FB Traffic Driver #15: Ask for Advice

Daily Challenge: Create a post asking for advice, opinion or feedback



Why: Your followers like it when you ask for their advice because it shows them that their opinion matters and that they are a part of your tribe. And you can get great feedback for your business and your market research.

Ideas:

- Post two versions of your logo, book cover or headshots, and ask your fans to vote for their favorite option.
- Ask for predictions. For example, ask them what they think will be the hottest marketing trends next year.
- Ask what your followers would like to see in your next blog, book, article, program, etc…
- Ask your fans about their experience and knowledge related to your field i.e. How do you use meditation to help you sleep better? What are your thoughts about online dating sites?
- Post a hypothetical question and ask your followers what they would do in that situation.

For best results:

1. Don't mix feedback with promotion. When you are asking for advice, keep in mind that people are trying to help you, not looking to be sold to.
2. Ask people to add to your post. For example, make a list of top 5 travel destinations, and ask your followers to add to the list. Or come up with 5 most important steps in the process of buying a house, and ask your followers if you missed anything.
3. Give a clear explanation on WHY you need the feedback or advice. For example, "I am working on the editorial calendar for my blog and was wondering if you would prefer to see more posts on A), B) or C)."
4. Use answers that people give you as your market research. For example, post a picture that has two options and ask people which one they relate to, struggle with, or like more – use this information to create new content.

