

How To Get Clients with Facebook Challenges

WHAT IS THE PURPOSE OF A FACEBOOK CHALLENGE?

- Get clients
- Build community
- Get to know your followers in an intimate way
- Provide valuable content for free
- Show potential clients that you can get them results
- Present yourself as an expert

PICKING TOPICS

Pick your topic in 1 of the 5 Big Areas of your Life (Health, Money, Relationships, That Which is Greater, Career).

Examples:

- Getting more energy
- Finding joy in your current career
- Creating more intimacy with your partner
- Getting out of debt

Create a title for your challenge based on this topic.

Examples:

- 5 Day Challenge: Increase Your Energy
- 5 Day Challenge: Thrive In Your Career
- 5 Day Challenge: Fall Deeper in Love
- 5 Day Challenge: More Intimacy & Connection
- 5 Days To More Abundance Challenge
- 5 Days To A Fulfilling Morning Practice
- 5 Days To Eliminate The Overwhelm In Your Life

DETERMINE THE NAME OF THE FACEBOOK GROUP

Pick a name that is relevant to your business and/or your challenge

- If you plan on using this group as a more broad, all-encompassing group for your business, you will want to keep the name more generic
- If you are only going to run one type of challenge in the group, make the name more specific to the challenge

Examples:

- **5 Day Challenge: Increase Your Energy**
 - Use your niche in the Facebook group name.
- **5 Day Challenge: Increase Your Energy**
 - Make the Facebook Name a mantra.
- **5 Day Challenge: Fall Deeper in Love**
 - You can name the group the title of the challenge if that will be the only use for the group.
- **5 Day Challenge: More Intimacy & Connection**
 - Use your company name at the beginning and group at the end for a more general, all encompassing group for your business.
- **5 Days To More Abundance Challenge**
 - Another example of just using the challenge title as the Facebook group name.
- **Practice Self Care with Tammy**
 - If you will be doing different challenges around the same topic, keep the group name about the general topic. You can put your name in the group name also.
- **Feel Free In Life, Love & Career!**
 - This is another example of a more generic group name that can hold different content on freedom.

NOTE: If you are feeling stuck or overwhelmed by choosing a Facebook Group name, just name it the title of your challenge. This shouldn't be something you get hung up on. You can always start a new group down the line.

FACEBOOK CHALLENGE STRUCTURE SAMPLE

Title: 5 Day Challenge: Increase Your Energy

Topic: How to get more energy in 5 days

Facebook Group Name: Fit Moms Increase Your Energy

Area: Health

Length: 5 Days

DAY 1

Theme: Possibility (Opening the Door)

Post or Video in Facebook Group: What would having more energy in your life do for you? Where in your day would you want to have more energy?

- **Example Q1:** I would be more present with my family. I would be able to spend more time writing content for my business.
- **Example Q2:** I would want more energy around 3pm when my kids get home. I would want more energy around 8pm when my kids go to sleep.

CTA: Take 5 minutes tonight to reflect on the above questions. Post your answers in the comments.

DAY 2

Theme: Celebration

Post or Video in Facebook Group: List 3 things that are a good source of energy for you. Which one are you going to do today?

- **Example:** Drinking green juice, walking in the afternoon, sleeping for 8 hours, deep breaths during the day, stretching in the morning.

CTA:

1. Comment on the post with the 3 things that are a good source of energy.
2. Write them down on a post-it note and hang them somewhere very visible during your day.

DAY 3

Theme: Curiosity over judgement

Post or Video in Facebook Group: List 3 things that currently drain your energy.

- **Example:** Eating junk food, drinking, not exercising

CTA: Comment on the post with the 3 things that drain your energy and let us know how you are going to remove at least one of those things from your schedule.

DAY 4

Theme: What Do You Want Now

Post or Video in Facebook Group: List 3 new things (that you aren't currently doing regularly) that you know provide you with energy

- **Example:** Eat a healthy breakfast, exercise for one hour, or go to bed earlier.

CTA: Journal on why you want to add these 3 new things into your daily life. What will these 3 things bring you? Who will you be when you incorporate these 3 energy-adding items to your life? Comment on the post and let us know what you discovered.

DAY 5

Theme: How Are You Going To Get It?

Post or Video in Facebook Group: Create a plan for removing the draining items and adding the energy-increasing items.

CTA: Pick an accountability partner (feel free to ask someone in this group to be your partner). Review your plan with your partner and set up a daily check-in for accountability. Comment on this post and let us know your plan and your accountability partner's name. Need help? Direct message me!

FACEBOOK CHALLENGE PLAN

Title: _____

Topic: _____

Facebook Group Name: _____

Area: _____

Length: 5 Days

DAY 1

Theme: [Grey box]

Post or Video in Facebook Group:
[Grey box]

CTA:
[Grey box]

DAY 2

Theme: [Grey box]

Post or Video in Facebook Group:
[Grey box]

CTA:
[Grey box]

DAY 3

Theme:

Post or Video in Facebook Group:

CTA:

DAY 4

Theme:

Post or Video in Facebook Group:

CTA:

DAY 5

Theme:

Post or Video in Facebook Group:

CTA:

THE ULTIMATE FACEBOOK CHALLENGE CHECKLIST

Going Live

Before Your Facebook Live

- Determine a Call to Action for your Live.
- Create an outline for your talk, with bulleted notes and timing.
- Make it pop! Come up with a title that will draw your followers in.
- Be professional! Find a way to ensure you have good lighting and audio for your talk. (A quiet room with natural light is best.)
- Be sure to promote! Post in your group or create a Facebook Event!
- Find an optimal time. Do a poll and ask your followers when they can attend.
- Be on-brand. Find something that is uniquely yours, like a catch phrase, clothing color, etc.
- Don't overthink it. The best Facebook Lives happen when you're being yourself.

During Your Facebook Live

- Get to the point! Be sure to state the purpose of the Facebook Live first.
- Tell them who you are! (Keep this short, 30 seconds or less.)
- Greet your viewers. Tell them to say hello and share something about themselves.
- Keep the conversation going! (Ask questions and read responses to make your viewers feel like part of the experience.)
- State your Call to Action early, and repeat it several times during the Live.
- Be Yourself!

After Your Facebook Live

- Check your post several times after you go live and comment back on every comment.
- Post any links in the comments that you mention in the Live.
- Download your video.
- Look at your stats. (See any trends? If so capitalize on what you've discovered.)

Posting To Your Group

Before You Post

- Determine a Call to Action for your post.
- Create a schedule for your posts that includes dates and times of posting. (Aim to post once a day.)
- Use a design app like Canva to create images for your posts.
- Find free stock photos for your photos using iStock Images, Unsplash, or Pexels.
- Proofread all the posts you create and fix any typos or grammar issues.

After You Post

- If the post is important, pin it to the top of the group to ensure visibility.
- Wait a few hours then check your post. See comments? Be sure to respond!
- After 24 hours review your stats. Was the post successful? If so try more posts like this one in the future.
- Don't forget about your post. If it is popular, keep the conversation going by asking a question in the comments.