NEILPATEL

Getting clients with Facebook Groups

How To Go **From Zero To 200,000** Followers On Facebook

Getting clients with Facebook Groups

Step #1 - Define your goals

Why do you want to have a group?

What form of value do you think people will get from participating?

What are they going to get better at by participating?

What are the benefits and outcomes you want to help them get in their lives?

It needs to go beyond...
Getting more sales,
Getting more leads,
Putting people through your funnel,
Getting more traction with your posts,
Or things that only relate to your business.

It needs to be about the people you want to serve and help

Step #2 - Show up every day

Facebook's algorithm is cruel

If you don't put in the time and effort to create engagement, you're going to be forgotten slowly.

Consistency and resilience are **key**

Step #3 - Lead & Build up your group with value, forget about your funnel & pipeline

In the early stages, you won't be able to succeed if your goal is to sell

You need to commit yourself to serve your community consistently and with the highest-quality content you can, on a daily basis

Limit as much as you can

1. Links
2. Calls to action
3. Offers
4. Filler content
5. Irrelevant content

Things you should avoid with your Facebook Group:

Linking to a business page

1. Decreases your reach dramatically
2. Facebook knows you're using this for business, and it won't give you all that reach for free anymore

Posting too many links

1. Facebook wants people to stay on their platform
2. This will get your reach lower and lower

Selfish tone / Always promoting

If it's about you, people will spot that and stop paying attention

Selling directly on the group

1. Don't put offers in your groups
2. This is not a sales environment

Not having clear branding/value proposition

1. People needs to know what's going on
2. What's the theme, what's the focus
3. Who's in charge - who's the leader

What they can expect from joining the group

Having a vague group name

1. Your name needs to define your value, or what's the target audience of your group
2. Clear value prop

Surprise/Confuse members and expect people to do what you want

1. Don't change the rules of the game, if you say or announce something, be consistent.
2. Sometimes you have to repeat the same thing over and over to get the message across

Schedule too many posts and not being actively engaged on members' threads and your own threads' comments.

1. Be active
2. Show up
3. Participate

Restrict the Content types you use, the same mediums and/or topics

1. People get bored
2. You need to vary your content

Add people without permission to your group

People hate being added without their permission

Have a ration between Promotional Posts and Valuable Content

Require post approval

1. People don't like waiting for their post to be approved.
2. You're taking away from your members their instant gratification effect
3. You're discouraging people to start discussions

Premature purge of the group

Don't purge members / don't do cleanups just to try to get engagement

High-value information to show people who are just joining

1. The top most valuable pieces of content in your group
2. Some sort of "Journey" that leads them to conquering a certain goal. A series of posts that teach them step-by-step how to achieve a certain result. Kind of an introductory course to what your group is all about.
3. House rules
4. Resources Lists - Tools, Concepts, Free stuff

Being memorable

1. Business owners and entrepreneurs are addicted to their businesses. They're always thinking about their businesses and what they do to help their clients
2. What you're working on
3. What you're doing to improve yourself

4. If you care for what you do and for your community, you will find a way to create content.
5. Just show up and drop value consistently (every day). If planning and organizing become an excuse to procrastinate, just don't do it.
6. Humanize yourself. Tell what you're feeling, what's going on in your life, let them know you have emotions from all kinds. Connect and make yourself available to your community.

7. When you feel uncomfortable about posting something - POST IT. It's generally the kind of post that really creates engagement. If you feel some people will judge you that is a good indicator
8. Show up with your own style, humor, values, message.
9. Your message is not for everyone. Don't dull out/water down your voice, your brand or message for the masses. Speak what's on your mind.

10. **NATIVE CONTENT** is the best way to win on Facebook. Neither Facebook likes to have users leaving their platform, nor users enjoy coming and going in and off Facebook. - Don't post Youtube links on FB, don't post a whole lot of links, try to use Facebook's content formats as much as possible.

Brand boosting posts

1. Story posts: Share your story through FB Stories and FB Live videos.
2. Structure: Bad circumstances you found yourself in, and managed to get out of. Things you managed to accomplish in spite of all odds.
3. No pitches with these. It's just story.

Group rules and moderation

1. The whole idea of moderation is creating an environment where people will have a more enjoyable and valuable experience.
2. Communicate rules clearly.
3. Make sure you enforce those rules, or people will have a bad experience in your group which ultimately will give a terrible impression about your brand
4. If you're never present, users won't be either
5. Figure out what rules make the most sense for your group. Can people share links? Can people do FB lives? Can people do self-promotion? Of what kind?
6. Don't let people post the same things time and time again.
7. Only allow things that give value to your group - DO NOT allow spam. People get really annoyed.

Some standard rules

No link posts

There are occasions where people can share stuff (Self-promotion Day, Business Matching Posts where you post services/products you offer and people post what they need help with, Job posts thread,

Control the content formats that people can share in your group

Getting moderators to help you: People who are really engaged with your group are strong candidates. People who are advocates of your group are the natural moderators.

Branding preparation

1. What do you sell?
2. How would you describe your clients & customers?
3. What are they looking to learn or achieve?
4. Why are you the person to deliver what they need?
5. What results do you have to back it up?

Naming the group

People find your group through keyword searches - the first 3 words of your group name need to have those words.

In the first words, you should NOT your name or your brand name

Formula: [Strategic keywords + Community words + Amplification words]

Examples of Strategic keywords: Consultants, Coaches, SEO, Local SEO, Online Marketing, Author, Entrepreneur, Instagram, Pinterest, Real Estate, Car Seller, etc

Community words: Mastermind, group, hangout, community, team,

Amplification & power words: Mastery, Bonanza, Six-figure, Surge, Ultimate, Premiere, Feast, Explosive, Secret, Censored, Exposed, Elite, Successful, Kickass, Bright, Wealthy, Expert, etc.

Your mission

Re-do Module 4: Branding and Core Story

1. Why do you do what you do?
2. What kind of impact can you make on people's lives?
3. How can you change people's lives with what you do?
4. What's your personal transformation story?
5. What are 5 things that light you up about what you teach?
6. Why do people NEED your topic in their lives?
7. What are 5 things you help people avoid?
8. What's the end result people can expect after working/learning from you?

Pinned post (Announcement) and Group description

1. Who is this community for and NOT for?
2. Who the hell are you and why should they listen to you?
3. What goes on in this group?
4. Where can they learn more or get to the next level?
5. Why should they be excited about being a part of the group?
6. What are 5 things you want to communicate most to new members?
7. How are you going to set the tone for members & their activity?

Having a Lead Magnet

It's a foot-in-the-door point of contact in the first time people get in touch with your brand
Figure out what your people want:
1. Create polls to figure out the hot buttons of your audience
2. Validate ideas you have
3. Do a pre-launch - create some hype while you build the lead magnet funnel and assets
4. Have an upsell like a tripwire (unexpensive) - use your lead magnet as a sales too
5. Over-deliver with your Free content
6. Have follow-up emails, a proper email sequence that, AGAIN helps you sell your authority and your products
7. Don't put up a weak lead magnet - it REALLY needs to solve a problem of your audience. It needs to be somewhat transformational

Setting up Questions for New Members

1. Make sure one of your questions is to get their email for your Lead Magnet [Optional]
2. Make sure one of the questions is Yes/No about whether or not they'll follow the rules of your group and will help keeping it spam-free. [Required]
3. Include a question that helps you identify their business goals or pain points. "What is your #1 frustration running your business right now?", or "What is your most important business goal?"

Who should you decline?

You can use filters in the Member Requests tab: How many groups they're in, How old is their FB profile, Whether or not they answered your questions.

1. Decline anyone who joined Facebook too recently (in the last year or so)
2. Decline people who don't answer any of your questions
3. Decline anyone who hasn't answered the question about following the rules
4. People who are a part of over 400 groups.
5. People who have names like "Web designer", "marketer", "copywriter" etc
6. People who don't add their email but don't have a profile that seems spammy can be added

Content marketing guidelines

Creating engagement

Stand out! You need to interrupt the normal patterns of other posts.

1. Visuals
2. Emojis
3. "Feeling…" in your status
4. ALL CAPS TEXT
5. Create Vague headlines, or headlines that create expectation - questions, confusion, a statement that is scary, exciting, happy or really pissed off.
6. Personal brand - storytelling, personal experiences, current challenges, past challenges you overcame
7. Visuals - don't follow the color patterns of Facebook - use other colors like Red, Orange, Yellow, Purple, etc…
8. 2 or 3 sentences in each paragraph.
9. 2-7 sentences / mini stories - classic formats like 1. Opener, 2. Topic, 3. Progression, 4. Conclusion or Opinion
10. Use punctuation in your favor. Give eye rest, create negative spaces, interrupt patterns.

FB Algorithm

1. If people engage quickly with your content, it gets more traction - the more and faster comments, shares and reactions, the better.
2. **Always use Native Facebook content**
3. Share directly to Facebook. Share snippets, small bits and pieces of your content elsewhere (blog, youtube channel, etc) - but **avoid sharing links**
4. Use "comment baits": ask "if you comment #mystuff, I'll send you the link" - this will make more people engage with your content and get Facebook to give your content more traction
5. Add lots of people from your group as friends - they will get notifications from you when you post to your group, and adds more awareness to your posts.

Content style suggestions

1. Mix up content styles - video, long-form text, live, themed posts, etc - this will give you more exposure and engagement, as you hit many different people with their favorite kinds of content
2. **Theme Week Days**: "Self promo tuesday", "Networking monday", "Portfolio Wednesdays", etc
3. **Question of the day**: use their hot button topics to ask relevant questions, get their opinions, get answers.
4. **Find patterns, topics and themes that your audience likes** and use that to create content

Content that helps you sell

1. 95% of your content shouldn't be selling anything
2. Pre=empting through content
3. Educational content
4. Why you're the best person to solve their problems (create authority)
5. Likability - be likable, personable, approachable, someone that people can resonate with and identify themselves with
6. Dispell myths, beliefs and misconceptions about your industry, niche, etc
7. Handle objections that people usually have about buying the kind of product or service that you sell
8. What your potential clients should absolutely believe in order to buy the kind of product that you sell, and most importantly, from you specifically?
9. Create and reinforce beliefs that people need to have before buying from you
10. Subtle communicate through your free content…
- The results you've been able to get through your work
- The transformation your work operates in people's lives
- How people look forward to work with you
- Your clients' results
- Why you're to go-to person