Sample Script

Visibility Kickstarter

Day 4: Power of Engaging

Welcome to Day 4 of the Visibility Kickstarter!

In this video we will talk about the Power of Engaging, and I will share with you different ways you can engage on Facebook.

High engagement is definitely one of the key elements to being successful and visible on Facebook AND it doesn't have to take hours…

So let's start with some definitions:

In Facebook world, engagement is considered to be any interaction between you and other Facebook users – clicking, liking, sharing, commenting, sending PMs, searching for people or pages, expanding a post, following a link, etc… So, engagement is basically any action you take on Facebook. And ALSO - any action your followers take on your posts and your pages.

Different actions have different weight when it comes to Facebook algorithms, but in general, the higher your level of engagement is, the more visible you and your posts will be on Facebook.

This is really important to understand – when your engagement increases Facebook will show your posts to more people.

So if your posts are interesting and relevant, they will get more people interacting with them, which in turns raises your engagement even higher, and Facebook will put your posts into the newsfeeds of even more people.

This is where posting on a regular and consistent basic – at least once a day – really pays off.

Once you start engaging – don't drop the ball. As long as you are being consistent, and continue posting valuable, engaging and entertaining content – your engagement and visibility will keep growing.

It's not something that magically happens overnight (unless you are lucky to create a viral post). But it will happen with time, and probably much faster than you think.

Keep in mind that engagement is a two way street. You can't expect your fans to engage with you, if you are taking a passive approach and not engaging with them.

You often have to make the first step - you have to engage with others, before they engage with you.

That's why in this video we will talk about the part YOU can control – what you can do on Facebook on a daily basis to engage with other people.

And by the way, WHO you interact with will have a direct effect on who sees your posts. It's all part of Facebook algorithm – the more you interact with someone on Facebook, the more likely your posts will

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show up in their newsfeed. So the more you engage with people who are you ideal potential clients, the more of you and your posts Facebook will show to them.

Remember that everyone you engage 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

So any meaningful interaction on Facebook can lead to finding your ideal clients.

Here are a few ideas of what YOU can do on a daily basis to engage with others on Facebook

1. Send friend requests
2. Accept friend requests
3. Send private messages
4. Reply to private messages
5. Post thoughts, experiences, ideas or stories
6. Respond to comments that were made on your posts
7. Participate in discussions on posts that target your target market.
8. Comment, like and share other people's posts
9. Thank people who shared your posts
10. Participate in daily threads in groups you are in
11. Answer questions that relate to your area of expertise
12. Ask questions on your personal profile, on your business page, in groups
13. Ask people for their opinions and ideas

So how does it actually translate into what you need to do every day on Facebook…

In my program "Get Clients from Facebook" I share a couple of different formulas you can use for daily engagement, but basically it comes down to setting a goal for each day.

You need to make yourself an action list and stick to it.

For example… Every day I will:

- Create and share 1 value-added post around my area of expertise.
- Respond to everyone who engaged with my posts or send me messages
- Send 3 new friend requests.
- Visit 3 groups and interact with people by starting a thread or commenting on other people's threads.
- Connect with 1 person through a private message and have a meaningful (non-salesy) conversation.

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Or make your own combination of actions and stick to it!

It's not so much about specific actions. The key is doing it consistently.

It shouldn't take you more than 15-20 min a day if you are really focused on what you are doing.

Some days you can do it all at once, some days you can do it throughout the day – even when standing in line at the store, or waiting to pick up your kids… Once you know what you need to focus on, you can be in and out very quickly.

And remember – the more engaged you are – the more engagement your own posts will receive.

And I wanted to share an advanced FB strategy:

Build relationships with other experts.

Having partnerships with influential people in your industry and in other fields is a great way to gain visibility, and leverage their expert status.

Become their active follower, participate in the discussions they start, offer your opinions and recommendations when appropriate.

Social media influencers can do a lot to increase your visibility with just one share of your post or even simply mentioning you by name.

So identify a few key people on Facebook that you follow, admire, and would like to get noticed by, and start building relationships with them. But once again – you need to come from the place that gives value and offers support, not with the energy of "What can you do for me?"

Your assignment at the end of this video is to come up with a list of "Daily Engagement Actions" of at least 3 actions that you will do EVERY DAY on Facebook for the next 30 days.

It could consist of making posts or videos, interacting with your followers, reaching out to potential clients or partners, or being active in Facebook groups.

This is how you get out of your comfort zone, and get yourself out there!

Make sure your list makes sense to you, and make it realistic so you will actually do it every day.

Have fun with it, and I will see you on Facebook!

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