
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

IN THE NEXT 24 HOURS WHAT IS ONE ACTION ITEM YOU JUST LEARNED THAT YOU ARE COMMITTED TO TAKING TO GET INSTANT MOMENTUM?

ADDITIONAL NOTES AND TIPS YOU DON'T WANT TO FORGET!
