Grow Your Business with FB Groups

Module 1: Get Started with Facebook Groups

1) Your Facebook presence

- ☐ I understand the difference between Facebook personal profiles, fan pages and groups
- ☐ I understand how profiles, pages and groups can help me grow my business
- ☐ My profile picture is a clear and recognizable photo of me
- ☐ I have set up a Facebook fan page for my business
- ☐ I create and post original visual content on my fan page
- ☐ I currently have ____ friends on my Facebook personal profile
- ☐ I currently have ____ fans on my Facebook fan page

2) Your ideal clients are…

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3) **You help your ideal clients to…**

4) **Your areas of expertise are…**

5) **Your ideal clients' interests, dreams, desires, challenges and fears are…**

6) **List 5-10 keywords that you associate with your ideal clients or their interests:**

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7) Strategies you will use to find the right Facebook groups to join:

8) List 5-10 Facebook groups you will focus on (and actively participate in) for the next 90 days.

Name of the Group	How it will help your business?

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9) For each of the groups that you join, note the following:

- Who is this group for?
- What are the rules of the group?
- How are they enforced?
- Are promotions allowed?
- How active is the group?
- Was the description accurate?
- Is the admin or a moderator visible?
- Who is the administrator (group owner)?
- What does he or she do (what's their niche)?
- Did you receive a welcome?
- What do you like the most about this group? What works well?
- What are the things that could be improved (what would you do differently in your own group)?

10) Strategies that you will try to position yourself as an expert:

11) Your biggest takeaways from Module 1:

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