Get Clients from Facebook

Module 1: Get Focused

1) Starting Point

- ☐ I understand the difference between Facebook personal profiles, fan pages and groups
- ☐ My profile picture is a clear and recognizable photo of me
- ☐ I have set up a Facebook fan page for my business
- ☐ I currently have ____ fans (LIKES) on my Facebook fan page
- ☐ I make (on average) ____ posts on my fan page a week
- ☐ My posts get (on average) a reach of _____
- ☐ My posts get (on average) _____ likes, _____ comments, and ____ shares

2) Which business will you focus on for the next 8 weeks?

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3) **Which ONE area of expertise (or one specific service or product) will you focus on for the next 8 weeks?**

4) **Who is the ideal client that you will focus on for the next 8 weeks?**

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

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6) **What is your objective? What will you offer/sell at the end of the 8 weeks?**

7) **Idea Bank** Your idea bank has to align with the area of expertise + your overall objective from above. Come up with 3-5 ideas for each of the following (start a new document or spreadsheet):

- Quotes
- Facts/Stats
- Questions/Conversation starters
- News
- Tips
- Strategies
- Images
- Testimonials/Success Stories
- Blog topics
- Videos
- Trends
- Controversial statements
- Jokes

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8) Your biggest takeaways from Module 1: