

Social Media 101



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1. Why
 - a. Show you care about people
 - i. How would you like your friends and clients to finish these sentences,
 1. “I know she cares about people/me because she ...”
 2. “She/He makes the world a better place by”
 3. “I’m grateful I know her because ...”
 - b. Work smart with Facebook
 - i. Likes/emotions
 - ii. Comments
 - iii. Shares
 - c. More people see your posts
 - i. How many comments have you received on the last 5 posts
 1. Profile Facebook Posts
 2. Facebook Customer Group
 3. Facebook Page
 4. Facebook Team Group
 - ii. How many views did you receive on your last 5 posts and videos?
 1. Facebook Customer Group
 2. Facebook Page
 3. Facebook Team Group
 - iii. Based on those numbers, what are your goals for increased numbers?



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Comments per post	Current numbers	30 days	60 days	90 days
FB Profile Comments				
FB Customer Group Comments				
FB Page Comments				
FB Team Group Comments				
Views per post				
Facebook Customer Group Views				
Facebook Page Post Views				
Facebook Team Group Views				

- d. Build credibility – People care more about how you can help them than what you sell. Share more tips and tricks than product specials.
- i. Do you love to teach with regards to your products?
 - ii. What tips do you love to share with your clients?
 - iii. Do you have Pinterest boards?
 - iv. What kind of makeover or life change can you create for people?
- e. Add friends, followers, Group members

	Current # of members	30 days	60 days	90 days
FB Friends				
FB Group Members				
FB Page Likes				

- f. Limitless reach, limitless numbers
- i. What markets would you like to increase your reach?
 1. Interest
 2. Challenges
 3. Live in states/countries

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2. **Creating Questions**
 - a. Increase engagement
 - b. Find your ideal client
 - c. Pre-Qualify
 - d. Find clients across the country/world
- A. **Engagement questions**
 - a. Holidays
 - b. Sports
 - c. Seasons
 - d. Weather
 - e. Family events
 - f. Food
 - g. Reasons to celebrate
 - h. Comment on posts of others
- B. **Qualifying Questions**
 - a. Question Queen Form
 - b. 3 reply options
 - i. Compliment
 - ii. Congratulate
 - iii. Empathy
- C. **Question Queen Worksheet**

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3. Facebook profile - Blueprint
 - a. 3 Qualifying
 - b. 3 Engagement
 - c. Responses
 - i. Compliment
 - ii. Congrats
 - iii. Empathy

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4. Question Tree

a. Question Tree Checkoff list

1. 5 categories
2. 3 things you need to know in each category
3. Making Suggestions
4. Magic Wording
5. Optional Close

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5. Facebook Pages - Portfolio of your business
 - a. Video as cover
 - b. Posting Engaging Questions
 - c. Posting Qualifying Questions
 - d. Upload all of your videos there
 - e. Gaining likes
 - f. Message those who comment
 - g. Message from your profile and group

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6. Events/Workshops

- a. Build credibility by hosting educational events.
 - i. Giveaway knowledge
 - ii. Giveaway idea
 - iii. Giveaway Hacks
 - iv. Make lives better and easier
- b. Schedule event (one week in advance)
 - i. Promoting and Inviting
 1. Invite up to 500 people
 2. Share on your page and in your group
 3. Give incentives to invite friends
 - ii. Post 3 times a day prior to event giving hints
 - iii. Give 3 reminders that event is starting; 1 hour, 10 min, start
 - iv. Facebook Live
 1. Prepare questions to ask
 2. Give incentive to share
 - v. Call to action
 - vi. Use autobots to respond and start conversations

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7. Adding Value 5 day series
 - a. Share five uses for one product
 - b. Share five products for one problem

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8. Facebook Lives
 - a. Reminders
 - b. Welcome viewers
 - c. Frequent and consistent
 - d. Ask questions
 - e. Share
 - f. Call to Action

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9. Auto-messaging
 - a. Comments to posts
 - i. Add tags
 - b. Message directly and keywords
 - i. Using it in your FB Groups and Profile

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10. Sequences

- a. Question Tree (Branch)
- b. Options for what you can add to messages
 - i. Video
 - ii. Images
 - iii. Buttons
 - iv. Questions
 - v. PDFs

Sequences > Question Tree Branch Example

Content Settings

Delay	Active	Message	Sent	Clicks	Open Rate
<u>Immediately</u>	<input checked="" type="checkbox"/>	Send Thank you + Question + Unsubscribe instructions	0	0	0%
<u>After 5 minutes</u>	<input checked="" type="checkbox"/>	Send Validate + Twig Question	0	0	0%
<u>After 5 minutes</u>	<input checked="" type="checkbox"/>	Send Validate + Twig Question + May I share...	0	0	0%
<u>After 20 minutes</u>	<input checked="" type="checkbox"/>	Send Thoughts ?? + Soft sell	0	0	0%
<u>After 1 hour</u>	<input checked="" type="checkbox"/>	Send Next step	0	0	0%

+ Message

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