Facebook Marketing Plan Workshop

Preparation Form

1) Briefly describe your business:

2) Briefly describe your ideal client and how you serve them:

3) List 10 special characteristics that your ideal client has (generation, gender, income, location, marital status, education, lifestyle, life experiences, goals, behaviors, values, personality traits, hobbies, interests, etc…)

4) What are your ideal client's biggest struggles and challenges?

5) What frustrates them about their current situation?

6) What's one thing they want the most?

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7) What are their other goals, dreams, desires and fantasies?

8) List 3 Facebook groups your ideal clients frequent (they don't have to be yours):

9) List 3 other businesses/people your ideal clients are likely to follow on Facebook (for any reason):

10) List 3 businesses/people who are your direct competitors on Facebook

11) What ONE PAID OFFER (service, program, product) you'd like to focus on for this workshop (you need to pick ONE specific paid offer)

12) What is the promise of your paid offer? What tangible and measurable result, outcome, product or transformation will people get when they invest with you?

13) What SPECIFIC problem does it solve?

14) What SPECIFIC solution does it provide? How is it unique?

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15) Why does your ideal client need it?

16) Does your ideal client…

a. Know that they have this problem and know that they want the solution you provide?
b. Know that they have the problem but not sure how to solve it
c. Not know that they have this problem and not yet looking for the solution

17) What objections would you ideal clients have to purchasing your offer?

18) What misconceptions might they have about this topic?

19) List FREE resources that you have already created that lead to that PAID OFFER (i.e. ebook, quiz, checklist, report, 5-day challenge, webinar)

20) Have you offered it before? If so, what kind of results, testimonials or case studies can you share?

21) Why do you consider yourself an expert in providing this solution? (Degrees, certifications, work experience, background, past client results, personal experience, etc…)

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22) What other resources show your credibility on this subject? (Books, interviews, podcasts, videos, etc..)

23) List your 3-5 top values

24) Briefly describe why you started your business

25) List 3-5 words you think others would use to describe you

26) List 3 non-business related topics you are always happy to talk about (your kids, dogs, travel, chocolate, shoes, education, cars, etc...)

27) List 3 of your quirky/unique personality traits, characteristics or talents

28) List 3 unique / unusual experiences you've had in your life

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