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?

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

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