

Jessica Caver Lindholm presents

Freedom School

Make Money, Doing Work You Love, From Anywhere.



Module 7

Posts That Pay

Welcome to Module 7 of Freedom School!

Welcome to your module on Posts That Pay!

During this module we'll be focusing on how to leverage Facebook to grow your audience, position yourself as an expert and book more clients.

I often see entrepreneurs get too distracted by trying to utilize every marketing tool in hopes that something will pay off rather than doing one thing really well.

By trying to use Twitter *and* Instagram *and* Pinterest *and* LinkedIn *and* Facebook we can become scattered and our message can become diluted (not to mention how overwhelming that all sounds!). If you are most strongly drawn to one of these other social media platforms, definitely feel free to explore it.

However, we'll be focusing on using Facebook because it's currently the largest social media platform worldwide (and by quite a large margin). By using a blend of discussion and images/photos, you can build strong relationships that can ultimately build to paying clients.

For the entire first year of my business, I almost exclusively used free marketing on Facebook to bring in 6-figures. The reason I focused on Facebook in the beginning was because I didn't feel I had a lot of money to invest in advertising.

I wasn't ready for paid marketing, pay-per-click advertising or increasing search engine optimization (SEO).

What I needed most was a new client.

And by mastering Facebook, I was able to *immediately* start connecting directly with ideal clients, position myself as an expert, book discovery sessions and book paying clients.

So I highly recommend taking the time to really dig into this module and start practicing these tools right away.

Stick with them until you really master the powerful tool that this social media platform is. At which point you'll have the income to hire someone else to figure out all the other social media platforms and marketing for you.

In this module, you'll be learning how to:

- Master the Art of Facebook for Consistent, Free Leads
- Create Posts that Receive Engagement AND Drive Traffic to Your Site
- My Must-Have Tool to Connect with Only Ideal Clients
- How to Leverage Facebook Without Losing Hours

So let's dive in!

Master the Art of Facebook for Consistent, Free Leads

Finding groups where your ideal clients hang out

Facebook is a huge resource. Literally, I mean huge. There are almost 1.5 billion people currently using the social media platform.

This means there are more than enough potential clients on Facebook alone for you to be booked up for your entire career. But you're not just looking for any clients. You want to work with *ideal* clients. And to do that, you have to find out where your ideal clients are hanging out.

Having done the exercises from previous modules, you've done the market research to really know your ideal client's concerns, desires, the words she uses to describe both and what's keeping her up at night. You can use these exact pieces along with the characteristics that would describe her to locate her on Facebook.

As an example, let's look at someone who's a business coach looking for ideal clients.

Let's say this coach is in her 20's, loves working with women, especially passionate about working with new entrepreneurs, possibly who have just recently left their day jobs and are starting their own online businesses.

Think about some of the words that this woman would use to search for potential clients like this on Facebook.

If you go up to the top of the Facebook page, you'll see the bar that says "Search Facebook". In this bar, our example business coach could type in words like 'entrepreneur', 'business women', 'professional women', etc.

Just by typing the word 'entrepreneur' in, a large list of Facebook groups that include this word in the title pop up. Maybe she's looking for 'new entrepreneur'.

Once again, a whole list of groups pop up. Maybe she wants to work specifically with 'women health coaches'. There are several groups for this as well.

As you can see, once you get clear on who it is you desire to work with, everything else gets much easier. This is the same for the business coach as it is for a health coach, writing coach, personal trainer - honestly any online entrepreneur, but definitely your service-based businesses.

Action Step

Write out a list of 10 words or phrases that describe your ideal client and are searchable on Facebook.

Once you know the words that describe your ideal clients, you can start searching for groups where they hang out.

This can be a little overwhelming at first if you're looking up more common phrases like 'weight loss'. So to narrow it down, I've personally found that groups between 1,000 and 10,000 members to be most affective. How useful a group is to you depends highly on how engaged the group is, whether people are interacting with each other, whether there are discussions occurring or are there's people posting their promos without interacting with anyone else.

When you get to Facebook groups that are over around 8,000 people, a lot of times there's so much going on that it can be difficult to get a great conversation started. Posts are posted often, move quickly and can disappear quickly as well. However, if you engage the audience and ask questions and get them to leave comments (which we'll get into more in this module), it can be a prime spot to have your post hanging out at the top and reaching lots of traffic.

And compared to how much you'd have to pay to have your name and website stay at the top of a Google search, it's completely free to have your post hang out at the top of a Facebook group.

Action step

Now that you have your 10 word/phrases, start doing searches on Facebook to your ideal groups to interact in. List a *minimum* of 10 of those groups here with how many people are in each of those groups.

Once you have located groups where your ideal client is hanging out, it's time to figure out which groups are going to be the best fit for you right now to start connecting with potential clients.

I personally only work with 2-3 groups at a time because it gives me the time to position myself as an expert, to build relationships and to really be visible in the group rather than going into a bunch of groups and only posting quick promos or updates that don't have a lot of feeling behind them, and therefore don't get a lot of interaction.

So next we want to narrow down your current list and find groups that will be best for you right now.

Action step

Go into the 10 groups that you listed above and “feel out the vibe”. What’s going on in these groups? Are there discussions occurring? What’s the energy like? Are people helping each other or is there too much negative interactions/energy? *You get to choose who you want to work with and hang out with.*

Action step

Choose 3 of the groups that feel like a great fit where you’re going to start interacting, building visibility and positioning yourself as an expert in. List those groups here and why you chose them.

Position yourself as an expert

Now that you've located groups where your ideal clients are hanging out it's time to become visible and position yourself as an expert within those groups.

Think about some of the women entrepreneurs that you look up to. Why do you think of these women as experts?

Most likely they've shared something of value. You've either read their writing, heard them speak, watched their videos or maybe you've even seen them give great feedback to others or do some laser coaching during their podcast. When we start to look at why we see someone as an expert, we realize it's usually based on them sharing their expertise, experiences and knowledge.

So your goal going into these Facebook groups is to be this person, the expert, for others.

Now, don't get caught up in the word *expert*. Expert doesn't mean that you know everything. But, what it does mean is that you know more on the subject you're focusing on than the majority of the population.

Think about it. Whether you're a health coach, branding expert, writing coach, etc. - do you feel like you probably know more on that topic than someone you meet at the grocery store or at a cocktail party? You do, right? Then great! It sounds like you're on your way to being an expert!

One thing that experts do is be of great service to others by sharing their expertise. And you can do this by going into the Facebook groups that you've identified and sharing your resources and free offers.

This could be an article you've written, a free audio or video series you've put together, or even just an inspirational quote (and it just so happens to often be a great way to grow your list as well - but that's a side bonus).

Your goal right now is to be seen. To be seen as an expert, as helpful, as supportive, as someone that this audience would like to know more about and spend more time with. There have been studies done that show someone must see and interact with you a certain number of times before they begin to trust you. And for the most part, someone is going to need to trust you in order to purchase from you.

A great way to start to build this trust is to position yourself as an expert in the Facebook groups. Engage the group in conversation. This will give you social credibility and keep your posts at the top of the page. It will help you be more visible.

People see each other as either takers or givers.

To have a successful, profitable business and to be of great service, you need to be seen as a giver. Now, this doesn't mean that you give all your services away for free. This will leave you broke and exhausted.

But, what you can do is find a way to be of great service, give back, support others in ways that actually fill you up, energizes you and ideally leverages your time. If you come into groups too quickly and start asking for something, people will see you as a taker. This is where someone can be labeled as salesy, pushy or spammy - which is the last thing any of us want. And it's honestly the last thing any of us are doing.

How you're perceived and viewed is important. But at the same time, don't take it too seriously. I don't want you to be so afraid of going into groups with the fear of posting the wrong thing, that you don't end up posting anything.

I personally follow a ratio of how often I give versus how often I ask for something. I typically try to give value about 80% of the time and promote about 20% of the time.

The 80% can be sharing something inspirational, photos from a trip or a top tip for the day. It could also include hosting a live training call, offering support in the comments section of someone's post or even sharing free coaching calls.

The thing to keep in mind, that is often missing for entrepreneurs that try to use Facebook for marketing, is how important your intention is. If you get on Facebook with the intention and the energy of taking, of trying to get something from someone, then even if you're posting a beautiful picture of your day, that energy still comes through.

So what do you need to do to shift your energy to a space of giving rather than taking?

A large part of the reason I think my business has been so successful using free Facebook marketing is because I give a lot from the heart. When I post a photo, it's because I feel inspired and because I want to share an experience with the people I consider my online friends, my community and to those that I desire to be of service to.

When I share an article or live training, it's because I believe deep down that this is going to change someone's day or even the future of who reads or listens to it.

And I've noticed that when I work from this energy and from this space, my list grows naturally and clients consistently book discovery sessions with me. People can feel when you're being authentic. They can feel your intention. And even when I then go online to post a promotion, I still post it from the space of being of service because I believe deeply in what I have to offer and know it can help others.

So then the other 20% of the time, I'm educating the audience on my programs and I'm sharing what I have to offer, maybe even promoting a special incentive that I have going on for new sign-ups. But everything that I do in my business is based out of feeling in alignment and feeling connected.

If I'm putting out a special offer, it's because I received a hit of intuition that doing so felt of greater service. If I'm promoting a program, it's because I believe deeply in that program and the transformation it can create for my clients.

With this level of clarity and confidence around what you're offering and why, it becomes very easy to share your offerings in Facebook groups with the energy of being of service rather than being salesy.

There are times when promotions can still come across as giving rather than taking. This is how you position yourself as an expert. By dropping that needy, grabby energy right now. By stepping into a space of confidence. Of trust. Of knowing you're provided for in your business and the ideal clients and people you can serve best are exactly who will see you.

People come to social media to be social. If you're selling all the time, they'll start to ignore you. However, if you follow this 80/20 ratio and you keep your energy and intention focused on giving rather than taking, even when you're promoting a program, you will be seen as an expert. Your business will grow. You'll have a huge impact and you'll earn what you desire.

This art of mastering Facebook is more than just a formula of how often to post. It's about building relationships. And if there's one thing that women are brilliant at, it's building relationships.

Somewhere along the lines of internet marketing, the masculine took over and relationships were removed from the equation. We're putting it back in. And when you start to work this way on Facebook, the whole fear of being visible disappears.

You're not afraid of being seen as salesy anymore because you're so clear on your intention of being of service. You're not afraid of what people think of you, of how many likes or comments your posts got. You don't take it personally anymore because you're confident in your intention. You're confident that by sharing that photo, that quote, that article, you changed someone's life.

There are social media 'gurus' everywhere out there who will give you the 'Top 5 Tips of How to Make Social Media Work for You' (or some other iteration of that).

I called this section *Mastering the Art of Facebook* because I'm giving you something I think is even more powerful.

By getting into your power and by learning that Facebook interactions aren't just an equation, you realize that instead they're about connecting with other human beings.

They're about building relationships with someone else who has a dream. Someone who may be afraid. When you come from this space, people aren't just numbers. You see each person, every 'like', every comment, for who they are.

This will keep you in integrity. This will make knowing what to post next easy and this will make you a magnet in social media. Because if there's one thing we're all tired of, it's the takers.

Position yourself as a giver and your business will flourish.

Action Step

What is your greatest desire with your business in terms of being of service to others?

What change or transformation would you like to help others achieve?

Action Step

How can you bring this desire to support others into your Facebook posts?

Write a list of 10 post ideas based on being of service.

These could be photos to inspire someone to take action today, they could be discovery session offers with the focus of telling your story to help someone feel like they're not alone.

Use the space below to explore how you can connect your Facebook posts to how you desire to be of service.

Create Posts that Are Engaging and Drive Traffic to Your Site

Now that we've covered the most important part of Facebook marketing, it's time to get a little more specific with how to actually design your posts to increase engagement.

Yes, setting the intention, having great energy and being a giver is what's going to make you stand out. But you still need to have a certain structure to your posts.

A great way to get ideas of how to create a successful post is to see what's working for others. Which posts are you noticing are getting the most likes and the most comments?

Action Step

Create a folder on your computer to save marketing material to that inspires you.

I call mine my 'swipe file' and I take screen shots of posts, FB ads and other written material that inspire me or are getting a lot of interaction that I may want to work off of in the future.

Action Step

Go into the Facebook groups you discovered in the first section where your ideal clients are hanging out. Which posts do you notice are getting the most engagement? Take a screen shot of these and put them in your folder. You can also go into other Facebook groups that you may be in and look for posts that are working there as well.

Action Step

Review each of the posts that you've taken screen shots of and list the similarities and/or techniques below that you notice in each.

For example, did they use a photo, did they use text on the photo, was the text a call to action, did they use a headline in their post, did they tell a story, etc.?

Once you've gotten some ideas of what's working for others, then you can start to explore how you can make this authentic for yourself and for your business.

Maybe you notice that when people share photos of themselves, the post gets more interaction. This could mean that it's time for you to have a photoshoot and get some new photos. Or maybe you notice the posts that have a call to action without having to click 'See More' in the copy have the most comments. What kind of call to action could you be using in your posts to get these kind of results?

I find that it's important to make it obvious what you're posting about or what you're asking people to do.

Facebook is fast.

And the bigger the groups, the faster they move. To keep your posts from totally disappearing, it needs to be obvious what you're asking someone to do or what you're giving. Otherwise, people will scroll right by you.

This doesn't mean you can't find or create your own style. I'm not asking you to copy others' posts or become another cookie-cutter entrepreneur. Whether you love to tell stories, give short tips or you love to share images - all of these are great. But make it as easy as possible for your audience to know what you're saying, what you're giving or what you're asking.

A couple ways to do this, that I've briefly mentioned, are to:

- Use photos
- Use text on photos
- Or have a headline or call to action without having to click on 'See More'

I'm consistently studying what people are posting on Facebook - what's working and what's not.

And it's often the post where someone takes the time to write a beautiful story and puts the call to action at the very end that really just needs a small tweak. It's obvious that the poster has a great intention and is coming with great energy,

they just need to adjust the structure of the post slightly. Maybe they include a photo with text so that it's made obvious to the reader what it is they're supposed to do next. Maybe the call to action appears sooner in the post.

If you're sharing a link in your posts, make it obvious. Put space around it. And share the link at least a couple times in the post.

Don't hide it at the very end, intermixed with a bunch of text. This goes back to if you really believe you have something to offer the world, you want to get it out there.

Make it easy for those who are looking for someone like you, to connect with you.

Action Step

Which of the above tools and techniques can you start implementing in your Facebook posts immediately?

Something else to keep in mind is that people are more interested in conversations than monologues.

What I mean by this is that you're going to get more interaction and build stronger relationships if you're engaging your audience. Get people to connect with you and to communicate with you.

We all just want to be seen and heard.

Give your audience that opportunity.

Have a call to action or engage your audience with a question, even if you're just wanting to inspire them. Be specific and authentic with your questions. What do you honestly want to know? How can you get a conversation going? Can you tag some of the people that you interact with the most?

Conversations both build relationships and they constantly keep boosting your post back to the top of the page every time someone interacts. Both of which are a plus for your business and your impact.

My Must-Have Tool to Connect With Only Ideal Clients

Now that you know how to position yourself as an expert and get engagement with your Facebook posts, let's go over one of the top tools that I use to make sure I'm only connecting with ideal clients on Facebook.

When you're promoting your programs, your posts will be educating your audience or sharing information on your programs so most likely it will link to the sales page so that anyone who's interested can get more information and possibly book a discovery session with you.

You might also be doing posts that are more specifically focused on booking discovery sessions with potential clients for an offer you're promoting. When it comes to these, I personally highly recommend never linking your post directly to your booking calendar.

Your time is valuable and you want to make sure that the people who are booking discovery sessions with you are actually ideal clients. The way that I've done this is by creating a form/questionnaire that potential clients have to fill out first before they're sent the scheduling link. This way you know the people who take the time to fill out the form are actually interested in what you're offering.

In the beginning, I just used a form plug-in on Wordpress and asked the 3 following questions:

- What would love your business and life to look like?
- Where do you feel stuck and what challenges or obstacles are coming up for you right now?
- Why are you interested in working with a coach?

These 3 questions were easy to fill out and gave me a wealth of information so that I could decide if this was someone who's a good fit to chat with further.

Some other questions I recommend adding are basic contact info like name, phone number and/or Skype. And having them list their website if they're in business is helpful as well.

After someone fills out the form, I would then review it and either send them an email with the scheduling link letting them know I look forward to connecting or I might request a little more information from them if I wasn't sure they were a good fit yet.

Here's an example of a page I've used on my website before where potential clients request a free call with me:

Get Expert Support, Reclaim Your Freedom, Earn the Money You Desire.



A Clarity Call is right for you if:

- You have or are starting a coaching business and desire to consistently earn a minimum of 10K a month.
- You desire the freedom to choose your schedule, travel as often as you like and grow your business without feeling like you're chained to your laptop.
- You dream of creating premium coaching packages but have no idea how you're going to sell them and desire guidance from a high-level coach.
- You're done with your money story, the "I can't afford it" mentality, working all the time and still not seeing the results you desire.

Ready for your own powerful session and to see if high-level accountability is right for you?

Then, you can either put the form directly on your page or you can do what I've done on my website and link the free call button to your form (mine says 'Request My Clarity Call').

Here are some examples of questions for the form:

- How did you hear about me?
- Tell me more about the work you do and your business
- What is your deepest desire for your life and business?
- On a scale of 1-5 how committed are you to making your dream business and lifestyle happen no matter what?

Action Step

Create your own form to help you determine if someone would be a good fit for your programs and to work with you or not. Use the space below to brainstorm questions you might use.

Share your form the Freedom School Facebook group.

How to Leverage FB Without Losing Hours

Something I hear the most from women entrepreneurs who are using Facebook as a marketing tool is that they can end up spending all day posting and interacting and getting sucked into being online.

The last thing I want is for my clients to be stuck doing busy work and not seeing any profits. Just keep in mind that often times, the entrepreneurs doing the most busy work also aren't earning much.

So, how do you get onto the biggest social media platform in the world and not get distracted? Two words: *Specific Intention*.

You heard me discuss this in the last module when we talked about writing your newsletters and solo-mailers. I've come to realize that intention is one of the most important, and often overlooked, tools in a successful entrepreneur's toolbox.

It's really easy to get distracted by all the things you think you *should* be doing or what you're seeing other entrepreneurs doing - especially if you're hanging out on Facebook too often. Very quickly, you can slip into a serious case of the comparisons and the I'm-not-good-enough's.

Create a plan for yourself. And what I mean by this is know why you're getting on Facebook. I set the intention for myself to post to Facebook or interact at least once a day during weekdays. This meets my intention of being visible.

I'm letting people know that I still exist and I'm sharing my message. What these posts are about depends on my current focus:

- Is my goal right now to grow my list in preparation for a launch in a couple weeks?
- Or maybe my goal is to give back and position myself as an expert so that it will be easier for me to sell my one-on-one coaching packages in the future.
- Maybe I'm in the middle of currently booking up my signature one-on-one program so I'm putting out posts for discovery sessions.

Whatever my focus may be, and I typically choose a specific focus for about a month at a time, determines what I'm going to post.

Once you have specific intention and you know why you're getting on Facebook and what your goal is, then ask yourself, "What's the easiest way for me to reach this goal?".

The amount that I post on Facebook is determined by the results I'm getting and my inspiration. Most of the valuable resources, content and inspiration that I share on Facebook are based more from being inspired than by a strict marketing plan.

I personally like to work this way. I'm a freedom girl. I prefer to have the freedom when I get up in the morning to be available to be inspired. And I stay connected to my own intuition and how I'm feeling in order to determine what I'm going to post.

The best way to stay connected to how you desire to be of service is to stay out of the Facebook Newsfeed. Take time for yourself. Practice self care, meditation and visualization. Practice your wealth consciousness, go travel, spend time with loved ones, have a life outside of your marketing. These pieces are going to make you a lot more interesting and will be the inspiration for what you end up sharing online.

And once again, we're following the 80/20 rule. Actually... change that - I'm not a fan of rules. We're following the 80/20 *recommendation*. So the information we're discussing posting here - this is your 80%. These are your resources - how you're going to inspire, build relationships, start discussions. As you can see, 80% of the info you're posting on Facebook you'll get the inspiration for by not being on Facebook. That's how you don't get sucked into endless hours of scrolling through the Newsfeed.

For the other 20%, that's where you'll be a little bit more calculated. Set your intention for everything you post. Even if it's a photo from your most recent trip, you can set the intention to inspire and educate your audience on the lifestyle that you take a stand for. You can even share a link to your opt-in offer to build

your list. However, even the 20% focused on promotion can still base largely off of intuition and inspiration.

I'll write out a plan that for example, Monday I'll share my new live training call in certain groups and then Tuesday I'll share a story in the Facebook groups and link it back to promoting the live training call. This allows me to continue to promote the call and get sign-ups without looking like I'm posting the same thing every day.

Having the specific structure around your promotions then gives you freedom for how you want to give back and inspire others. Another tool that came in very handy, especially in the beginning when I worked from more of a plan, was by using the Facebook Post Scheduler, which you can use for your Facebook page. Use the scheduler to map out several posts a day and you can book them days or weeks in advance.

Personally, I use my Facebook page more for social credibility and to easily give someone a quick snapshot of what I'm about, what I stand for and my overall brand rather than focusing it specifically on booking clients. But I still definitely put my promotional posts here. Also, one of your main goals as your Facebook page grows is to convert the 'likes' into sign-ups on your email list because names on your list are much more likely to convert into clients than 'likes' on your page.

However, I've found that creating my own Facebook group to be a much more powerful resource when it comes to building my list, connecting with ideal clients and booking paid coaching.

I highly recommend that if creating your own Facebook group resonates with you, do it. It's one of the most powerful tools that I've created in my business and easy to set up. It grew quickly at the beginning and now consistently still grows without me needing to pay for any advertising.

Also, as we discussed earlier, there are a certain number of touches and interactions that cold traffic needs to have with you before they feel comfortable investing in your programs. And I've found that the increased interaction of

connecting with your community through a Facebook group to be really powerful in terms of turning cold traffic into an engaged audience and then into paying clients.

In starting my own Facebook group, I first had to get clear on what my intention was for the space and community. I desired to have a high-vibrational space to support women entrepreneurs, promote my own clients and give women entrepreneurs the opportunity to connect with each other and promote their own offerings.

You can grow your group by first adding some of your friends and colleagues (with their permission, of course), share your group with your email list, share your group in other groups that might be looking for additional resources and then if you intend on promoting your clients in that group, you can ask them to share it as well because it will increase the audience that sees their promotion too. I found that once this group started to grow, it built on itself and now new members consistently request to join without any promotion necessary.

The last resource to review quickly here are Facebook ads. I personally avoided Facebook ads for about the first year of my business. And I still believe that it's important to know the tools shared in this module on how to grow your business without Facebook ads because they help you get really clear on your message, build relationships and your visibility.

Once your business begins to grow and you're clear on your message, I've found that Facebook ads can be very helpful to grow your list much more quickly. However, I highly recommend hiring an expert in this area or reviewing your Facebook ads training before jumping in.

Wrapping Up

Great work! You've now completed your training on how to use Facebook posts to position yourself as an expert, grow your list, connect with potential clients and start filling your paid coaching programs.

I can't say it enough, using the tools that I mentioned in this module made all the difference from being an entrepreneur who was making \$400 a month to \$20,000+ a month.

There's lots of ways to build and grow a business. This is the one that I enjoyed most, this was the one that allowed me to really connect with others authentically and to grow my business quickly.

The vast majority of clients that I have worked with have come directly from Facebook. If not from Facebook then they've come from referrals from someone who's found me on Facebook.

Yes, I'm sure there's ways to grow your business more quickly and with less time commitments. But, I'm not aware of a way to grow your business for less of a financial investment, to build stronger relationships with potential clients and to really learn what your clients' desires and concerns are than interacting with them through this social media platform.

There really is an art just as much as a science to using Facebook in your business. Set your intention, keep yourself in high vibration, show up as a giver not a taker and study what's working for others to get engagement in the groups and you will see great results.

To Living Free!

Jessica