
7 Easy-to-Implement
Strategies to Get

Your Business

Up and Running on Facebook

WITH AMY PORTERFIELD

To maximize our time together on this webinar, print this workbook in advance & be prepared to use it as we dive in!

3 WAYS TO GET MASSIVE VALUE

FROM THIS FACEBOOK MARKETING WEBINAR

- 1 **Print this workbook** and use it on our webinar to stay fully engaged and focused throughout our time together.

- 2 **Think of one question you want answered** while we are live on the webinar. If I don't answer your question during my training, you can ask it during the Q&A session.

- 3 **To maximize your time on this webinar, at the end of the session decide on just ONE action item you plan to complete in the next 24 hours.** Taking action right away will give you instant momentum to start seeing big results.

YOU ARE IN THE RIGHT PLACE IF...

- 1 You know you _____ to be using Facebook to market your business online... but you _____ !
- 2 You're _____ because Facebook takes too much time, effort and energy... and it _____ ALL THE TIME.
- 3 You're looking to tap into the _____ on Facebook to boost your _____ and _____.

HERE'S WHAT YOU WILL DISCOVER...

- 1 How to use your _____ _____
_____ to attract loads of quality leads.
- 2 Easy strategies that are working right now to help you quickly _____ your first _____ fans.
- 3 How to move your Facebook fans _____ to your _____.
- 4 Proven tips to help you get out into the _____ _____ of all your fans.
- 5 How to skyrocket the _____ of each of your posts to get more _____, _____ and _____.
- 6 Discover the most powerful _____ feature inside of Facebook that will give you loads of _____ on your perfect _____.
- 7 Money - _____ Facebook Strategy: A quick look at how you can tie together everything you learn today into a _____ _____ that works!

7 STRATEGIES

TO GET UP AND RUNNING ON FACEBOOK TODAY

STRATEGY #1

Get Clear on _____ Facebook Fans Matter to Your _____.

When you attract _____ fans, you are more likely to move those fans into new _____. Building your email list should always be a priority on Facebook. It starts with your fans!

When you start to run Facebook ads, you will save A LOT of _____ when you target _____.

An abundance of _____ fans will help you create successful, low-cost ad campaigns.

Studies have shown that you will see more _____ to your _____ when you have at least _____ fans on your Page.

STRATEGY #2

How to WOW _____ with Your _____ Photo.

Create a well-designed _____ that instantly tells your potential fans who you are and what you're about.

Ideal Specs: _____ x 315 pixels.

You can include contact info, _____ and calls to action on your Timeline Cover - so take advantage of this!

STRATEGY #3

How to _____ Your Facebook _____ to Your _____.

Link Your _____ to Your Profile.

No _____ Pages!

STRATEGY #4

The Power of the Facebook _____
_____ (Takes Just Minutes)

To make this easy and quick, go to
www.amyporterfield.com/_____.

You can also use a Wordpress _____ and have a
_____ set it up for you within 10 minutes.

STRATEGY #5

How to Instantly _____ Your Ideal _____
on Facebook

_____ Search is one of the smartest Facebook
features available to you right now.

One of the most powerful formulas to learn more about
your audience on Facebook is: “_____ LIKED by
_____ of [enter Facebook Page Name].”

STRATEGY #6

The #1 _____ to _____ When Growing Your Fan Base.

Be mindful of _____ Facebook posts.

According to Facebook's recent algorithm, _____ that are overly _____ will get less priority in the _____.

STRATEGY #7

3 Ways to Create _____ Content.

It's True: _____ reach has declined.

How to Craft a _____-Worthy Post

- ▶ Make sure your post joins in vs. interrupts
- ▶ Think: Real, Personal, Value, Simple, Gentle, Raw
- ▶ Posts with images get shared the most.

Tips to Remember When You Post

- ▶ Short, Colorful, _____
- ▶ Real, _____, Gentle
- ▶ Behind the Scenes, _____
- ▶ Interesting, _____, Smart
- ▶ _____, Easy, Share-Worthy

