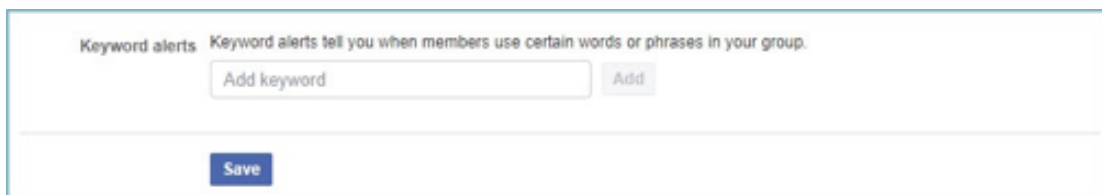
Step 12: Streamline Your Consistent Sales & Provide Your Members with Options

The biggest advantage of any Facebook Group is its ability to allow you to listen to your members – and respond – so, don't get complacent about it. Even though you follow a well-planned launch schedule, sales should never feel as if they're repeating by rote, over and over. Offers and opportunities still need to be highly responsive to member needs and changes in the marketplace.

That means constantly and consistently looking for group member:

- Feedback
- Complaints
- Frustrations
- Wishes
- Requests

It means reading – and listening. It means noting the number of interactions and likes on posts and setting keyword alerts. To do this, select Edit Group Settings in your left-hand Group Menu, enter your keyword, and press Save.

A screenshot of the Facebook 'Keyword alerts' interface. At the top, it says 'Keyword alerts' followed by a description: 'Keyword alerts tell you when members use certain words or phrases in your group.' Below this is a text input field labeled 'Add keyword' and a small 'Add' button to its right. At the bottom of the interface is a blue 'Save' button.

Traditionally, this feature is used for making sure no member posts forbidden or rule-contravening phrases, but it works well for marketing purposes too.

In addition to listening to your Facebook Page fans and Group members, you will have to take other steps from time to time.

1. **Reposition your offer.**

Don't keep repeating the same sales messages. Tie them into current niche changes and fashions, giving them a fresh, new presentation.

There are other reasons for repositioning your offer, as well as signs you should do so.

- **A change of rules** – Local regulations, a platform's rules, business organization rules, a provider's rules, and so forth.
- **A change in algorithms** – Amazon, Facebook, and all other social media platforms are all subject to algorithm changes, with or without notice. Be on the alert for these. Follow each professional organisation or platform's official blog to see what you need to do to make sure your offers are still prominently displayed.
- **A slump in sales** – Often a small tweak such as a new headline, a facelift to fit in with new graphic design conventions, or a timely interview or email is all that's needed to get them going again.
- **A new need** – You may have a product that's the perfect go-with to a new industry need. If so, look for ways to re-present it to your ideal client. This might include:
 - Offering it as a Giveaway to a JV partner
 - Offering it as a sweetener bonus to your latest new product
 - Offering it at a special price to make the most of renewed niche interest in its related topic
 - Re-engagement special – to entice those who have drifted away back into the fold.

2. **Raise or lower your price.**

Consider repositioning by raising or lowering the price of your product. Here's when to do this:

- Lower price point:
 - As a retirement offer
 - When a newer, better product is replacing it
 - As a tripwire offer
 - As a free sign-up offer
 - When you get repeated requests for a simpler version of a high-end product or single components of a bundle
- Higher price point:
 - ☐ When you are adding more features, services, or options (adding more value)
 - ☐ When you're offering a product as a bundle
 - ☐ When you are rebranding for an upgraded audience or a new market

When raising prices, it is vital that you also add more value. Purchasers should be able to easily see the reason you've kicked up the price point – and it should still feel as if they are getting a wonderful deal.

Look for opportunities to reposition and make the most of a current condition.

Example:

- Turn your product bundle into a Holiday or Back to School special
- Bundle a group of products to make unwanted and difficult niche changes easier
- Split apart a high-ticket bundle and sell one piece as a tripwire offer
- Split apart a high-ticket course and create multiple mini-courses at individual price points
- Update a course or product and re-launch it (pointing out the added value)
- Hold a birthday or anniversary sale.
- Hold a Product Retirement sale.

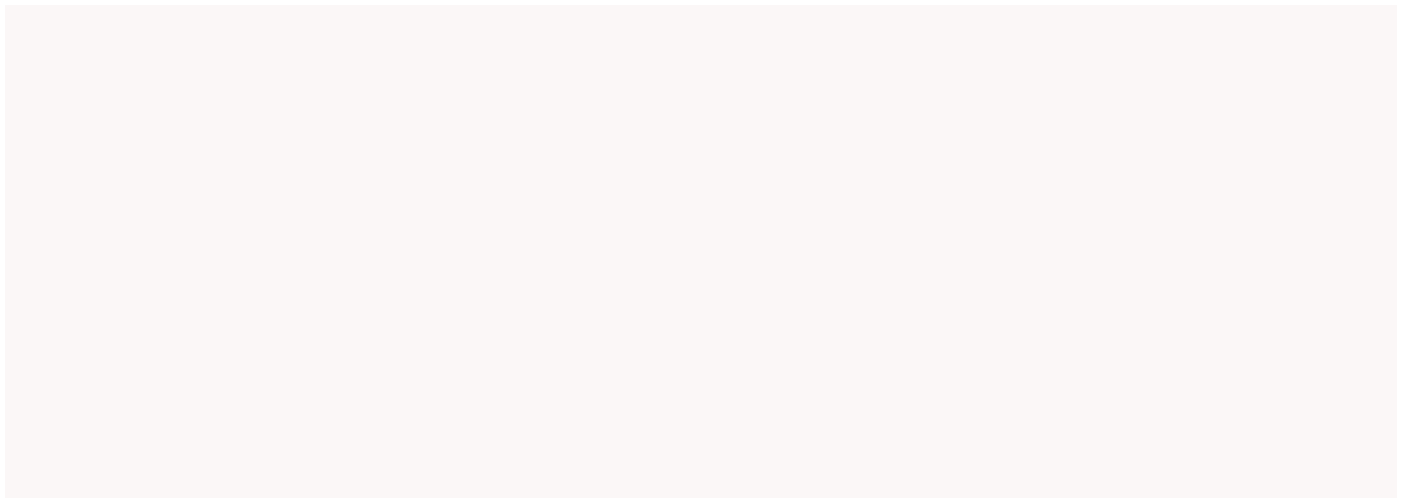
If you're retiring a membership club or course with rich resources, offer a limited-time Lifetime price – one payment and access forever (with NO new updates and limited or no support) for life).

Another way to improve value: Remove or fix weak components of a product or ones that endlessly require customer support. If something is weakening the value of your product, it needs to be removed or improved. And then you need to let people know of the improvements you've made.

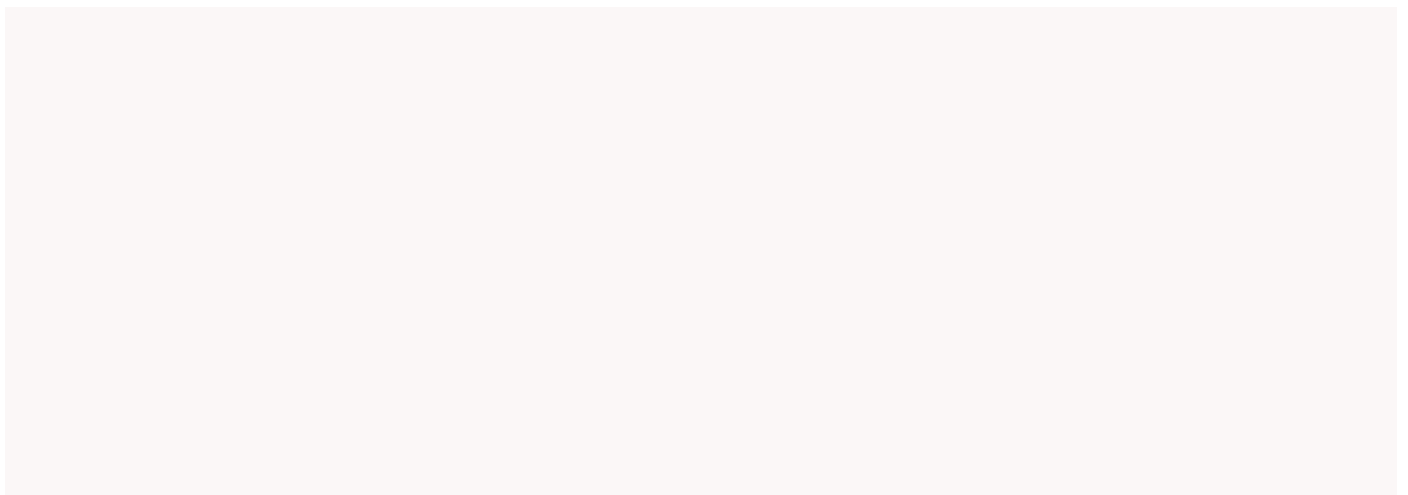
What Did You Complete this Month? Give Me a Snapshot:



Time & Budget:(Total cost for your time, what we spent on extras (graphics, software, etc.)



Results Snapshot:(Did we create an editorial calendar that we can monetize with my products or relevant affiliate products? Have we seen significant growth in my email list from group sign-ups?)



Did You Experience Any Unexpected Challenges? If So, How Did You Handle Them? (Was I targeting the right audience? Was the initial size of my list a problem that had to be aggressively dealt with?)

Do You Have Any Questions for Me About the Work?

Do You Have Any Feedback or Suggestions that Would Help You Do Your Job Better, Improve the Post Quality, etc.?

What Else Can You Take Off My Plate? (For example: "Would you like me to research the competition to see if your place in the market is still where it is supposed to be?")

How Can We Take This Project to the Next Level? (e.g. "Is it time to invest in paid advertising? Find high-level guests to interview for the Group?")

Notes:

Day 1

Research my existing Facebook fan base. Go through a Facebook group set-up checklist and make sure we are on target with group focus and a keyword-based group name. Draft group rules and questions.

Day 2

Research video creation software for installing a video cover photo. Look over my existing content and products, and make a short list of potential, irresistible sign-up gifts to inspire members to sign-up when applying to join.

Day 3

Continue researching my existing Facebook group members and Fan Page followers. Analyze all metrics. Arrange meeting with me for Day 5. Add Pages to Watch in my Page Insights for fast comparison data.

Day 4

Create a group member motivation list or chart. Analyze my website stats and comments. Identify keywords and hot topics across all platforms that activate my audience. List results of this week's prep and research for our meeting tomorrow.

Day 5

Meet with me to discuss the research and prep results and your recommendations. Help me finalize the group name, sign-up gift and Cover Photo design. Move forward with creating what we've finalized.

Day 6

Determine whether we should build the group around a Challenge or event. Short-list suggestions. Research my peers, top fans, and influencers to invite to the group and participate in the event or challenge.

Day 7

Based on response or research so far, come up with regular 'features' and post template suggestions for the group (e.g. weekly Poll, Tuesday Tips, etc.) Brainstorm rewards we can use.

Day 8

Come up with a list of Livestream topics. Finalize group rules and questions. Make sure these are crystal-clear and help set a positive, proactive tone and mood for the group. Arrange meeting for Day 10.

Day 9

Research Livestream hardware, software, and apps. Research Quiz and contest apps. Prepare final draft of Group rules and questions. Write simple yet appealing Group invitation template.

Day 10

Meet to discuss progress in group set-up and research. Discuss Livestreams and what will work best. Explore Livestream topics and guests with me. Create sign-up gift and test link.

Day 11

Start preparing an editorial calendar. Plan to create social posts at the same time as articles for my blog. Install or optimize apps we've decided to use.

Day 12

Prepare a cross-promotion plan. Analyze my most responsive email list. Add group invitations for subscribers in existing email PS-es. Explore Challenge topics.

Day 13

Arrange to meet with me on Day 15. Investigate CRMS such as SmarterQueue to help with cross-promotion. Draft a landing page for my sign-up gift.

Day 14

Research hashtags and keywords to use and make a shortlist. Create list of teaser post titles for your group topic. Finalize group invitation and landing page.

Day 15

Come up with a list of Livestream topics. Finalize group rules and questions. Make sure these are crystal-clear and help set a positive, proactive tone and mood for the group. Arrange meeting for Day 10.

Day 16

Finish tweaking my group site and test any links. Write posts to pre-schedule for the group. Send out invitations. Create and send a group invitation email to subscribers.

Day 17

Brainstorm giveaways to boost or enhance my Facebook group. Make a list of potential JVs who might contribute a bonus. Check Facebook's giveaway and contest rules. Talk up challenge on social media/emails.

Day 18

Commission more graphics for posts, products, and my sign-up gift and main offer landing page. Write sign-up follow-up email series. Create and segment list. Arrange meeting with me for Day 20.

Day 19

Find sources of highly-relevant content to curate from other experts and influencers. Make a list of your top suggestions. Follow authority official blogs so we can stay ahead of changes/news

Day 20

Meet with me to discuss content creation and curation, as well as potential JVs. Discuss feature posts. Discuss FAQ creation. Draft a template to personalize when sending to JV candidates.

Day 21

Craft a FAQ we can put in our group files. Look for the latest niche news items and create/pre-schedule posts to share with the group. Go live with challenge or event.

Day 22

Create feature posts for the months and pre-schedule. Check Reddit and Quora for topics and relevant viral or high-performing topics/posts. Follow up on challenge release

Day 23

Set up or tweak Facebook tracking pixel. Look for upcoming affiliate deals among my influencers that my group would love to hear about. Set up meeting with me for Day 25.

Day 24

Create a database of affiliate products as well as my own that we can share in the group files or in answer to questions. Plan Livestreams. Write a Livestream script.

Day 25

Meet with me to vet curated content and product database. Install any Livestream apps. Go over script. Recruit a couple of top members to commit to being there, to get the comments rolling.

Day 26

Prepare shortlist of suggestions for extra admins or moderators. Contact and sound out candidates. See how we did this month and list what we could improve.

Day 27

Introduce new Mods and Admins to the group. Add their names to pinned Group information. Look for opportunities and changes coming up within my niche. Make a list of products or offers we should reposition.

Day 28

Arrange meeting with me for Day 30. Announce the end of the Challenge and share results. Thank everyone and give special shout-outs. Analyze Facebook Page Insights and website stats for changes.

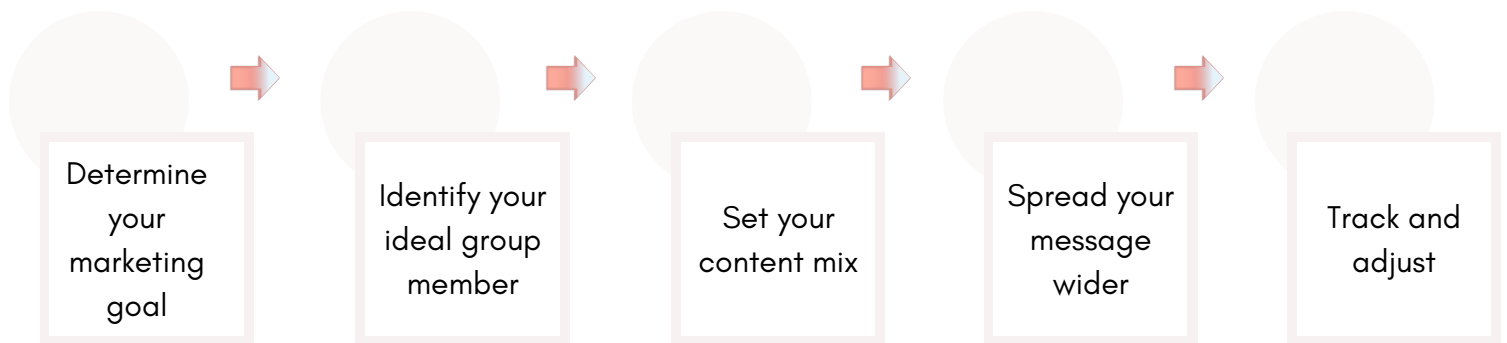
Day 29

Poll members as to what they thought of the challenge and how they liked it. Make a separate post asking what they got out of it. Start talking up the next event or giveaway. Announce the end of the challenge.

Day 30

Meet with me to analyze group data and success this past month. Tally and announce challenge results. Share CTAs for paid longer version of challenge. Start planning next free group event!

Use this template to work out a step-by-step framework for your Facebook Group content. Using a structured framework for how you engage will increase the effectiveness of Group engagement.



1. **Determine your marketing goal**

- What results would you like to see for the upcoming year?
- What factors are likely to affect the outcome?
- What online habits have changed (especially in your niche?)

A large, empty rectangular box with a dotted border, intended for users to write their answers to the questions listed above.

2. Identify your ideal Group member.

- Has this changed since last year?
- What new challenges is she facing?

3. Set your content mix.

- Have the types of posts she responds best to changed?
- What main message will she react to most positively? How can you help?

4. Spread your presence and message consistently.

- Is your ideal member heavily active on other platforms where you could cross-post?
- Set up your CRM to cross-post specifically to those platforms



5. Track and adjust.

- Keep tabs on the returns from your Facebook group and other platforms.
- Determine what key performance indicators you will measure for posts:
 - ☐ Lead generation
 - ☐ Engagement and activity
 - ☐ Customer acquisition
 - ☐ Customer support
 - ☐ Customer retention

Use this template to plan your Facebook Event. Have this information on hand when you are ready to create the event within your Facebook group. Then click on Event in your group's left-hand, vertical menu and select "Create event".

Event Name: • 64 Character maximum • No special characters	
Cover Photo • 1920 px X 1005 px (anything smaller and your image will be low quality) • Leave 1/2" empty at the bottom of the photo • Do not outline your photo	
Description • No limit, but keep it short, clear, and focused – what it's about.	
Decide on the frequency • You can set your event as a recurring event – use the drop-down options	
Time • Set start and end times + time zone	
Add a co-host • Gives hosting permissions	
Set a schedule • List each event in a series	
Set posting permissions • Decide if only hosts can post or allow all attendees to post	
Send invitations • All you need to do to send an invitation to your group members is check the box at the end of your set-up.	

Intro:

- Welcome message
- What today's event is about; what problem it tackles and what it promises to solve or do
- Introduce co-host

Housekeeping:

- What they can expect (whether you'll answer questions instantly or wait till the end Q & A; where they can find the recording afterwards; how long you'll look for comments after the event; contact details, etc.)

Presentation Part I

- Welcome message
- What today's event is about; what problem it tackles and what it promises to solve or do
- Introduce co-host

Promotion break (optional)

- Tell them what you'll be promoting at the end of the presentation
- Promote your co-host's product

Presentation Part II

- Finish giving your message

Call To Action

- Make your pitch
- Present benefit(s) and features – show the value!
- Tell them what to do next

Q & A

- If you're not answering questions directly within the event as they are asked, allow for a Q & A now. (Give them time to process your offer emotionally.)
- Seed your audience with a couple of group (or team) members to ask the first question or two, so you avoid the "crickets" scenario.

Final CTA

- Tell them where to get your product, any special deals for them (e.g. attendee-only coupon code)
- How long your offer is open for at that price or for free

Outro

- Thank them for attending
- Tell them when the next event is + what it's going to cover
- Any final housekeeping detail (e.g. "I'm putting the link in the comments now.")
- Your signature sign-off phrase

Use this worksheet and template to generate your own unique ideas for qualifying potential group members using questions.

First, answer these questions for yourself:

1. What is the most important qualifying criterion that a potential member needs to possess?

2. What could you ask to attract members who are active participators by nature?

Example: "What would you say if a fellow artist told you she was discouraged and about to give up painting?" (Look for caring, positive answers.)

3. What is an answer to a question that only a die-hard member of your niche would be able to give correctly?

(Brainstorm as many as you can think of before selecting the best one. Think tech talk, specific niche jargon, little-known niche facts, etc.)

4. What actual question would generate your specific answer (from #2)?

5. What values or beliefs is it essential that Group members share?

6. Consider the value of open-ended and closed questions.

Be aware of the value of open-ended and closed-ended questions – and when it's important to use one type rather than the other.

Example:

- OPEN-ENDED: "What would you do if you won a million dollars?"
- CLOSED: "Would you quit your job if you won a million dollars?"

(A closed question is one that elicits either a 'yes' or 'no' answer.)

Now here's the big secret:

- Successful Facebook Group qualifying questions seem to work best if you include three specific question types:
- A Closed question
- An Open-ended question
- A sign-up request

What you are doing with the best Closed and Open questions is warming prospective members up for your third question – the sign-up one designed to inspire them to part with their contact information.

LET PEOPLE KNOW, UPFRONT, THAT FAILURE TO ANSWER THE FIRST TWO QUESTIONS MEANS AUTOMATIC REFUSAL – they won't get into the group.

Getting would-be members to sign up right off the gate is vital in case Facebook suddenly shuts down your group. Erasure of a Group can happen because one group member says something that violates Facebook's new, tougher community rules.

7. What niche-specific question could you ask to bring that out?

Not only asking highly-specific questions qualify the right Group members, but it will also weed out spammers before they get through your gate. (These are the people who know nothing about your topic but want to sell Bitcoin shares or get people to sign up for THEIR lists.)

Asking hyper-specific niche question will weed out 99% of these.

Example: Qualifying question for a J. R. R. Tolkien fan group:

1. "What three words did Gandalf say to the Balrog on the bridge of Khazad-dûm?"

Any Tolkien fan will happily respond with, "You cannot pass", whereas someone only interested in pushing a "Make Money Fast" link at group members won't have a clue – or take the time to find out. They'll move on to the next group.

8. Make the questions fun.

People like to show off their knowledge, so don't be afraid to bring that out with your niche-specific questions.

9. Make your questions easy.

Easy for the right people, that is! What you're looking for is creating a feeling of accomplishment when your candidates correctly answer the questions. They should *know* they are part of an elite inner circle.

Do that with your first two questions, and they are all primed for your sign-up CTA.

YOUR QUESTION CANNOT BE LONGER THAN 200 CHARACTERS.

Take that into account when you are question-crafting.

Now on to sample question-types that have worked well for other Groups.

Your group questions:

Use this template to plan your Facebook Marketing.

Steps to take:**1- Pinpoint your exact ideal customer or client and create a new Ideal Buyer Profile.**

Paint a picture detailing:

- Who are they (age, marital status, gender, education level, annual income)
- What they believes in (values)
- What they want (goal, mission)
- What's stopping them
- Why they want to join your group

2- Optimize Your branded Facebook Page.

- Switch to the NEW Facebook (certain features will not work in Facebook Classic)
- Visit Facebook Creator Studio to learn about and add new monetization features, plus how to manage your Facebook and Instagram posts from one dashboard: <https://business.facebook.com/creatorstudio/>
- Set up your sign-up button
- Optimize your Page description (max. 255 words) and set up your TABS
- Add your Page as a shortcut in your LHVM (left-hand vertical menu)
- Consider adding a video as your cover photo
- Go to Settings at the bottom of your LHVM, select Page Roles and give access to your VA if she is managing any aspect of your Page for you (Admin role)

3- Grow Your Group

- Decide on the purpose of your Group and plan the perfect content mix to support this
- Create an editorial calendar and schedule posts
- Build your Group around a Challenge, Giveaway, or Event
- Seed your Group with action-oriented clients, fans, peers, and influencer friends
- Create regular, recurring features
- Create regular, recurring, and highly helpful Livestreams
- Perform basic customer service through your Group (anything that can be easily answered or solved)
- Provide resources and goodies in your Group files – and remind people frequently where to find these
- Make your Group members feel special and heard
- Be active daily: Be present and engaged

4- Provide Valuable Content and Interaction

- Find out what your Group members are most interested in
- Use regular polls (and make sure they're easy to answer – and fun or useful)
- Diversify your content types:

• Video clips	• Relevant personal examples/stories	• Customer or member service and troubleshooting
• Images	• Curated content	• Fun features such as informal contests or quizzes
• Infographics	• Links to landing pages and blog posts	• A chance for members to showcase their own achievements on specific days
• Questions	• Product and niche tips	• A chance for members to ask for advice or feedback
• Niche news or updates	• Resource files and downloads	• Critiques
• Livestreams	• Insider secrets and information	• Case studies
• Themed features	• Product reviews or recommendations	• Answers to comments and questions!
• Round-table discussions on a topic of the day	• Behind-the-scenes privileged peeks	INTERACTION from you!
• (Occasional) memes	• Product previews	
	• Digital product samples (sample chapters, sample lessons, etc.)	
	• Events or Giveaways	

5- Consider advertising.

- Boost your best-performing Facebook Page posts
- Use your best keywords – in your ads, Group, and on your Page
- Keep text direct and short, and choose images that support your brand and message
- Use advertising AFTER you have got a feel for Group and Page interaction and gathered some lead traction.
- Consider using Facebook Lead Ads.

6- Plan a product base you can market to your Group for maximum impact – and help them reach their goals.

Strategy	Product	CTA	URL

7- Create a basic Calendar Guide to your weekly content mix:

	Feature Post	Pre-scheduled Post & Text	Responsive Post
Monday			
Tuesday			
Wednesday			
Thursday			
Friday			
Saturday			
Sunday			

Ask or allow your admins and mods to accept responsibility for producing at least one feature post per week. This should lighten your own load and ensure at least one admin or mod checks in on the group daily.

	Moderator or Admin	Feature
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		
Sunday		

Use this template as a guideline to setting up and maintaining an effective and productive Facebook group.

1- Identify your personal goal for setting up a Facebook Group.

2- Determine what goal and message will attract the right group members.

GOAL: _____

MESSAGE:

3- What type of Group do you want this to be?

- ☐ A fun, informal fan group
- ☐ A business group focused on creating something (e.g. journal creation group)
- ☐ A community group for your paid course or club
- ☐ A support group for niche members
- ☐ Critique and feedback group
- ☐ Ideas and brainstorming group
- ☐ Niche specialty group
- ☐ _____

4- What type of problems do you anticipate as a possibility? (e.g. bossy members correcting other group members; spammers sneaking in)

5- Take a moment now to plan how you will head these potential problems off at the member application stage.

- ☐ I will keep the Group closed or private – not public
- ☐ People must be approved to join
- ☐ I will use specific qualifying questions
- ☐ I will set clear rules
- ☐ I will be specific in my description to attract the ideal member – and scare away potential problem members
- ☐ _____

6- List your most specific keywords that people who you want in the Group seem to use.

7- Decide on a straightforward, descriptive, but niche-specific name for your Group and create a searchable vanity URL.

8- Set your three qualifying questions. (Weed out spammers. Ask questions only die-hard niche members can easily answer.

1 _____

2 _____

3 _____

9- Write your Group description. Be straightforward, and make sure it appeals to your ideal member.

10- Write at least three rules for your Group. Keep the focus positive rather than punitive – but be clear.

Basic rules include:

- Treat each other with respect.
- No spamming.
- Do not share Group content outside the Group
- No bullying or shaming
- Stay on Topic
- Report infractions to the Admins – don't deal with the offender yourself
- No self-promotion/Promotion only allowed on [SPECIFIC DAY]

My Group Rules:

Use this worksheet to record the results of analyzing your fans and existing Group member interests, interaction, and dynamics.

1- What is the age range for the largest section of my Facebook Page followers?

(Check your Facebook Page Insights).

2- What is the gender balance of your Page audience?

- ☐ Male
- ☐ Female
- ☐ A roughly equal mix of both

3- When are your Facebook Page fans most heavily online and engaged?

☐ Time of day _____

☐ Day(s) of the week _____

4- What is my Group's common all-consuming interest? What binds members together in this community?

5- What are they looking for the Group to provide?

6- List ideas for polls and survey main questions or topics you feel will help you zero in on your ideal group Member.

7- Which topics and posts ignite their enthusiasm? What are they passionate about?

8- Why? What do they want to do?

9- What do these followers and group members share an interest in doing? What is their common goal?

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

1- Which post topics get the most interaction?

2- Which post topics get minimal interaction?

3- Which topics and posts do they ignore altogether?

4- What do your Group members complain about the most?

5- What do your group members praise the most?

6- Which topics and posts do Group members argue about? Disagree with the most?

7- Ask them! Create a poll based on a leading question. Questions:

8- Make a list of group member likes and dislikes.

Likes:

Dislikes::

USE THIS SECTION OF THE WORKSHEET TO GET TO THE HEART OF THEIR NICHE PROBLEM:

1. What is more important to your Group member when it comes time to purchase?

- ☐ Saving time
- ☐ Price
- ☐ One-time-only payment
- ☐ Monthly Payments
- ☐ Ease of use
- ☐ Having it done for them
- ☐ Doing it themselves
- ☐ Access to 1:1 help
- ☐ Lifetime product access
- ☐ The ability to download purchase components
- ☐ The ability to create online
- ☐ Options
- ☐ Archive of resources
- ☐ Tutorials and videos
- ☐ Community support
- ☐ _____

2. Find their “why”.

What was it that made them choose your Challenge, course, product – or Group?

- ☐ Resources the Group provides
- ☐ A specific benefit
- ☐ A promise
- ☐ Something in the Group description
- ☐ Word-of-mouth referral
- ☐ A friend or trusted peer in the Group
- ☐ Competitor product didn't provide a Group
- ☐ A positive attribute
- ☐ A feature not available in competitor products or groups
- ☐ “It looked particularly easy.”
- ☐ “It looked particularly challenging”
- ☐ Access to Group owner/product creator
- ☐ The price!
- ☐ Support options
- ☐ Mutual values and beliefs
- ☐ Communication style
- ☐ Other _____

3. Send an email to your subscribers asking a simple but important question about their experiences:

- ☐ With your product
- ☐ With your niche
- ☐ Reaching their goal
- ☐ What one thing currently frustrates them most

4. Try the same tactic different ways to see which approach your Group responds to best.

For example, if you asked an open-ended email question last time, try sending a quick poll with multiple choice answers next time.

5. Make it easy for them.

No matter how you interact directly with Group members, make it easy for them to answer. Keep your post brief, keep it clear, and end with a CTA telling them what you would like them to do next.

6. Get your Group members into the habit of answering your questions.

Set up a weekly poll as a regular group feature!

7. Start by carefully identifying your ideal group member.

Don't skimp on this step when creating your updated Ideal Client Avatar!

8. Use the "Keywords" filter in your Group settings to set topic alerts.

Set your VA to monitor the group for upcoming needs, based on conversations.

Use these sample swipe files for inspiration in crafting descriptions and welcome posts.

Decide what you need your Group description to do. What it CAN do is:

- Specify who the Group is for
- Point out major prohibitions
- Clue potential members in on what type of material it debates and provides
- Establish your credentials upfront
- Let people know if it's a fan community
- Give a soft pitch
- Share the rules up-front

What it SHOULD do is:

- Reinforce the tone of the Group
- State what the Group does
- Let people know what you want members to do there
- What type of help members can expect
- Identify who will get the most out of the Group
- Set the tone

ESTABLISH CREDENTIALS: Good for coaches, teachers

Welcome to [GROUP NAME], a private community for serious [WRITERS/ENTREPRENEURS/TECH SPECIALISTS, etc.], If you are ready to [LIST 3 THINGS YOUR IDEAL MEMBER WILL WANT TO ACHIEVE, e.g. "grow your web traffic"], you've come to the right place.

[WHO YOU ARE AND WHAT YOU DO, e.g. "I'm Brianne Bone, and I've helped more than 5k people attract targeted traffic."

Download my free guide, [TITLE, e.g. "Doubling Website Traffic in Your First Month"], to fast-track yourself towards mastering qualified lead generation."

SOCIAL LEARNING GROUP: Good for groups with a highly-specific focus

[GROUP NAME] provides a safe and nurturing place for those just starting out in [AREA OF INTEREST, e.g. "Public speaking"]. Ask questions, try out your [WHAT THEY ARE LEARNING TO DO, e.g. "Speech intros"] and [ADD YOUR POSITIVE, UNIQUE TWIST, e.g. "learn techniques and tips for dealing with stage fright and 'nerves'."]

[CTA, e.g. "Why shake in your boots every time you have to speak in public? Join us for encouragement, (gentle) feedback (if requested), and the chance to post your two-minute video speeches!]

But whether you stay or go, feel free to download my cheat sheet, [TITLE OF YOUR HIGHLY-RELEVANT DOWNLOAD]

PRIVATE GROUP: For paid members of a course or club

You made it! And we're happy to see you here in [GROUP NAME], the Facebook private hangout for [MEMBERS/STUDENTS] of [COURSE OR CLUB NAME.]

Here, you can [LIST PURPOSES, e.g. "Connect with fellow entrepreneurs, ask – and answer – questions, and chat about everything connected to [THE MUTUAL GROUP PASSION OR GOAL].

A few guidelines we all observe:
[LIST RULES]

That's all! Join us and introduce yourself.

PS Have a problem or a question you're not quite ready to share? Ask it in the chatbot on my website and [VA NAME] or I will get back to you ASAP.

SPECIALTY INTEREST GROUP: For those focused on a common passion

We are an active Group dedicated to [STATE COMMON GOAL, e.g. "living the Vegan lifestyle"]. Here, you'll find [POST TYPES YOU WANT THEM TO CREATE, e.g. "recipes, research, cooking tips, and discussion about all things Vegan"]

All types of [NICHE INHABITANTS, e.g. "Vegans"] are welcome – but note this Group does NOT allow posts arguing in favor of [WHAT YOU DON'T WANT TO SEE, e.g. "eating meat or adding dairy and eggs to one's diet".] (Besides, we'll be happy to [DIRECT THE READER BACK TO YOUR POSITIVE FOCUS, e.g. "help you find alternate sources of protein"].

WHAT YOU WILL FIND HERE:

[LIST THINGS LIKE, "A RESPECTFUL ENVIRONMENT", "THEME OF THE DAY", "A NURTURING ENVIRONMENT"]

WHAT YOU WON'T FIND HERE!

[LIST KEY PROHIBITIONS, e.g. "No promoting your Vegan products (except on Promo Sunday)", "No criticism"]

And you'll also find lots of [ADD SOMETHING THE GROUP SEEMS TO PARTICULAR ENJOY, e.g. "mouth-watering photos of Vegan dishes and meal suggestions"]

Come on in and enjoy!

FAN GROUP: If your community has a common passion they share.

This Group is for fans of [A SPECIFIC PERSON, BOOK, MOVIE, etc.] Here, you can talk about [THE THING THEY TALK ABOUT MOST] or [ANOTHER FAVORITE GROUP TOPIC] to your heart's content.

Do remember that others might hold different viewpoints or interpretations, however: We want this to be a fun, nurturing place, so keep it respectful, remember that absolutely no sarcasm or name-calling is allowed, and let's all have a good time. (Anyone who breaks this rule – or blocks an Admin or Moderator -- will be Cast into the Outer Darkness – i.e. Banned immediately, no exceptions!

Here's a list of our Admins and Mods. [PROVIDE LIST OR CLICKABLE ICONS]

PROFESSIONAL GROUP: Good for action-oriented, left-brain types who like straightforward facts and have a mission.

[GROUP NAME] is here to help you [STATE WHAT YOU WANT FOR THEM, e.g. "write content quickly – content that won't feel generic and WILL stand out!"]

This will allow you to [STATE 3 BENEFITS, e.g. "write with confidence, get better clients – and command more money."]

Join us here and let's learn how to [WHAT THE GROUP IS GOOD AT DOING, e.g. "create better hooks, use keywords organically, and come up with titles that sell"].

The Group is all about providing [3 GROUP SPECIALTY BENEFITS, e.g. "supportive feedback, brainstorming ideas, and appreciating each member's unique experience."]

Just answer the three skill-testing questions to qualify as an elite member of [GROUP NAME].

NICHE MASTERY GROUP: Good for people who want to refine specific skills.

*** This Group is for [NICHE INHABITANTS, e.g. "mystery writers"] only ***

Welcome to your Facebook home where we discuss all the secrets, obstacles, and skills needed to [PERFORM A NICHE-SPECIFIC ACTION, e.g. "write all types of mystery novels"].

READ ON to familiarize yourself with our rules. We only have [NUMBER, e.g. "three simple rules"] but they are cast in stone. Break one, and you will be removed from the Group, no exceptions.

OUR RULES:

[LIST RULES HERE]

Use these swipe files as a template for deciding on and crafting your own Facebook Group rules: Ones that reflect your Group's tone, skill level, and niche culture.

Some samples will be contradictory – that is because they're gleaned from a variety of different sources. Pick and choose which rules are important to you and craft your own version. And despite all the "DO NOT" rules, do try to word rules as positive!

•TREAT PEOPLE WITH RESPECT.

Err on the side of kindness. No flaming, no shaming, no sarcasm. Remember that everyone has their own opinion, their own experience, and their own specialties, challenges, and skills. Most of all, we're here to build each other up, so let's be kind.

•NO SHARING GROUP CONTENT OUTSIDE THE GROUP.

This type of group works on trust, giving members the freedom to discuss trade secrets. Consider it as a confidentiality clause. By joining, you are making a promise to keep group discussions and member names and concerns secret.

•NO IRRELEVANT, OFF-TOPIC POSTS.

Other things in our lives have great value, of course -- but this particular Group is laser-focused on launching digital products, so let's stay on topic out of respect to fellow group members – and keep up the quality of the information found here.

•NO MEMES. EVER.

Ever. Ever. Ever. Did we say 'Ever'?
(They tend to clutter up the feed and push down really useful posts.)

•NO PROMOTION.

That means ads, free reports, or client solicitation – anything geared to result in financial gain for you – or even a friend.

•MEMES ALLOWED ON MONDAYS ***ONLY***.

On that day, be sure to put your meme in the COMMENTS of the #MemeMonday"] thread ONLY. (Don't post separately!)

•PROMOTIONS ARE ALLOWED ON WEDNESDAYS ONLY.

No exceptions! (And please start your post with the hashtag, #WeeklyPromo.)

•PARTICIPATE!

Answer posts as well as asking questions. Let's share what we know and help each other as much as possible. (Besides, if you only post when you want something, you'll be less likely to get answers.)

·KEEP EXCERPTS SHORT.

By all means, ask for feedback on your writing – but we’ve noted that people are more likely to read short pieces of text (less than 800 words).

·CREDIT ALL GRAPHICS.

We do not allow uncredited images to be shared in the Group. Finish your post by giving the source – example, “Image: JMJones, Pixabay” or “Image: Calliope, DeviantArt, by permission of the artist.

Do not lift images from sites without permission.

·NO BULLYING. NO FLAMING. NO RACISM.

Anyone who indulges in this will be blocked and removed from the group on the spot.

·THEMED DAYS.

Once you get started, you’ll notice we have different themes – designated by a hashtag – for different days of the week. Here’s a list, so you can get started adding your own themed posts!

[LIST YOUR HASHTAG NAMES, e.g.” #TuesdayTechTips”]

KEEP ALL POSTS ORIGINAL

No sharing of posts INTO this group. ALL Posts MUST BE created as an original post within this group.

Use this worksheet to keep track of your guest experts and make sure you supply them with everything they need to make visiting your Group easy for them.

Pay attention first to who you already know.

It's easiest to ask experts and peers you already know to let you interview them.

Look to fellow members in groups or specialty forums you belong to; your former online mentors and teachers; and even successful clients.

Remember also that some of your group members are probably as skilled as you are.

Follow influencers you don't know but would like to JV with, and start interacting.

Join their groups. Comment on their posts, and interact in their webinars. Be helpful to their audiences and start getting to know them. Do this straight away.

Look for upcoming launches.

Find out if any expert you have a connection with is planning a launch of their own.

Offer to promote their launch in your group and other platforms.

Ask if they would like to provide a gift or preview for your members. Offer to interview her or have her co-host your Livestream.

Ask your VA to research influencers and experts who are in complementary niche areas to you, or who are slightly ahead of you – and give you a list.

Go ahead and send out invitations to experts you don't yet know – especially if you've been active in their platforms. Make sure you check their schedules first – and be prepared to be flexible.

If one says a certain date won't work for her, ask which date she would like.

Personalize your invitation

Write a personal letter, referring where she knows you from or why you'd like her to guest or co-host.

Take the time to do your homework on those you don't know.

Even though your VA made a list, YOU need to know who you're talking to.

Make it easy for your guest.

Let them know in your invitation that they won't have to do a thing except show up to be interviewed.

Have the script ready, and show them you already have a pretty good guess as to what product of theirs to promote (e.g. an upcoming launch product!)

Tell them how you are going to promote it and what benefit it will be to their audience.

This is key to attracting an expert who has many constraints on her time. Just as you do with clients and customers, you need to demonstrate what's in it for your expert guest.

Ask your VA to schedule guests and keep track of acceptances and refusals.

Have your VA install self-scheduling software such as www.youcanbook.me so your expert guests can choose their own time slots.

Create a special gift for their subscribers.

Make them look like a hero - both with your gift and in the interview.

Follow up!

Whether your proposed guest says yes or no, be sure to thank them for their time. If they said 'yes', be sure to promote the recording and acknowledge them on your other social media, as well as in the group.

Name	Specialty	My Event	Date	Response	Follow-up

Use this template to outline your Livestream scripts.

- *Be informal and relaxed – but not self-indulgent. Remember that your audience has time constraints and don't just ramble on and on. Greet people by name as they post in the comments before you formally begin.*
- *Practice your Livestream – as many times as you need till you feel comfortable with it (and know it inside out!)*
- *Test your lighting and equipment – as well as your links.*
- *Remember to SAVE your Livestream at the end.*

The Story Livestream (great for building trust and establishing a sympathetic connection.)
10 minutes for the story.

ASK AN ARRESTING QUESTION that stops your viewer in her tracks.

Have you ever _____? I did, and I'm going to share that so you never get caught in the same situation.

[TELL YOUR STORY. MAKE IT SHORT. MAKE IT FUNNY OR EMBARRASSING OR HARROWING – JUST DON'T MAKE IT BORING.]

[NAME OF MENTOR OR IMPORTANT PERSON WHO HELPED YOU] heard about what had happened, and told me something I'll never forget. [NAME] said, "_____."

That really stuck with me, and the next time, I was more prepared.

I _____ and _____.

THROW IN AN OBSTACLE

[SHARE ANY CHALLENGES THAT COMPLICATED YOUR ATTEMPT TO SOLVE THE PROBLEM.]

[DESCRIBE THE SUCCESSFUL ACTION YOU FINALLY TOOK AND SHARE THE FINAL RESULT.]

So, I'm sharing that because [RELATE IT DIRECTLY TO YOUR VIEWER]_____

YOUR TAKEAWAY

What's important is not [MAKE A MORAL POINT THAT IS BIGGER THAN THE INDIVIDUAL INCIDENT]_____

GIVE YOUR CTA

[E.g. "So, I've prepared a tip sheet on hidden hazards in the workplace. I'm sharing the link now, so you can grab it if you're in a hurry, but I'm going to stay live for a few more minutes if you have any questions about [TOPIC]. Meanwhile, let me know in the comments if you enjoyed this Livestream and what else you'd like me to talk about."]

CLOSING THE Q & A

Time for one more question and then we're going to wrap – I know you all have plenty to do. [ANSWER THE FINAL QUESTION]

WRAP-UP

Thanks for being here today. This was fun. We're going to do it again. Meanwhile, if you're watching the recording, you can still leave a question about [TOPIC] in the comments, and I'll make sure I answer it.

See you all [GIVE BRIEF DETAILS ABOUT THE NEXT LIVESTREAM, e.g. "Next Wednesday, when our topic will be saving time with mini-hacks."]

The How-To Livestream (building your credibility as an expert they can turn to for practical help)

INTRO

Welcome to [NAME OF LIVESTREAM OR FEATURE, e.g. "Tech Tuesday"]. I'm excited to be here this [MORNING/AFTERNOON/EVENING] because I've got [WHAT YOU'RE GOING TO SHOW THEM, e.g. "An amazing hack for doing embroidery on the Janome sewing machine to share with you".]

I'm [YOUR NAME], and I'm all about [STATE YOUR PASSION IN LIFE - which should be related to your topic!] This is the [INSTALLMENT NUMBER, e.g. "third in our series of Speedy Sewing Tips"] _____

STATE THE PROBLEM

If you get frustrated when [SOMETHING HAPPENS], I don't blame you. For years, whenever I'd [TRY TO DO SOMETHING], this was the result!

DEMONSTRATION

[SHOW THE AUDIENCE EITHER A COMPLETED EXAMPLE OF YOUR DISASTER OR SIMULATE IT THE WRONG WAY, SO THEY CAN SEE THE 'TRAIN CRASH' - That can be enormously entertaining as well as garner sympathy and fellow feeling from your audience!]

I felt like [E.g. A COMPLETE FAILURE/GIVING UP, etc.] - until I discovered [THE CORRECT WAY TO _____/AN EASIER WAY TO _____]

GIVE STEPS AND NAME THEM

Here's how you get around that. [EITHER DEMONSTRATE LIVE OR SHARE SLIDES]

- 1.You _____
- 2.Then _____
- 3.And, finally _____

SHOW THE RESULTS

This is what you end up with - a [PERFECT/WORKABLE/FINISHED] _____ that _____. So, that takes care of that - and no more [DISASTERS, FLOPPED SOUFFLÉS, etc.].

RECAP AND SUMMARIZE

Here are the steps again. [DISPLAY SUMMARY SCREENSHOT] I'll leave it up for a few moments so you can take a screenshot - or you can download the cheat sheet at [GIVE LINK]

HAPPY _____! [E.g. "Sewing", "product brainstorming", "Setting up your Instagram profile", etc.]

Q & A

Before we close this off, we have time for a few questions about [TOPIC], so go ahead and ask!

CLOSING THE Q & A

Time for one more question and then we're going to wrap up so we can _____ [E.g. "Get back to sewing our quilts!"]

[ANSWER THE FINAL QUESTION]

WRAP-UP

Thanks for being here today. I enjoyed sharing that with you. We're going to do more of these [TUTORIALS/TIPS/HACKS, etc.]. Meanwhile, if you're watching the recording and want to ask a question about [TOPIC], do so in the comments, and I'll make sure I answer it. See you all [GIVE BRIEF DETAILS ABOUT THE NEXT LIVESTREAM, e.g. "Next Wednesday, when I'll show you the quick way to _____."]