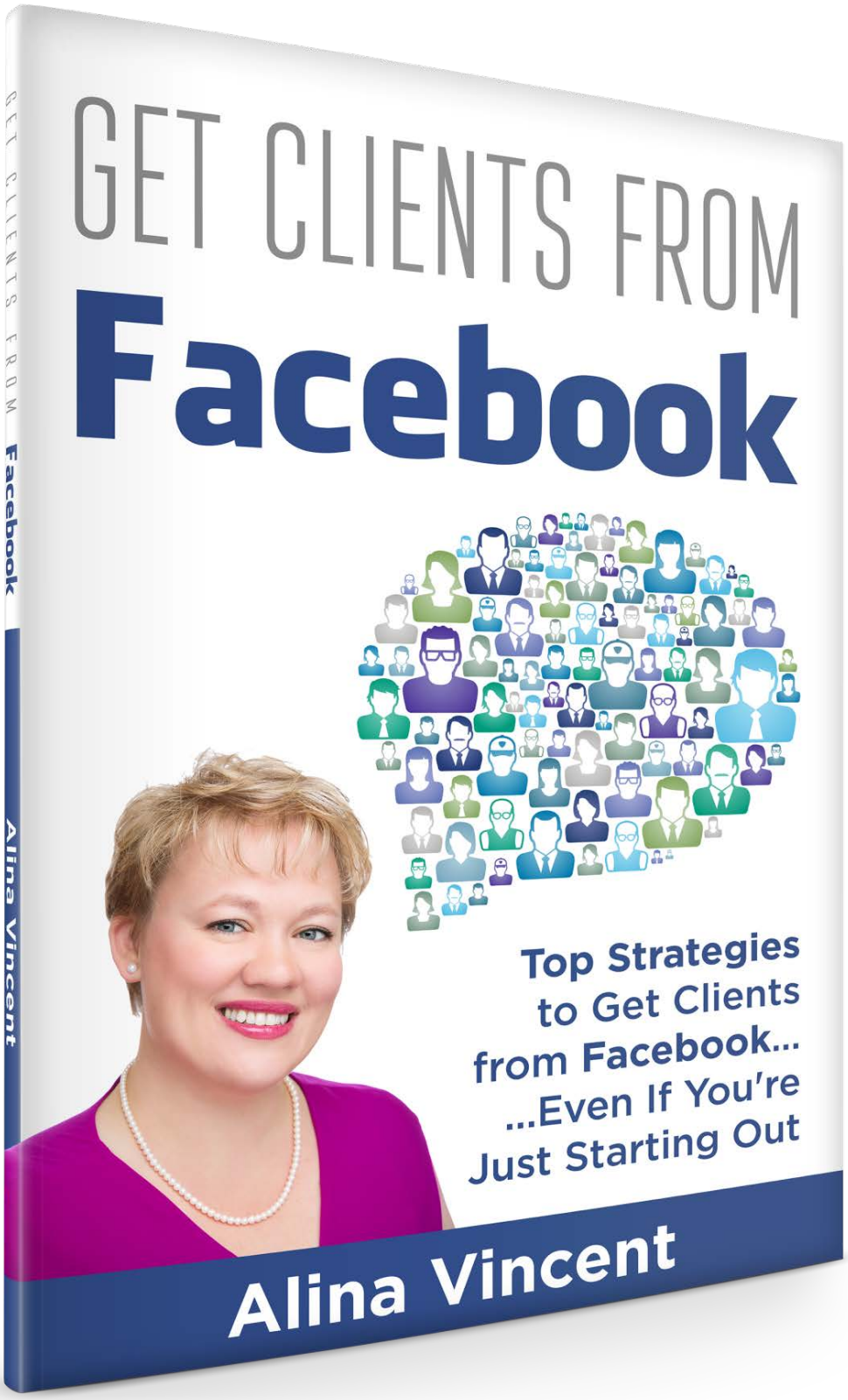

GET CLIENTS FROM Facebook
Alina Vincent
GET CLIENTS FROM
Facebook
Top Strategies
to Get Clients
from Facebook...
...Even If You're
Just Starting Out
Alina Vincent

Congratulations!

You are holding the key to doubling, tripling or even 10x your business over the next year!



There are many ways to get clients, but for me the most straightforward and easiest way to build a massive following of potential clients (who can't wait to work with me) has always been Facebook.

But can it really be that easy to get clients from Facebook without spending a penny on Facebook ads?

The answer is: YES!

Getting clients from Facebook doesn't have to be a struggle and it doesn't have to cost you anything either.

But don't just listen to me…

Here is what one of my clients had to say:

"I made the commitment to grow my business online and I am so proud to say that my dreams have come true.

I just have to share my stats with you, Alina.

Here are just a FEW things I've accomplished since I started working with you:

- ***Over 60% of my clients are now coming from Facebook.***
- ***I've booked discovery sessions within 30 min of posting (even from a single post).***
- ***I've attracted $10,000 clients by engaging in Facebook Groups.***
- ***I've attracted attendees to my webinars and online programs all by posting on FB.***

Thank you, Alina!"

Jessica Riverson, Permission to Charge™

If you want the exact step-by-step formula for getting 1-on-1, group coaching, and online program clients from Facebook, simply by showing up and being yourself, without spending thousands on Facebook ads… you've made the right decision to download this ebook.

On the following pages...

- I will show you my proven ways to get leads by leveraging your knowledge, experience, and expertise.
- I will also lay out the exact steps I use every day to attract my ideal paying clients on Facebook.
- I will even share with you my top strategy for generating over $50K in my business in the last 6 months.

Over the last few years, I realized that the reason my approach to Facebook works so well for me and my clients, is that my core strategies do not rely on the current Facebook features or policies.

When organic reach of fan pages declined in 2013 – I was still getting clients from Facebook.

When, in 2014, Facebook announced that promotional posts will be "punished," it did not affect me – I was still getting clients from Facebook.

When, in 2015, Facebook tightened the guidelines for sharing in groups, it did not affect my methods, and I was still getting clients.

The reason for this is because the strategies I will be sharing with you in this ebook rely on relationship and trust building, not the latest hack that takes advantage of current Facebook algorithms.

Are you ready to get started?

Alina Vincent

Are You Seen as The Trusted Expert?

We hire people that we know, like, and trust.

When it comes to Facebook, things are no different.

If you are just starting out, you need to put a bit of time and effort into positioning yourself as an expert in your field, growing your reputation, and increasing your visibility.

The power of Facebook, though, is that you can accomplish it over a **short period of time**, and you can reach **tens of thousands** (or even hundreds of thousands) of potential clients in the process.

Once you've established yourself as a trusted expert on Facebook, you can stop chasing clients – they will be reaching out to you!

So before we start talking about specific strategies for getting clients, let's do a quick check:

- Do you get consistent engagement on your Facebook posts (likes, comments and shares)?
- Are people tagging you in posts with questions that are relevant to your area of expertise?
- Do you get referrals from people on Facebook that you've never met in person?
- Are you an active participant in several groups, where "everybody knows your name," what you do, and what you are good at?

If you've answered YES to the questions above – great. You can probably skip the next section, and go directly to the formula for getting clients.

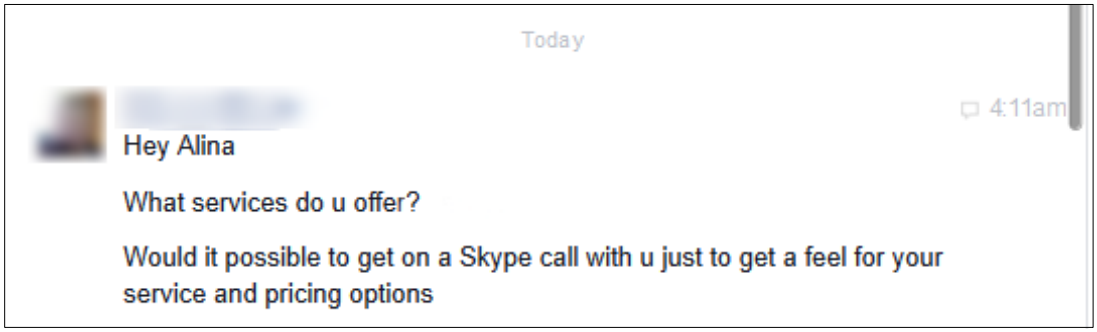
If not – you might need to do a bit of pre-work to establish and position yourself.

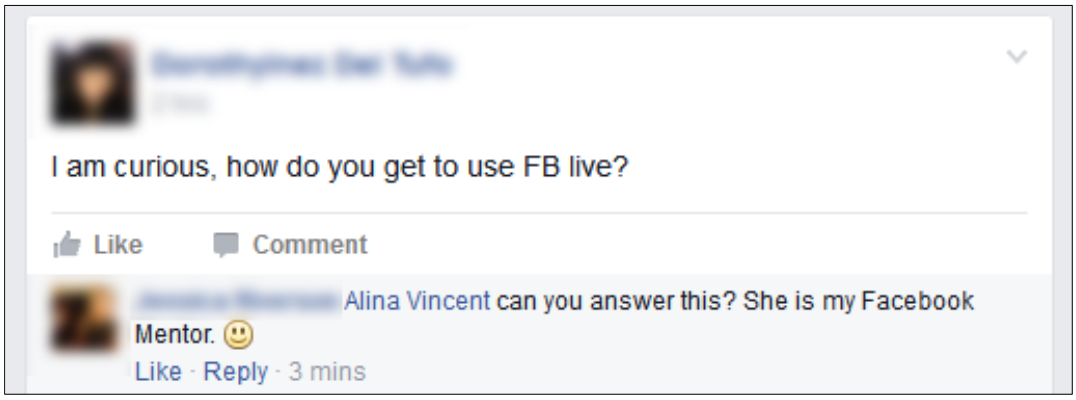
Just as you wouldn't go into a brand new networking event and start pitching without first having a "get-to-know-you" conversation, you need to establish some rapport with your followers on Facebook before they will be open to hearing your offer.

But don't worry – it doesn't take that long. Give it just 30 days and you should start seeing great results.

The Big Secret

Once you position yourself as an expert on Facebook, you won't need to do much actual work to get clients. Your ideal potential clients will be contacting you to ask you how they can work with you. And others will be tagging you and recommending your expertise to their friends.





How to Establish Yourself as an Expert

I believe that being seen as an expert in your field is close to 80% of the approach to getting clients from Facebook.

So I want to take my time and share with you some of my top strategies for being seen as an expert.

You can easily get yourself recognized, remembered, and referred on Facebook in as little as 30 days, if you undertake even a few of the following strategies consistently.

Strategy #1: Showcase ONE Area of Your Expertise at a Time

You are probably great at several different things (most business owners are), but if you want to see fast results - start with one.

Identify one skill set or one area of expertise that you want to spotlight for the next 30 days. The more specific and focused you are the faster and easier you can position yourself.

And, don't worry, after you've established yourself as the trusted go-to expert in one area and start getting clients, you can start focusing on the next.

EXAMPLE:

Let's say you are a relationship coach, and you have a lot of experience: you can help couples stay in love, help women find Mr. Right, help men get dates, and probably much more…

If you try to attract all of these clients on Facebook, and talk to all of them at the same time – you won't see any results. Guaranteed!

Your message will get diluted, and your voice won't be heard among all of the digital noise. In order to position yourself as an expert, you have to start with a very narrow niche.

OK, so let's say that you listen to me and decide that you are going to focus on single women who are looking for love.

Is that good?

It's a good start, but it's still not specific enough for what you need for Facebook.

You need to look at different types of women you could help: young single mothers, women in their 60s, divorced women, etc…

Now – choose one specific client avatar to focus on. Make sure it's the type of client you really enjoy working with (they will be knocking on your door very soon).

Let's say, for this example, you chose as your avatar a busy successful professional woman in her 40s who's never been married, and who is interested in finding a partner in life.

Now, write down everything you know about HER: her interests, desires, fears, challenges, inspirations, hobbies, pain points, insecurities, and wishes.

This is who you will be talking to for the next 30 days – post questions addressed directly to HER, share resources that apply to HER, start discussions around topics that SHE is interested in, share tips that benefit HER.

You might not see much engagement at first, but give it 3-4 weeks and people will start engaging. And day by day they will begin thinking of you as the trusted resource to ask questions or send referrals to in this niche.

Just stay on course…

And in a few months, once you feel that people have started seeing you as the coach who helps busy successful professional women find love, you can switch gears, and focus your attention on couples. Create an avatar for them, and start talking to THEM.

Over time, your reputation and visibility will grow, and people will start recognizing you as the Relationship Coach THEY TRUST.

TAKEAWAY: Showcase one narrow area of your expertise at a time. Once you start getting clients and referrals consistently for that niche, switch focus to another client avatar to add more dimensions to your business.

Strategy #2: Create and Post Original Value-Added Content

At this stage of the game your goal is to create online footprint that showcases you are the knowledgeable expert.

On Facebook that means creating and posting:

- Blogs
- Articles
- Videos
- Tips
- Strategies
- Suggestions
- Podcasts
- FAQs
- Links to other resources
- Industry news

I recommend posting 1-3 times a day on your fan page, and sharing your posts strategically in Facebook groups (when allowed).

By doing it consistently over 30 days, you will greatly increase the awareness of who you are, what you focus on, and what your expertise is. It will also be a great step towards getting on your potential clients radar.

TAKEAWAY: The key to success is posting consistently. Create a content marketing calendar and make sure that you are posting something every day that showcases your knowledge, expertise, or experience.

Strategy #3: Build Relationships

If people don't know you – they will say NO to your offer.

Make sure that it doesn't happen by establishing relationships and connections before you start inviting people to take the next step with you.

If you are just starting out - come to Facebook to provide value without expecting anything in return. The more you share and give from your heart (and with no agenda), the more people will be attracted to you.

Remember that everyone you interact with falls into one of these categories:

a. They need your products and services

b. They know someone who needs your products and services

c. They have information or contacts you need

TAKEAWAY: When you focus on giving, you will naturally become a powerful influencer who gets attention, grows visibility and attracts opportunities.

Strategy #4: Join Facebook Groups

Facebook groups are a perfect platform for having conversations, building connections and sharing your offers.

You can join as many groups as you wish, however, it would be difficult to actively participate in more than 5-10 groups.

There are four types of Facebook groups I recommend joining to grow your business:

a. Groups where your ideal customers hang out

b. Groups where your peers from the same industry hang out

c. Groups where other entrepreneurs hang out

d. Groups that belong to somebody you follow and admire

Once you join a group, check out the rules and guidelines, and actively participate and contribute to the group:

- Show up consistently (at least twice a week)
- Add value
- Answer questions from others
- Share quality content
- Post thought-provoking questions about your area of expertise
- Be a resource and a connector
- Share tips and value-added posts from your fan page (where allowed)
- Be interested in others and their progress or journey
- Praise, acknowledge, and celebrate others and their accomplishments

If the group has daily topics or questions, make sure to take part in them and get your name seen by other members (especially if the questions relate to your field).

TAKEAWAY: Facebook groups are the virtual social hubs for connecting and networking on Facebook. It's a great place to showcase your expertise, build relationships with your ideal clients and connect with potential strategic partners.

Strategy #5: Create Your Own Facebook Group

Nothing gives you more visibility, more authority, and more credibility faster than creating and running your own Facebook group.

When you set up a FB community around your area of expertise - you will be able to answer most of the questions, give the best advice and immediately be seen as an expert. You are basically creating the perfect platform that will showcase your expertise in the best light.

And you get to set the rules. ☺

If you set up your group based on the interest, passion or challenges your ideal clients have, your group will become a magnet for people in your target audience. And that basically means that you are creating an engaged following of your ideal clients that will see you as the person who creates discussions around the topics that interest them, and has solutions to their problems and challenges.

TAKEAWAY: Focus on growing your own FB community to position yourself as the leader and the expert in the industry. Groups are the best way on Facebook to engage and build relationships with potential prospects.

Strategy #6: Ask Thought-Provoking Questions About Your Field

Asking questions is one of the best ways to generate engagement on Facebook. And they are also one of the best ways to help establish yourself as an expert in your industry.

You should be asking questions on your fan page, in groups, and on your personal profile.

Make sure your questions are relevant to what you do. When you ask questions around your area of expertise, it will generate discussions around the subject, and will connect the subject (or a pain point that they might have) and YOU in their minds.

Good thought-provoking open-ended questions can open up many doors for follow ups and they are a great way to get leads.

EXAMPLE:

If your area of expertise is productivity - you can ask:

- *How often do you check your email throughout the day?*
- *If you had one extra hour in your day – what would you do?*
- *What is your top strategy for getting more done in less time?*
- *What is your biggest struggle when it comes to being productive?*
- *When you think of being more productive – do you feel you need to*

  (A) Change your mindset? or (B) Put in place more efficient systems?

TAKEAWAY: Questions are a great way to start conversations around your area of expertise. They allow people to talk about their challenges without the pressure of "being sold to," and at the same time they position you as the expert, since you are the one who encouraged them to reflect.

Strategy #7: Answer Questions Related to Your Area of Expertise

Another great way to position yourself as an expert is to answer questions that others have. If you have joined the right groups, where your ideal clients hang out – questions that have to do with your area of expertise are bound to come up.

Whenever you see a question related to your area of expertise – give them your best answer, advice, or opinion without holding anything back (in 1 or 2 paragraphs). Make your answer clear, concise, and actionable.

Avoid the temptation to offer your program or coaching instead of giving the answer. There will be time for that. Remember: while you are establishing your expertise, you need to focus on what you are giving, not what you are getting.

Generosity will do more to grow your business than any strategy. It gives people a chance to "experience" you, and they are more likely to keep you in mind when they are looking for someone to hire.

EXAMPLE:

Let's say you are a graphic designer, and someone posted their new logo and asked for feedback.

Choose 2-3 points to focus on and give constructive feedback with specific examples, i.e. "You might want to consider changing the color of the background to a darker blue to increase the contrast."

PRO Client-Getting Tip:

Whenever you are helping someone on Facebook and answering their question, add at the end of your explanation – "And I would be happy to jump on the phone/Skype to clarify it even more. PM me."

Chances are your answer only solves a fraction of the challenge the other person has, so taking your conversation off line and demonstrating your expertise can be easily turned into a discovery session and lead to them hiring you to help them with the entire problem.

Use it when appropriate (and not in every single post).

TAKEAWAY: Answering questions in a helpful way is a great way to position yourself as an expert. Set aside 5 minutes every day to check each group you participate in for questions that are related to your area of expertise. This strategy will pay off quickly.

Strategy #8: Share Success Stories and Testimonials

Another strategy for being seen as an expert is to share your own success stories, the accomplishments of your clients, and customer testimonials.

On Facebook, simple success stories become powerful social proof when you tag the person who gave you the testimonial (with their permission, of course). When you do it – everyone sees the real person behind the post, and, in addition, all of your clients' Facebook friends can see who is behind their success.

Very often instead of mailing you a testimonial, your clients will simply post a raving review on your timeline, or share a post in a group. Make sure to take screenshots, and share them on your fan page to give them even more visibility.

Even if you don't have clients yet, post your own transformational success story. Your potential clients want to know that you understand their challenges and what they are going through.

TAKEAWAY: Testimonials and success stories trigger leads. They often serve as a catalyst for someone to make a decision to hire you.

How to Get Clients from Facebook

Once you have established yourself as an expert, the formula for getting clients from Facebook becomes as simple as 1…2…3.

STEP 1: Identify what you want to accomplish

STEP 2: Focus on educating people about your objective for 2-3 weeks

STEP 3: Make an invitation

99% of EVERYTHING I do on Facebook falls into one of these steps.

Let's look at them in more detail:

STEP 1: Identify What You Want To Accomplish

In this step you need to set an objective. What is it that you want to accomplish? What kind of clients or leads are you looking for? The clearer you are on what you are trying to accomplish, the better results you are going to see.

Here are some examples:

- Promote your live event
- Book discovery sessions
- Sell programs or products
- Get 1-on-1 clients
- Grow your list
- Get people into your mastermind group

- Invite people to your webinar
- Promote an affiliate partner
- Fill a group coaching program

The more specific you can get with your objective, the better results you will see. For example, instead of saying "I want to book some discovery sessions," say "I want to book 10 discovery sessions in March."

STEP 2: Focus On Educating People About Your Objective For 2-3 Weeks

Be very clear on your objective, and stay focused on it for the next couple of weeks. Do not post any offers or invitations that are not aligned with your main goal.

If you want to get great results, do not try to promote more than one thing at a time.

Create a marketing content calendar that focuses on providing value and educating your followers on the need of your offer.

Here are some ideas for posts you can make:

- Ask thought provoking questions
- Post statistics
- Interview an expert
- Post a client testimonial
- Share a strategy
- Answer common questions
- Record a video with tips
- Look for conversations around the topic and add valuable contributions
- Create a poll
- Share a blog post
- Ask your followers about their challenges
- Share a success story

As you can see – none of these strategies are promotional.

In this stage of the process, you are not selling anything, not making any offers. You are providing value, asking questions, posting reminders, and basically encouraging people to think about the possibilities.

This is the most important part of the process. It helps strengthen your position as an expert, and build trust with your followers. In this process you are showing up to give and to serve, to help and to educate.

EXAMPLE:

Recently I wanted to promote a pilot version of my brand new "Grow Your Business with Facebook Groups" program.

My objective was to enroll 10 people (or more) in my program… which I accomplished and exceeded.

Since this is a program on how to use Facebook groups effectively, my focus was on educating people on the importance of Facebook groups. So for 2 weeks prior I started a lot of conversations around Facebook groups, and Facebook in general.

Here are some of the actual posts I made during the "nurture period":

1. Poll:



2. Stats:



3. Blog:



4. Asking people for what they need:



5. Answering other people's questions:



Step #3: Make an Invitation

If you did a good job in Step 2, you have…

1. Educated your followers on the NEXT step they need to overcome their challenge, and
2. Positioned yourself as the obvious expert who has the solution they are looking for.

All you need to do now is invite the potential client to invest in the solution.

Very often, it can be as simple as saying… "We've been talking about XYZ a lot in the past two weeks, and I see a big need for turning it around. So I am offering _____. PM me if you would like more details."

Or you can write a longer "sales letter" post that has your story, your transformation, your solution and the benefits of your offer.

Don't be afraid to make several different invitations in different formats. People often need to see your offer several times before they click on it.

IMPORTANT:

Make sure each one of your posts has a clear call to action.

EXAMPLE:

LAST FEW HOURS to join and save 70%
"Grow Your Business With Facebook Groups" program is starting tomorrow.

If you are interested in learning...
• How to make the most out of participating in FB groups
• How to position yourself as a go-to-expert in your industry with FB groups
• How to create, manage, and grow your own group and community
• How to generate real engagement and avoid spammers
• How to effortlessly get paying clients from any group you participate in
.
..then this program is for you: http://businesssuccessedge.com/fb-groups

This is the only time it will be offered at such a discount.

Make your 2016 your best year yet!

http://businesssuccessedge.com/fb-groups

PM me if you have any questions...



Quick Reference Guide

How to Position Yourself as an Expert:

1. Showcase ONE area of your expertise at a time
2. Create and post original value-added content
3. Build relationships
4. Join Facebook groups
5. Create your own Facebook group
6. Ask thought-provoking questions about your field
7. Answer questions related to your area of expertise
8. Share success stories and testimonials

How to Get Clients from Facebook:

STEP 1: Identify what you want to accomplish

STEP 2: Focus on educating people about your objective for 2-3 weeks

STEP 3: Make an invitation

What's Next?

Stop struggling to bring in clients from Facebook.

Start implementing these proven strategies today and in no time your ideal clients will be flocking to you!

The first thing you should do is **identify one very specific area of expertise**, and plan to **highlight that skill for the next 30 days**.

Post 1-3 times a day on your fan page and in groups. You need to share your own content that positions you as an expert, as well as links to valuable resources. By generously sharing great information, you are establishing relationships with people without asking for anything in return.

Ask and answer questions relevant to your field on your fan page, in Facebook groups, even on your personal profile. Asking questions starts conversations, and answering other people's questions helps position you as a friendly expert. Building relationships and having a reputation for generously sharing information is the best way to market your expertise.

Share your success stories and those of your clients. These kinds of positive testimonials build trust and generate excitement. Everybody loves to hear that their peers have overcome similar challenges.

After a few weeks you'll notice that some **people are coming to you** again and again for advice.

You've done it! You've established yourself as a go-to expert in your field. Now is the time to make an invitation for your offer!

CONNECT WITH ME ON FACEBOOK

My Free Facebook Community – Business Owners Who Think Big:
https://www.facebook.com/groups/BusinessOwnersWhoThinkBig/

My Facebook Fan Page:
https://www.facebook.com/BusinessSuccessEdge