

3 Proven Templates for Facebook Posts that Get Clients

Without Spending Money on Facebook Ads

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Template #1

Template #1: Free Session Offer

This simple template works great for attracting potential clients to sign up for your free discovery/strategy session. The purpose of offering these free sessions is to invite people to work with you 1-on-1 or sign up for your programs.

You can post this type of offer any time. You can use them if you are well established on Facebook, or if you are just starting out.

1-2-3 Formula:

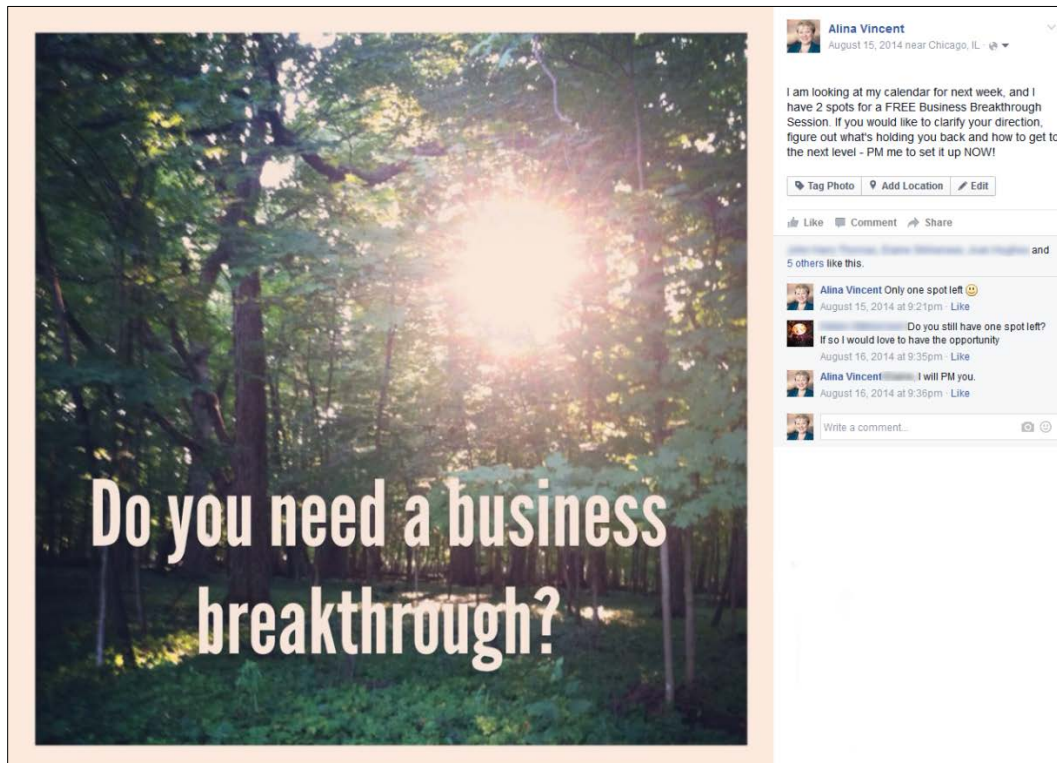
1. Special reason you are making this offer
 - It's your birthday
 - You have an opening on your calendar
 - You are doing market research
 - You are participating in a challenge
 - Your coach told you to
 - It's February 😊
2. Details of the offer (benefits and results)
3. Call to Action

Take it to the next level:

- Add a picture or a video to make your post stand out.
- Share your offer in Facebook groups that allow promotions.
- Keep it short and conversational so it doesn't look like a salesy post.

EXAMPLE:

“I am looking at my calendar for next week, and I have 2 spots for a FREE Business Breakthrough Session. If you would like to clarify your direction, figure out what's holding you back and how to get to the next level - PM me to set it up NOW!”



This post got me 3 Business Breakthrough Strategy Sessions within hours of posting it, and 2 more requests for sessions over the next couple of days. One of these people became a \$2K/month client.

Template #2

Template #2: “The Hero Journey”

Share a story – yours or one of your clients’. It should include a starting point, the challenges that you (or they) overcame, and how you turned it around.

I’ve seen some very long posts that share the journey in a lot of detail, and I’ve also seen some pretty short ones that are just as effective. It can also be very dramatic and involve a lot of emotions and feelings, or be very practical and straightforward. It all depends on your style.

On one hand, this type of post can be used for inviting people to schedule a discovery session with you, join your programs, sign up for your webinar or work with you 1-on-1.

On the other hand, you can omit the call to action at the end of the post, and simply use it to position yourself and let other people get to know you better. This method works really well in groups that don’t allow promotions and links. Simply share stories and the right people will be attracted to you and reach out to you, even without a special invitation.

1-2-3 Formula:

1. Your journey
 - “Lowest point” - challenges, fears and struggles
 - Breakthrough
 - Current success
2. What came out of it (“...and this is why I created XYZ program” or “...and now I am on a mission to empower all women to...”, etc...)
3. Call to Action

Take it to the next level:

- Include before/after pictures
- The more inspirational or educational your story is the more impact it will have.

EXAMPLE: (testimonial version)

"Love getting testimonials about my program "Money Making Program Blueprint." Check out this recent one from Regina Luffey.

To find out more about this program - click here: {LINK}"

About Money Making Program Blueprint

*Regina Luffey
Business Coach at
Extraordinary Executives in Business*

BEFORE Money Making Program Blueprint

- No program
- Living paycheck to paycheck
- Dormant dream

AFTER Money Making Program Blueprint

- Earned \$695 from the pilot
- 20+ people in current program
- Referrals coming in daily
- Projects turning up left and right
- Positioned as a Lead Page Subject Matter Expert

Business Success Edge

Business Success Edge
Published by Alina Vincent (?)
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Love getting testimonials about my program "Money Making Program Blueprint." Check out this recent one from Regina Luffey.
To find out more about this program - click here:
<https://alinavincnt.leadpages.commpb-long/>

Tag Photo Add Location Edit

In this case, the actual story is in the image. I used this testimonial to promote my Money Making Program Blueprint. It's hard to judge the exact impact of this particular post, because it was one of several I made during that time, but I got 3 new clients to sign up for my program that week 😊

Template #3

Template #3: Direct Offer

This template works really well for people who have a strong following on Facebook and who've established themselves as an expert people seek out.

Once you reach that point on Facebook, it becomes really easy to make special offers to your audience, and always have people take you up on your offer. Because you won't need to establish your credibility, you can simply describe your invitation and explain how people can take advantage of it.

I recommend making at most 1 special offer every month.

1-2-3 Formula:

1. Explain what makes your offer special and limited
 - Limited number of spots available
 - Introductory price
 - Deadline for signing up
 - Special offer to a closed group
 - Sale
2. Details of the offer (benefits, results, who is it for)
3. Call to Action

Take it to the next level:

- Add a picture or video of yourself - your followers will grab your offer because YOU are making it
- Add a success story of one of your current or past clients

EXAMPLE:

“[Only 7 spots left]

Originally, I was going to make this invitation exclusively to my list, but you all are my tribe, so I am going to extend this offer to you as well.

I am starting a new 6-month group coaching program, and I am looking for 10 business owners who would like to get their systems in place, expand their reach and visibility, and generate predictable income each and every month.

This is a pilot program, so your investment this time around would be significantly less than what it would be for anyone joining after this first group begins.

This is for you, if you...

>>> Have a big business goal for this year and aren't afraid to roll up your sleeves to make it happen.

>>> Are constantly busy “doing things”, but aren't actually moving forward in your business

>>> Feel like you are running around in circles trying to keep up

>>> Put a ton of time and energy into your business but still aren't making the money you want and need

>>> Know you need support and guidance and are not afraid to admit it

>>> Are ready to jump on the fast track, start getting results fast, and put the struggle behind you, once and for all

Please fill out this application **ONLY** if you are serious about moving forward in your business, ready to get coached and are willing to invest in your success: {LINK}

As soon as I review your application, I will be in touch to schedule a phone call, so we can discuss the details and decide together if this is the right fit for you.”



This post got me \$10K in the first week of posting it. People who filled out the application already knew that they wanted to work with me – all I had to share with them were the details of the coaching program. After the first 4 calls, I had 3 new clients in my group coaching program.

CONNECT WITH ME ON FACEBOOK

My Free Facebook Community – Business Owners Who Think Big:

<https://www.facebook.com/groups/BusinessOwnersWhoThinkBig/>

My Facebook Fan Page:

<https://www.facebook.com/BusinessSuccessEdge>