

MODULE 12: HOW TO USE FACEBOOK TO YOUR ADVANTAGE

“You can have anything you want in life, if you are willing to ask a thousand people” – Byron Katie

By the end of this module, you will learn:

- **How To Create Your Facebook Business Page**
- **How To Leverage Your Facebook Business Page**
- **How To Leverage Your Personal Facebook Page**
- **How to Leverage Your Own Facebook Group**
- **How To Leverage Other’s Facebook Groups**
- **Intro to Facebook Ads**

Facebook is a POWERFUL platform. It can be an incredible way to form your community, make yourself known AND convert your facebook friends and followers to customers and clients.

I’m going to show you how to use Facebook to drive traffic to your website and business.

Creating Your Business Page

Make sure your Facebook business page is up to snuff if you plan to use facebook to grow your business.

Tags

When you are posting content to your business page, especially live videos, you can edit the video and add ‘tags’ that allow facebook to get a better understanding of what you’re talking about and allow you to expand your reach.

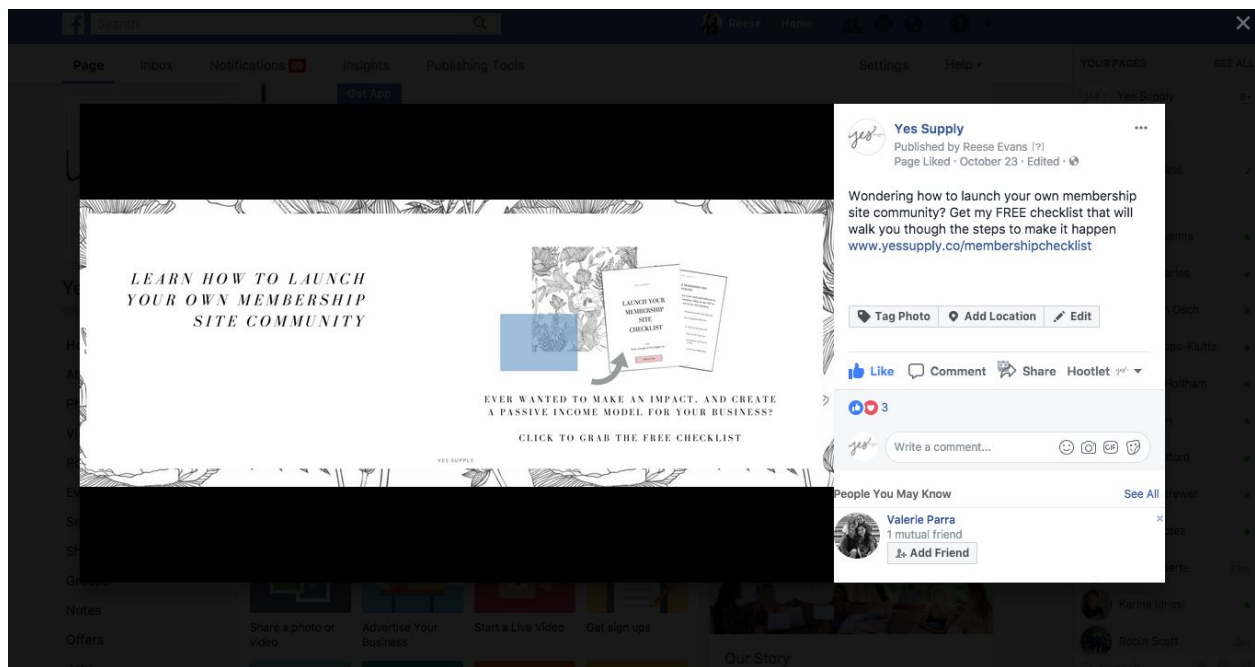
Be sure to be descriptive about what you’re talking about using the description box so that people can see what you’re talking about, and discover you even if they don’t typically follow you.

Banner

Using a facebook banner is a great way to attract people to join your email list in another manner.

I created a banner using Canva to promote my email freebie, and I design it so that people can click on the banner and find out how to get my 'free' download which will then add them to my email list so I can market to them

Remember, it's ALL about the list, so anyway that you can grow your list through creative methods is the way to go.



Pinning Post To Top

Another way to grow your list, and promote your latest promos is to PIN a post to the top of the page. Pin a post that leads people to join your email list.

That way you can make sure that the thing you're promoting and focused on is seen! People can't buy your products and services if they don't even know that they exist!

Creating Content

Make sure to also post relevant content as much as possible on your page. If you're promoting sharable content, and lives that's SUCH a great way to grow and boost your page and share your own blogs, etc.

Keep in mind, regular posts don't seem to do as well on facebook pages, but facebook live streams definitely do!

Customizing Your Personal Facebook Page To Grow Your Business

Now before I get started, I do have to say that Facebook actually has strict rules around using your personal facebook page for business, and people have had their facebook pages shut down without warning for violating. Do the following at your own risk.

Profile Picture

Make sure that your profile picture is bright, inviting and professional. You don't necessarily need to invest in a professional photographer for this, but make sure it looks crisp.

Every single thing you put out is a reflection of you, and the lifestyle you're living so make sure that you are putting your best foot forward with your profile picture. It's like your handshake.

Try to make it BRIGHT- and you can use photo editing tools like "VSCO" to make your photos POP.

Where You Work

This part is ESSENTIAL. Add in your title here and make sure you link it to your business page. For example Life Coach at "Your Business Page"

That way, when you're doing marketing in facebook groups and you meet new facebook friends, they can discover your business page and your services through your page.

Posting About Your Lifestyle and Amazing Tips

Every day you want to show up and share your lifestyle and how incredible your life is now that you've made those changes that you now promote how to do in your

Share your business page stuff to your personal page

Your current friends, family members and people in your network are the perfect people to break the ice to about your business. When you share a new blog article, or post a new offer, share it with the people you already know. You'll be impressed when the people you already know need exactly what you are offering.

Creating Your Own Facebook Group

Creating your own facebook group is a great way to grow and leverage your own community. A huge percentage of my clients and customers have come from my free facebook group and wanted to get more of my tools and insights, so they have signed up for my high level products and services.

Put it in the right category

Use The Banner To Your Advantage

Set up a facebook banner that invites people to sign up for one of your freebies so that you can be growing your facebook group, and your email list at the exact same time!

Pin To Top

Have a special offer? Launching a new program? Want to give people more ways to join your email list by promoting your freebie?

You can create a post on any of these topics and ‘pin to the top’ of your page so that people can easily see what it is you’re promoting and then they can take action on it.

Use Smarter Queue To Post On Autopilot

Many groups have ‘daily themes’ like “Motivation Monday” or “Self-care Sunday”.

If it is too much work for you to pop into your group often and post these daily prompts, or you find yourself forgetting to do this, then there are tools like Buffer or [Smarter queue](#) that can help you do this.

Beat The Algorithm

There’s one word that every social media maven is SO sick of hearing _ Algorithm. Now, it seems like if you want people to see your posts, it’s so much harder. But there are a few things you can do to help you beat the algorithm and have more people share your posts.

Rule number #1: Create HIGH quality content.

It doesn't matter if you have EVERY ninja trick in the bag- you must create incredible high-quality content. There is SO much content out there, so you want to be known as the person who shows up, and really delivers. Be in tune with the struggles that the members of your audience (or potential audience) members have and do everything in your power to help them overcome their issues.

If you can do this, then you will have people coming back again and again to read your content, book marking and sharing with friends-regardless if you implement the 'ninja' tricks.

Request engagement

Now that you have high quality content, here are a few other things that you can do to boost your engagement.

If your posts have lots of comments and likes, then facebook will see that you are creating high-quality content and show your post to more people. The key then for you is to ask people for their participation. Share that it helps you reach and help more people, and allows you to keep posting high quality content.

Many times, people won't even think to 'like' your page unless you ask them to.

So ask people to write things like:

- Where they are from
- Comment if they are watching the replay
- Comment if they want to receive a special workbook or bonus
- Hit the share button and share with someone who may need to hear the message you're sharing

And get creative with it! You might even think of some new ways to boost engagement.

Write personal posts

For everyone, you'll see different things that work for you and help you get the most engagement. By far, for me, it's personal posts that seem to do the best.

Everytime I post a personal post, whether it's something I have overcome, something I'm fighting with or a list of accomplishments I get a lot of people commenting and liking. That's a great way to balance out your posts and letting people get to know the real you a little bit better.

When you combine personal posts with ones that you're training, helping, supporting and educating people, people will see you as the expert to help them reach the goals they want, and also feel like they have a level of trust with you and trust you enough to purchase your products and services.

Track what works for you.

Keep a notepad somewhere, or use a tool like evernote to keep track of what kinds of posts perform well for you, so that you have an idea of how to keep growing and allow your message to be shared to more people.

Share Your Facebook Business Posts To Your Group

Save time and energy, while boosting likes to your facebook page by sharing the content you post on your facebook page right to your facebook group. That way it's easy for everyone to stay updated on new things that are happening in your life and in your business.

It takes CONSISTENCY

Remember, that in all areas of your business, it takes serious consistency. If you want your audience to be loyal to you, you have to be loyal to them by showing up consistently, offering great value and being there for them. Show them that you really care.

By managing your group in a way that is in the best interest of it's members, you're sure to see a positive impact.

Leveraging Other Facebook Groups

Not ready to launch your own facebook group yet? Or want to spread your reach and get seen quicker? Facebook groups are an incredible way to get in front of more people, get seen as an expert, and grow your traffic.

See, at the end of the day, when you have an incredible product or service that is selling, and you know that people LOVE it, then it's simply a matter of getting in front of more people to sell that product, and facebook groups can help you to fast-forward there.

There have been times where I simply spend 30 minutes posting in facebook groups, and I'm able to get 1000 views on a new blog post because of that.

Think strategically- remember that the people in these groups are there because they are LOOKING for help in a certain area. They are on the HUNT.

So when you show up and offer high quality content that helps people, and you truly believe in them and your products that people will be attracted to you like bees to honey (buzz buzz).

The point is to get reach, so join a TON of groups, and when you find a post you like, post it in 5-10 groups to get leverage and views.

Also, as people get more used to seeing your face, they will become more accustomed to you and see you as a leader in your industry so make sure you have a great professional-looking profile picture, and when you post in other groups, use a picture of yourself too!

Types of content that can be posted in other facebook groups

Educational

BE the expert. Help them push forward. Be the source for people. Tip, advice, instructing stats and graphics. This is the big reason people follow for her. Share techniques. Show that you do your research and know what you are talking about. "How can I educate?" Show up with Authority. Have confidence. People feed off your energy. If you are timid and needy people will move on. But if you show up and know your business people will trust you!

The fact that you are alive and you show up means you are GOOD ENOUGH!

Don't use crazy instagram strategies to grow. The people that really rock instagram are people that are rocking themselves and being true to them. Don't take it so seriously and make it a stressful thing.

Inspirational

How can I inspire people? Share the feedback you need to hear. People need to hear that they can do it and they are good enough. What did YOU need to hear when you hated where you were? If you are going through something and what you said to yourself makes you feel better - share that. Share your wins!

Shareable

The best thing is to get others to share the content you create. That does most of the work for you. Create a quote with your brand name and/or hashtag and having others share it is free marketing for you. Funny puns and sassy sayings are great for sharing. Post those with your imagery.

Promotional

If you don't tell people what you do then they won't know. Share what you are doing. If you are launching something - TELL PEOPLE. Give an actionable item. Promo it. Beating the algorithm means that you have to mix up your content. Use instagram stories every day. People love behind the scenes and seeing what you are up to in your life. If you want your audience to be loyal to you you have to be loyal to them. Show up for them. Be consistent. Go live every day. Use a ring light behind your computer for nice lighting and use your phone at the same time. Go live on FB on computer and live on instagram (via phone).

There are only two types of people in the world The type that entertain and the type that observe (Britney Spears) . Which are you?

You need to be in front of people. People can not buy your product if they don't know you exist. As a business owner it's your job to get in front of as many people as you can. It's about you helping and sharing and giving.

When you post this high quality content in groups, and you promote your free promo's, your free calls and your business you will be getting yourself out there and making super amazing connections.

What To Do When You Post:

Use a picture of yourself to get people used to see your pretty face!

Writing Captions:

What we want is for our posts to be inspiring, empowering and/or educational.

We want our readers, every time they see a post to think of themselves better, have more self-love, be empowered to go after their dreams, or learn something about running an online business. The more you do it, the easier it will get <3

Respond To Comments

Being personable in commenting + building relationships so if someone responds to something you posted, start a conversation, add them as a friend and maybe even take the conversation to a DM! They might be your next new client or customer!!!