

Facebook Group Premier

One of Facebook's most important features is community. While the Newsfeed pushes general content to us, (and plenty of ads!) but if you are a member of or a creator of a group, you have the unique ability to cut out the ads, the cat videos and build a community that is highly engaged focused on you and your industry.

A Facebook group will give you a unique and connected way to build an audience, tribe, community (or put another way) a prospect list that knows, likes and trusts you.

The perfect client.

There are groups that have a few hundred or a few thousand members. Keep in mind, all groups start off the same... empty. Once you start inviting people, how large your group gets is not nearly as important as how engaged it is.

Focus on the quality and quantity of engagements, not the size of the group. Having said that, you still need a healthy group of people.

Let's begin:

Step 1. Create Your Group

Login to your personal account. Then, scroll on the left sidebar until you see "groups" and click "Create New Group."

You'll need to have a group name, graphic and some general data on what you are trying to achieve or promote.



Invest some time describing your group well. Write up rules about what people may post and what they cannot. Most groups don't allow spamming or blatant promotion. lay out the rules succinctly and make sure people read and understand them before joining.

Step 2. Personalize and Customize

Don't skimp on the cover photo. Use a cover that would do the following:

- Attract you to it if you were a potential member
- Immediately explain what the group is about (without using words)
- Is visually compelling and NOT cluttered.

Hire a professional graphic designer to create your graphic. If you are a skilled artist, you can use photoshop or an easy drag and drop builder like canva.com.

Step 3. Add and Invite Members

Who do you want to engage and how do you get them to your group? It's likely that some of your current contact share your interest. Invite them personally. Then, join 10-20 other groups in your same niche. After you join these other groups, you must tactfully and slowly attract (not steal) people over to your group.

- Post a question in these groups and thank everyone for their answers
- Answer a question in these groups and give it some thought/links
- When you log in and comment, ALWAYS login from your business page (not personal page)

4. Produce Content Consistently

In order for your community to visit your group, produce useful content. This should NOT always be your IP. While that is OK, don't forget to pay it forward and share other people's content. It not only reduces your labor, but makes you more well rounded. Include pics, videos, polls and quizzes. The more engagement (comments) you get the better.

- Don't add people without permission. Invite professionally.
- Ask questions of potential members to weed out spammers.
- Promote discussion, provoke contrarian ideas.
- Allow people to share links (without promotion)
- Be a helpful moderator. Ask for other's advice.
- Be present. Go to your group every day (or more)
- Show your group they are special. Post unique content.
- Use Facebook Live. FB ranks it higher than an ordinary post.
- Showcase and celebrate your members. It's their group.

Here are a few group examples.

<https://www.facebook.com/groups/imsuperfriends/> (ugly banner, but big group)

<https://www.facebook.com/groups/highticketselling/>

<https://www.facebook.com/groups/bestmarketingsecrets/>

Use your group to build your community. When you do this consistently, you'll never be at a loss for clients, fans or readers of your book.

Your group will thank you.

Your accountant will applaud you.