



## How to Drive People to Your Facebook Group Factsheet

### Aims

From this factsheet you will learn:

- How to manage a highly engaged Facebook group
- How to have BIG numbers with high engagement and ready to buy
- How to drive traffic of 700+ in under two weeks
- The secrets behind being 'THE go to' within your industry
- How to monetise your passion and create your dream business

Every successful person has their own Facebook group. Facebook groups allow you to grow your community and to position yourself as an expert and allows you to sell your products which in turn monetises your passion.

If you want to be successful, you have to adapt to what is already working.

### The Secrets to Growing Your Facebook Group

#### Secret Number 1

1. Get in touch with your creative side and create a freebie with value:
  - A PDF
  - An E-Book
  - A webinar
2. Create a link for your Freebie and then:
  - Begin to share in groups
  - Create amazing hype
  - Post inspirational posts connecting to the freebie

- Look out for 'promotional days'

Remember - Your freebie does not need to be perfect just valuable! Something that your ideal client wants - This is why your ideal client research is vital!

### **Secret Number 2**

1. Post within other groups STRATEGICALLY:

- Introduce yourself
- Post polls and engage with the comments
- Create your top 5 secret tips and announce in groups
- Comment and help within groups
- Inspire/post motivation within groups
- Stand as the expert
- Create a mini challenge and announce in groups
- This is what you call attraction marketing - You are attracting your ideal clients to you

Be Creative - If you want to stand out, step out of the box!! Keep learning the newest tools and the latest skills needed to wow your followers.

### **Secret Number 3**

Check out other groups ask if they would like to collaborate and show up as the expert!

### **Secret Number 4**

1. Offer a welcome gift for anyone joining your group. This could be:

- A PDF
- Top Tips
- 25% Off
- Mini E-Book

2. To Drive people in to your group you must:

- Be Creative
- Have fun
- Be on the ball
- Have little PDFS etc

- Add value
- Turn up every day
- Be EXCITED!
- Your VIBE attracts your TRIBE
- DARE TO BE!!!

### **Secret Number 5**

1. Dare to use Facebook Ads!
2. Did you know:
  - It's not that scary!
  - You don't need to be a techy techno!
  - Once you know how, it's easy
  - You don't need to spend much money

### **Secret Number 6**

1. Collect your leads on autopilot and drive traffic across all platforms:
  - Make access for your group via an email opt in
  - Collects your leads incase something happens to Facebook
  - Attach this CTA to every livestream/post you put out there
  - Put it in your bio on all platforms

### **Secret Number 7**

1. Consistency is key:
  - Show up every day
  - Remain visible at all times
2. To be successful online you must hold one key - FEEL THE FEAR AND DO IT ANYWAY!!!