Get Clients from Facebook

Module 2: Get Strategic

Facebook Expert Positioning Self-Assessment

Do you get consistent engagement on your Facebook posts (likes, comments and shares)?

Do you get referrals from Facebook?

Are people tagging you in posts with questions that are relevant to your area of expertise?

Are you an active participant in several groups, where “everybody knows your name,” what you do, and what you are good at?

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10 Strategies for Expert Positioning on Facebook

Put checkmark next to the strategies you are already using successfully on Facebook. Comment on strategies that you need to implement.

- ☐ Own your expertise
- ☐ Showcase one area of expertise at a time
- ☐ Build relationships
- ☐ Create original content
- ☐ Be consistent
- ☐ Join Facebook groups
- ☐ Create your own Facebook group
- ☐ Ask thought provoking questions
- ☐ Answer questions related to your expertise
- ☐ Share success stories and testimonials

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1) What format will you use for your Content Calendar?

2) What type of external content will you be sharing on your Facebook fan page?

3) What types of "featured" posts will you have on your fan page?

Your biggest takeaways from Module 2:

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