

CRUSH IT ON FACEBOOK

In any business that you are building, you are selling yourself. It's called SOCIAL media, so be social. You might have the best business in the world, but if you don't successfully position yourself as an authority in your niche no one will listen to you. You want people to know, like and trust you and if they don't they will NOT do business with you. Where do you start? Your Facebook profile! Let's turn it into an asset for you and your business.

1. UPLOAD YOUR BEST PHOTO

- Is it a headshot of you?
- Are you smiling?
- Can we tell it's you? (avoid group pictures)
- Is it high-quality? (avoid blurry low quality pictures)

2. UPLOAD A COVER PHOTO THAT'S BRANDED TO YOU, NOT YOUR BUSINESS

- Your favorite vacation pic
- You and your family
- You having fun
- Your hobby – your brand
- Canva.com is a great free tool to help you create it

3. FILL OUT YOUR ABOUT SECTION IN A WAY THAT GIVES YOU CREDIBILITY AND PROVOKES CURIOSITY

- Create a catchy intro (describe the essence of you in a few sentences)
- Create a position like: President at “Your Last Name” Marketing, Inc
- Don't list Zija as you want them to see only the movie trailer and not the entire movie

4. MAKE SURE YOUR PROFILE IS PUBLIC

- Make it easy for people to find and follow your public posts
- Facebook lets you select the privacy of each post you create so you can still keep certain posts to only your friends if you want
- Click on the “Triangle” in the top right corner, choose “Settings”, then “Public Posts” and set “Who Can Follow Me” on “Public”
- Set photo albums to private if you wish to keep them from the general public

5. RUN YOUR TIMELINE LIKE A TV CHANNEL

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FACEBOOK DO'S & DON'TS

DO'S:

- Connect and build long term relationships with your friends and followers
- Be Excited
- Be Consistent
- Go Live
- Post MORE videos
- Ask More Questions
- Mix it UP
- Make new Friends
- Join groups where you have genuine interest

DON'TS:

- Don't be an infomercial
- Don't post links
- Don't tag or add people to groups prior to talking to them
- Don't bash being an employee or your competitors
- Do not be negative
- Avoid posting about politics or religion
- Don't do “copy & paste” pitching

Ready to start posting? The good news about Facebook is you can start fresh TODAY. If you've made the mistake of running an infomercial channel, don't worry about it. Clean up your profile and let's hit the reset button.. Have fun with your posts and remember to INTERACT and CONNECT!

“If someone can figure out which company you are in within a few minutes of landing on your profile, you're doing it wrong.”

FACEBOOK LEAD GENERATION

First you must get people to pay attention to you ... Then involve them in your content and then upgrade them to get started with you.

Let's create a Facebook posting strategy to finally get your Facebook friends not only paying attention to you and your posts, but interacting on them as well. This is known as "engagement" and it's extremely important to the growth of your business

15-7 POSTING METHOD

Post at least 15 times throughout the week MAX 25 (post on average about 2-3 times/day).

You must stay consistent. You will not build a following or your business overnight. Consistency is how you build trust with your people.

MIX IT UP BY FOLLOWING THIS RATIO:

- 10 posts - lifestyle and generic value
- 4 posts - nonchalant promotion
- 1 post - direct promotion without saying the name of the company or the product

Remember: you are generating leads. When you say the name of your company, you give up control of the conversation... now your prospects are researching on Google instead of reaching out you.

DAILY ACTIONS

- Friend 5 new people per day
- Pique/Invite 5 people per day
- Have 3 people go through the presentation or try your product.

ENGAGEMENT = LIKES, COMMENTS AND SHARES.

Why are likes, comments and shares so important?

Creating engaging content puts you in front of a big audience and it attracts more people to you. If you create content that's not engaging, Facebook will not put you in the newsfeed and nobody will see your posts.

WHAT IS A LEAD

Someone who likes your post

Someone who shares your post

Someone who comments on your post

Someone who expresses interest in what you have to offer

They "raise their hand" to learn more

Once you generate the lead, then you want to reach out and connect with that lead so you can identify their need.

Remember to begin conversations without an agenda. No commission breath allowed.

POST IDEAS TO CREATE ENGAGEMENT

Fill in the blank.

- I'm thankful for ()
- Just say no to ()
- My New Years Eve must-have is ()
- My Monday morning must-have is ()
- My camping trip must-have is ()
- If I had an unlimited marketing budget, I would ()
- If I had to live in any country other than my home country, I would ()
- If I was a bird, I would ()
- When the kids are upset, I ()
- When my dog is going crazy, I ()

"Like" if ...

- "Like" if you love blueberries in the summertime!
- "Like" if you can't leave your house without makeup on!
- "Like" if you are excited for our new fall fashion line-up!
- "Like" if you're going to an epic Super bowl party this year!

Remember when?

- Remember when the kids in Saved by the Bell seemed old?
- Remember when you had to actually remember your friend's phone numbers?
- Remember when going to your friend's house across the street felt like an adventure?

Which one do you like best?

- 1, 2 or 3? (Create a graphic with options) *This creates insane engagement!

This or that?

- Coffee or wine?
- PC or Mac?
- Car or Truck?
- Liquid foundation or powder?

More Super Q's Ideas

- What's your favourite X?
- Advice needed: Should I buy X or Y?
- Who else likes "name of your favourite show"?
- Any other question you would love feedback on

HOW TO CREATE SUCCESSFUL FACEBOOK LIVE BROADCASTS

- Be prepared
- Be You Times Two
- Start talking immediately
- Always provide a CTA
- Intro yourself
- Thank them
- Deliver value
- Do it again and again and...

VIDEO CONTENT CREATION IDEAS

1. Where to find people to talk to
2. What to say to prospects
3. How to market your home business on Social Media
4. How to inspire your team
5. Best closing questions
6. How to follow-up with unresponsive prospects
7. 3 Facebook prospecting tips for network marketers
8. 6 Tips on prospecting cold market leads for network marketers
9. 3 Simple and effective words to demolish objections
10. How to talk to prospects while out without being weird
11. The reason why you're probably not closing many prospects - and one of my favorite closes
12. How I recruited 3 people in the last 5 days
13. How I signed up 5 new customers in the last week
14. 3 Tips to become a powerful presenter
15. The ultimate solution to all your business problems
16. 3 Effective questions to ask prospects
17. Killer strategies to promote your company events
18. The ultimate tool to build a global online home business
19. My morning routine for success
20. Why you should want to be consistent
21. No more life of mediocrity for you
22. Success tips from (your vacation location)
23. What to do when you feel like giving up
24. How to overcome excuses to achieve success in your business
25. How to stop procrastinating today
26. 3 Tips for couples who work together
27. How to deal with haters on your journey to success
28. How to conquer fear
29. Feeling stuck? 5 tips to get unstuck
30. 4 Ways to look better and improve your self-confidence

PUTTING YOUR PROSPECTS THROUGH THE SYSTEM

So you have branded your FB profile page, you are following the 15-7 formula and you are being consistent and going live so what do you do with all of your prospects???

Company averages are a prospect needs 6 exposures to make a decision to buy. How awesome would it be to condense the time those exposures take and leverage your time in the process!!!17. Killer strategies to promote your company events

NHR PLEDGE FB GROUP & SOCIAL SHARING LIVE

You can add your product prospects to the NHR Pledge FB Group and you can add your business prospects to the Social Sharing LIVE FB Group once you have piqued them. This is going to create so much interest and excitement for your prospects they won't be able to wait to get started.

ATM YOUR WAY TO SUCCESS

1. Prospect/Attract the Lead
2. Connect with the Lead (be a human first, a marketer second)
3. Follow this document to effectively ATM (Add - Tag - Message) the Lead

CUSTOMER ATM SCRIPT

Here is a private message script that you can personalize and send to your friends on Facebook. This message is designed to create curiosity. Do not send this to random people. Do not post your link or try and "sell" them on the benefits of your products in this initial message. Your goal is to simply create curiosity and build value in the "product" community, then add them to the private NHR Pledge Group and tag them in the pinned post.

FOR BEST RESPONSE: Check out their profile to see what they've been up to, drop some likes and comments. Chat them up a bit. Warm up that relationship.

SCRIPT (use the audio recorder if you can)

"Hey, (name)! How are you? (make a remark about one of their recent posts) Hey, I wanted to run something by you. I just joined a Facebook community that is focused on health, fitness, weight loss and overall wellness that I am getting so much out of. The group is so positive and motivating it already has hundreds of people in it. I thought some of my friends might really enjoy it too. I have a ton of energy and have lost 10lbs/5kgs so far on these natural products"

(OR, SHARE A TESTIMONIAL OF A FRIEND)

"I am excited to start using some of the products. My friend has already lost 20lib/10kgs. Let me know if you would like to check it out and I'll add you. If not, no worries. Either way, love seeing you on here." When your friend responds back with, "what are the products" or "what is the community" or "sure, add me!" Simply, Add them to the NHR Pledge Community FB Group and Tag them in the pinned post then send them this private message. Do not try and begin answering each of their questions. Add them to the community and tag them in posts that will help get them the information they are looking for.

ASKED (YES), TAGGED, MESSAGED

"I have added you as my guest in the NHR Pledge Facebook Community. Here you can learn more, get any questions answered and see the results people are having. If you like what you see, I am happy to enter your order for you. Let me know ... Also, if you are interested in earning income by sharing your results, let me know and I can get you that information as well."

BUSINESS ATM SCRIPT

"Hey, (name)! How are you? (make a remark about one of their recent posts) I found a way to make money using Facebook. OMG, you have to see this ... I can add you to a private Facebook community that has 100's of members already that you must check out. It's blowing up right now and I'm already experiencing success (share your results and/or your reason WHY)."

When your friend responds back with, "what's the business" or "what is the FB group about" or "sure, add me!" Simply, Add them to the Facebook community (Social Sharing LIVE). Tag them in the pinned post and send them this private message. Do not get into the Q & A before they've watched the videos.

"I have added you as my guest to the Freedom Network NHR Facebook Community. I tagged you in a couple of videos that explain more about the compensation plan, the system to build your entire business from Facebook and the results people are having. I'm also going to add you to another Facebook Group cal NHR Pledge where you can learn more about the incredible products we offer!"

HOW TO EFFECTIVELY SET UP A 3-WAY MESSAGE ON FB

MESSAGE TO YOUR PROSPECT BEFORE YOU SETUP THE CHAT:

"Hey, [prospect's name], I am glad you liked what you saw! I am working with some pretty incredible people. I want to introduce you to a couple of them so you can hear their story and they can help answer some of your questions since I'm pretty new ... hang on. I will set up a group chat =)"

MESSAGE INTO THE GROUP WITH YOUR PROSPECT AND UPLINE (UPLINES):

"Hey, Christen (your upline name)! This is Belinda (your prospect's name). She is a great friend of mine. Right now she is running a daycare business and is looking to potentially start a business leveraging Facebook.

Hey, Belinda! Meet Christen (your upline name). She is very knowledge about Zija and is a perfect person to answer your questions. Matter of fact, she's built a multi-million dollar organization here in Zija. She is married with a few kids and she is super down to earth."