

ALL-STAGE DEVELOPMENT

"Unless commitment is
made, there are only
promises and hopes;
but no plans."

Peter F. Drucker

This workbook will cover Step #6; developing engagement to be developed through all stages

Step #1 - Coming up with content ideas and creation

Step #2 - Development of the content idea & audience

Step #3 - Pulling it all together

Following Workbooks will cover the content structuring, pre-launch, engagement, and post-launch processes



Step #4 - Front-end through High-ticket course structuring

Step #5 - Pre-launch preparation

Step #6- All-phase engagement

Step #7 - Content delivery process

Step #8- Post-launch

Use this checklist every month when planning next month's group content to ensure you include all the types of content you should publish in your group.

This will help ensure maximum engagement and interest.

☐ I have created regularly-recurring "feature days" for my Group:

EXAMPLE:

☐ MONTHLY 27TH #SHAREYOURPROMO

☐ MONDAY

☐ TUESDAY

☐ WEDNESDAY

☐ THURSDAY

☐ FRIDAY

☐ SATURDAY

☐ SUNDAY

☐ MONTHLY _____

☐ MONTHLY _____

☐ MONTHLY _____

☐ I have created a specific hashtag for each feature day

☐ I am monitoring these features to see which ones are well-received, resulting in engagement

☐ I am using Polls to check which features people most enjoy

☐ I have asked for (and acknowledged) suggestions from my group members for new features

☐ I have written and scheduled the following content types:

☐ My own original posts

☐ A "story" post about something Group members identify with

☐ Infographics

☐ Relevant, up-to-date or hard-to-obtain statistics

☐ Tips

☐ Resources Group members will find useful to priceless

☐ Mini-lessons (1 point only)

☐ Reflection on a recent post in the Group

☐ Link to my latest blog article

☐ Cutting-edge niche news

☐ A weekly or daily question based on our goal and their challenges and interests

☐ Inspirational quotes (mine)

☐ Images

☐ Livestreams

☐ _____

☐ _____

☐ Curated content

☐ Links to relevant articles

☐ Memes and/Gifs

☐ Inspirational quotes (other people)

☐ Book or product recommendation

☐ Image

☐ Videos

- ☐ I have set up a list of authority source blogs and influencers to glean content from in my CRM
- ☐ I have made a list of specific influencers' blogs, social media feeds, and YouTube channel to monitor for new posts
- ☐ I have given the originator proper credit
- ☐ I have asked permission to share when appropriate
- ☐ I have added my own original viewpoint, question, or twist to the curated content whenever possible (to ask a new question or add even more value to it)
- ☐ I have reached out to popular influencers whose content my group responds to and asked for a guest post or a chance to interview them
- ☐ I have filled out my editorial calendar for the month!

Facebook Group Link Insertion Checklist

- ☐ I have revisited all my current web presences to insert my Facebook group CTA and link:

**Write and tweak your Facebook Group CTA and link below, then copy-paste it into your posts and platforms:*

- ☐ In author resource boxes on guest posts
- ☐ In your PS-es in existing email follow-up series
- ☐ In a widget on my website
- ☐ On my welcome letter and page
- ☐ In my Facebook page
- ☐ Twitter bio
- ☐ Instagram bio
- ☐ As a caption to Pinterest posts
- ☐ As part of my email signature

Use this checklist to set up a highly-focused Facebook Group and reach the right audience.

- ☐ I have narrowed my niche to a specific key focus
- ☐ I have changed the numbered URL to my specific, searchable group name
- ☐ I have used a niche-specific keyword – one that my ideal member will search – in my Facebook Group name
- ☐ I have carefully chosen three qualifying questions
- ☐ I have pre-written my Group description and rules, and I have included:
 - ☐ Who the group is for and what it does
 - ☐ My keywords
 - ☐ My CTA and sign-up link in the description and/or 3 questions
 - ☐ What is allowed in the Group
 - ☐ What is NOT allowed in the Group
- ☐ I have made my rules and guidelines as clear and straightforward as possible
- ☐ I have considered using video for a Group cover photo
- ☐ I have created a branded cover photo with no more than 20% text
- ☐ I am using a cover photo template in the ideal size of 1640 px by 856 px.
- ☐ I have used my brand fonts and colors in my group cover photo
- ☐ My sign-up link leads to a specific post with a link to my landing page or to my landing page
- ☐ I have created a pinned post summarizing my description and rules, and containing a CTA and sign-up link
- ☐ I have chosen or created optimized keywords for group topics
- ☐ I have populated my editorial calendar with at least a month's planned content
- ☐ I have drafted an invitation template for key people who I would like to see in my group
- ☐ I have set a Group alert to watch specific keywords
- ☐ I have announced recurring Group Features
- ☐ I am personally welcoming new members
- ☐ I am actively listening and engaging with my Group

Use this checklist to ensure you are well-prepared for a successful and engaging Facebook group livestream

- ☐ I have publicized the Livestream ahead of time
 - ☐ I have created a Group event
 - ☐ I have sent out an email about the livestream announcing the date and the topic
 - ☐ I have created a post for the livestream
 - ☐ I have invited group members ahead of time to ask questions in the comments (to be answered during the Livestream)
 - ☐ I have used my upcoming livestream as an incentive to join my group on my blog, my Facebook page, and in other social media
 - ☐ I have sent out reminders about the Livestream (post and email)
 - ☐ The morning of the Livestream
 - ☐ Ten minutes before the Livestream
- ☐ In publicizing my livestream, I have told my audience what I am going to talk about and what they can expect to learn
- ☐ I have written out the key points I am going to be covering during my livestream
 - ☐ In a bullet-point list
 - ☐ On cue cards
- ☐ I have enlisted my VA to monitor comments and answer any questions that can be easily answered without interrupting my Livestream presentation (e.g. "What was that link again?")
- ☐ I have given my VA (or she has compiled) a list of links and resources I am going to be talking about in my presentation
- ☐ I am getting ready early for the Livestream and taking my time
- ☐ I have set a glass of water handy
- ☐ I have ensured my recording venue is interruption-free by:
 - ☐ Forwarding calls/silencing/disabling alarms
 - ☐ Shutting doors and windows
 - ☐ Sending pets and small children off with a babysitter or relative

- ☐ I have checked my lighting
- ☐ I have made sure my makeup and hair are how I want them
- ☐ I have cleared the area behind me of any distracting objects or clutter
- ☐ I have made sure my main light source is in front of me (not at the side or behind) and slightly above me (so it doesn't leave shiny spots on my face!)
- ☐ I have made sure I have all my recording equipment at hand and I am not missing any pieces
- ☐ I am using a trident or stationary grip for my phone
- ☐ I have checked my microphone sound quality
- ☐ I have checked all links I am going to use in my presentation
- ☐ I have printed out a list of questions group members asked ahead of time in the comments
- ☐ If I am outdoors, I have tested for wind direction so the wind doesn't drown me out
 - ☐ I have a contingency plan for weather
 - ☐ A nearby covered gazebo or porch
 - ☐ My car - the dashboard equipment is all set up
 - ☐ An umbrella
- ☐ I am aware that I can broadcast for up to four hours (but I plan not to run over an hour unless my group is wildly engaged!)
- ☐ I have prepared:
 - ☐ An intro blurb stating who I am, and reminding viewers what we're going to talk about and what they should be able to take away from it
 - ☐ An outro blurb complete with any CTA I want to give (e.g. "So go to that link now, and download the free book. Remember, it's only going to be free for the next three hours.")
- ☐ I remembered to SAVE THE VIDEO!

Livestream Follow-Up

- ☐ I have reported on my Livestream, talking about:
 - ☐ Any unexpected and highly relevant question you weren't expecting
 - ☐ Specific big takeaways people said they got
 - ☐ Why it was valuable to the group
 - ☐ What people got out of it
 - ☐ What you're going to discuss next
- ☐ I have tracked my Livestream metrics and noted the results:
 - ☐ Peak Live Viewers _____
 - ☐ Minutes Viewed _____
 - ☐ Audience and Engagement _____
 - ☐ Unique Viewers _____
 - ☐ 3-Second Viewers _____
 - ☐ 10-Second Viewers _____
 - ☐ Average Watch Time _____ minutes
- ☐ I have told people where to find the recording if they missed my livestream (and I put a time limit on it!)
- ☐ I have cross-posted about my Livestream recording on other blogs, Facebook pages, and other social media

Use this checklist to make sure you have considered every option for monetizing your Facebook group.

- ☐ I have put a sign-up link to an irresistible gift or opportunity in my Group description or qualifying questions
- ☐ I have created a goal and a specific funnel for my group
- ☐ I have created an attractive, functional, and focused website that contains valuable resources:
 - ☐ Useful posts
 - ☐ Industry tips and secrets
 - ☐ Inspiration
 - ☐ Downloadable resources
 - ☐ Links to systems and sources my audience needs to know
 - ☐ CTAs to join my Facebook group
- ☐ I am posting valuable content across all my sites and not putting all my eggs in Facebook's basket
- ☐ I am using an editorial calendar to schedule highly relevant content
- ☐ I am using a CRM like SmarterQueue for repurposing
- ☐ I am always looking for ways to actively migrate my Group members to my email list with:
 - ☐ Free gifts and downloads
 - ☐ Free templates, cheat sheets, or checklists
- ☐ I have considered:
 - ☐ Using a Facebook group as an exclusive, private perk for a paid course or membership club
 - ☐ Using a closed Facebook group to encourage enthusiasts of my niche focus to join me in a safe environment
 - ☐ Using a closed Facebook Group as a space where people in my niche can share resources, practice presentations, and participate in case studies or critiques
 - ☐ Looking for brand sponsors once my Group reaches 5,000 or more members

- ☐ I am aware I can designate my group a straightforward Buy-and-Sell group if I have physical goods to share
- ☐ I have put thought into:
 - ☐ Announcing special group members-Only deals in my Facebook group
 - ☐ Building my group around a mini-challenge that leads to a paid version (those who really enjoyed the mini-challenge and want more)
 - ☐ Providing free training and support in my group - with opportunities for more paid help through paid webinars, courses, books, or my services
 - ☐ Finding the right JV partners among my group - and training others to become the best JV partners for me
 - ☐ Pointing group members to my website/a page that talks up my affiliate program
 - ☐ Having a group strictly for my affiliates to help them optimize and make more money from their efforts on my behalf
- ☐ I have looked into:
 - ☐ Seeding my group with expert peers and influencers
 - ☐ Letting key potential top members into my paid group for free since I know they will be active participants who fire up my group and inspire them
 - ☐ Providing weekly offsite training with a CTA to an offer at each session's conclusion
 - ☐ Helping my group members make more money so they will not only believe in and trust me, but also be able to afford my new higher prices
- ☐ I am using strategies such as:
 - ☐ Inviting group members to beta-read my books or test my product
 - ☐ Having Deal Days with limited-time coupon codes on my products
 - ☐ Using polls and quizzes to get feedback and improve my targeting

- ☐ Actively working to cut down on spam in the Group by:
 - ☐ Targeting people who have a passionate focus on my topic and would rather talk about goal-related issues
 - ☐ Creating - and enforcing - clear rules and guidelines set to eliminate low-quality spam, flaming, and trolling
 - ☐ Using regular feature themes to keep people on topic
 - ☐ Being vigilant about removing irrelevant posts or those that break the group rules
 - ☐ Not hesitating to ban someone who flames another member or breaks rules
 - ☐ Creating more admins or moderators to help me monitor and assist the Group
 - ☐ Visiting the Group at least twice a day and interacting

- ☐ I have made my Facebook group a safe space for my online community
- ☐ I am using Livestreams in the group to get my members into the habit of looking to me for answers and learning from me
- ☐ I am creating paid and free Events for my members
- ☐ I am participating in giveaways and giving my group members advance notice so they can benefit from the reciprocal deals I get from my JVs
- ☐ I am offering my Facebook group members special deals and options that the average member of the public does not see (until they join my group!)
- ☐ I am remembering that Facebook groups are primarily social, and are all about community - nurturing, helping, leading, supporting, listening

Use this checklist to I make sure you have search-engine-optimized your Facebook group as thoroughly as possible.

- ☐ I have researched keywords my audience and competitors use and created a list to refer to when editing posts
- ☐ I have created my own hashtags for Facebook and run a Facebook search to ensure I don't unwittingly take over one that someone else is using differently or exclusively
- ☐ I have set an alert for in the group settings for any keywords or hashtags I want to monitor - and remembered to save my settings
- ☐ I have examined my Facebook page Insights to see demographic data about my audience that I can use, including:
 - ☐ Which posts received the most likes, comments, and shares
 - ☐ My fan base's predominant age and gender balance
 - ☐ The peak time-of-day and day-of-the-week when they show up on my page in person
- ☐ I am repurposing relevant posts that did especially well on my Facebook page for my group
- ☐ I have checked my website's metrics too, as well as metrics from:
 - ☐ Other social media
 - ☐ My CRM and other apps
- ☐ I have created a strong, straightforward description for my group containing my keywords, hashtags, and sign-up link
- ☐ I have set up my Facebook Tracking Pixel
- ☐ I am cross-posting over all my online platforms to create strong SEO
- ☐ I have installed and set up a context-sensitive CRM that conforms with new social media rules to auto-repurpose my best-performing content

- ☐ I have inserted my Facebook group invitation and link across all my web presences:
 - ☐ On my website
 - ☐ Under blog posts
 - ☐ In emails or email PS-es
 - ☐ In other social media profiles and relevant social posts
- ☐ I have created Tags in my Group settings
- ☐ I am pre-scheduling group posts at the optimum time
- ☐ I have ensured my group is active, to keep Facebook's algorithm 'happy'
- ☐ I am making tweaks one at a time and carefully analyzing the results
- ☐ I am using both organic and strategic SEO tactics
- ☐ I am treating my Facebook group as one piece of my whole marketing pie and not neglecting any other 'piece'
- ☐ I have analyzed how well my group content and CTAs perform after the first month, and I am now assessing whether or not there would be a good ROI if I advertise related products or posts containing my CTA
- ☐ I am using my Facebook group to beta-test which posts, offers, and keywords perform the best and gather the most interest, and I'm factoring this data into new posts and SEO optimization
- ☐ I have outsourced SEO monitoring and analysis to a team member or assistant, so I can stay focused on being engaged and present within the group

Online Learning Platforms:

- LearnDash on Wordpress
- GrooveMember

Email Marketing Tools:

- Mailchimp
- GrooveMail
- Infusionsoft
- Active Campaign

Payment Tools:

- Stripe

Landing Page Builders:

- GrooveFunnels
- Clickfunnels
- LeadPages.net
- Kajabi
- Wordpress

Video Editing Tools:

- Screenflow
- iMovie
- Windows Movie Maker
- Camtasia
- WeVideo

Video Hosting Tools:

- Vimeo
- Wista
- Youtube

Worksheet Design Tools:

- Microsoft Word
- Canva

Lead Development Tools:

- ElMessenger

Copywriting Tools

- Copy.ai