Grow Your Business with FB Groups

Module 2: Create Your Facebook Community

1) **Who is your group for?**

2) **What is one common thing among the people that you want to be in your group?**

3) **What would make them say "I belong here"?**

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4) **What is the name you came up with for your group?**

5) **If someone else came up with that name – would your ideal audience be attracted to it?**

6) **Are you using the language that resonates with your ideal audience and congruent to you?**

7) **What is the main focus/purpose of your group?**

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8) How does it help you showcase your expertise?

9) Are you going to allow promotions?

10) What constitutes a promotion?

11) List 5-10 rules for your group:

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12) Are you going to have daily topics? If so, list them below, with explanations:

13) Create your group description (up to 3000 characters)

14) What type of group will you create (public, closed or private)?

15) Will you allow members to approve other members?

16) What 3 keywords will you use to describe your group?

17) Will you approve the posts before they show up in the group?

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