

Utilizing FB to Book Clarity, Discovery and Support Calls

FB has become an incredible hub for entrepreneurs. As difficult as it is to be on there some days, if you cut through the noise, you can really find your peeps, create community and sell your stuff. I know people who are doing 7 figures from FB marketing just from their profiles and being in conversations with folks. Here are a couple of ways I have found to engage and use my Profile, my Group and FB invitations. I don't bother with business pages too much, you have to drive traffic there and you already have at least hundreds and probably thousands of friends on your Profile.

Your Banner

Treat the Banner like the hero (shero) spot on your website. It should say who you serve or a current offer, retreat or program. If you have a Group you can use the Group Banner there too. If I'm selling a retreat to an exotic location I'll put a gorgeous pic of the place, what it is and dates right on the banner. Right now my banner is the Divine Aligned Group Banner.

Your profile pic should be clear, a picture of you looking straight on and the caption underneath should say who you serve. Post all your business stuff: posts, articles, rants, testimonials, on your Timeline. Do this especially when doing launches but, really, *you are your biz* so everyone should know what you're up to so they can refer people.

Ladder Posts

Ladder posts are posts that you comment on someone's comment and they comment back. You should comment on everyone's comment and ideally ask questions about why they commented, what struck them, if they'd love to have a chat with you. The almighty algorithm picks these up and they are more likely to be seen by friends of friends and such. Creates a buzz.

FB Invitations

These are great because you can literally invite 100's of people to an event, class, retreat or course. You can allow your friends to invite their friends and get it really "out there". If you are not direct messaging every single person who clicks "going" or "interested" you are leaving money on the table. Calendar time to do massive reach outs a few days so you can accomplish this. Do a cut and paste message for ease, but be sure to put each person's name at the top. If they are not able to join then ask them if they know anyone who may be a fit. Invite them to spread the word. This is one of the easiest ways I know to reach a lot of people. Post your invitation in as many groups as you can and keep track so you can continue to do reach outs from each thread.