Facebook Groups

Increase Sales, Recruit, & Duplicate with FB Groups

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THE IMPACT OF FACEBOOK GROUPS

I've been using Facebook Groups for years to network, learn, & connect online. One day it dawned on me that I should start my own community to stay more closely connected with my team and my clients. For about 2 years I grew my community as a simple solution to share information, tips, updates, and special promotions with existing inner circle members, but then I decided to create a group for our Healthy LIving Community for people who were interested in learning more about leading a Healthy Lifestyle and wanted to check out our program. I wanted a space we could invite our prospects to, where we could create value, let them become exposed to our community, and decide to upgrade if and when they were ready.

I also found that as I grew my list, I was limited by the amount of follow up I could keep up with. I simply couldn't stay on top of individually updating every single person when we launched a new product or had a promotion in place. Facebook Groups allowed me to do this with the click of a button, and focus more on relationship building rather than follow up.

THIS IS WHAT GROWING A COMMUNITY INSIDE OF FB GROUPS CAN DO FOR YOU:

- Creates a sense of belonging for your members
- Great place to add value and share information
- Creates social proof of your products and service
- Leverage the excitement and diversity of your team
- It's can replace home parties and hotel meetings
- Inviting prospects to become exposed to your inner circle
- Easy duplication for your team with 24/7 support

Watch the set up video ✓

GROUP SET UP CHECKLIST

FLAGSHIP PRODUCTS

Product 1:

Product 2:

Opportunity:

Team:

Other:

BANNER IMAGE IDEAS

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PINNED POST

→ Description of Group

→ House Rules

→ Link of welcome Video

FILES

This is the body of your presentation; Resources that you can offer your prospects to learn more about the products and what they can do for them
- ☐ How to use the products
- ☐ What to expect
- ☐ Ingredients Policy
- ☐ Success Stories

ALBUMS

- ☐ Before and Afters
- ☐ Closing Documents
- ☐ Any Presentation tools you would have at an event that gives information about your products

VIDEOS

- ☐ Welcome Video
- ☐ Product Presentations
- ☐ Closing Video
- ☐ Shop online demo

CONTENT: VALUE DRIVEN POSTS

- Outline Product Benefits
- Tips and Tutorials
- Facebook Lives
- Polls
- Giveaways for referrals and engagement
- Funny Posts
- Engaging Posts