

# 7 Days 7 Ways

TO YOUR NEXT  
100 MEMBERS

#EngageYourGroup  
FREE Training Series



## BONUS LIVE WORKSHOP

# 7 Days to Your First or Next 100 Facebook Group Members

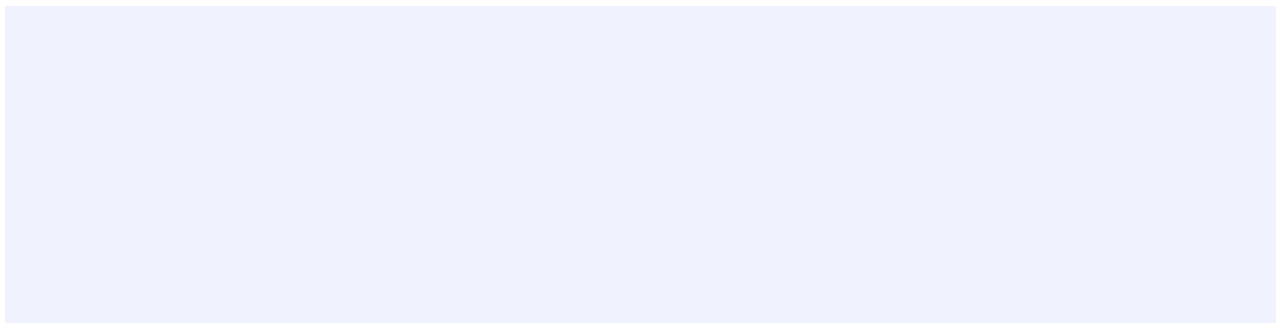
Remember there are only three forms of traffic.

1. Free
2. Paid
3. Joint Venture

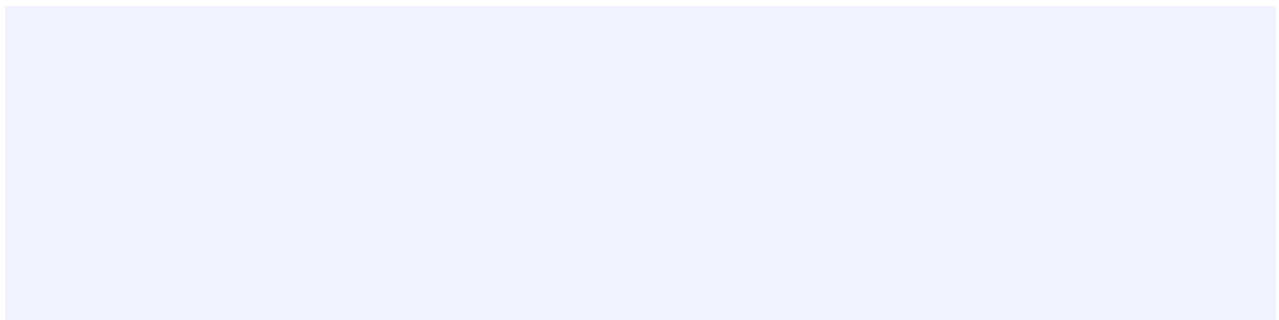
**Traffic doesn't just magically appear.** You **MUST** be consistent and do something to generate interest and have something to offer (training, freebie, assessments, event, etc.) to turn them into buyers.

This is an active process of being visible. Although passive methods of growth like optimizing your social media pages are important, they are much less effective than active methods.

### Passive Methods:



### Active Methods:



## Let's dive in!

Give them a reason to join. Create a resource that gives your people a quick win. You don't need to have it created yet. You can access interest first.

### Option #1 - Passive (Profile + Description)

Optimize your personal page



### Banner + Description Examples



## Option #2 - Active (Curiosity FB post)

### → BIZ

If I put out a free training on how I got my first 1000 Facebook group members, would you check it out?

### → PUBLIC SPEAKING

If I shared the 3 simple exercises of how I got over my fear of public speaking, would you check it out?

### → HEALTH

If I put together a training on how I stopped over eating without feeling hungry, would you want to check it out?

If put out a free training on a daily 15min workout that quickly burns fat and boosts energy would you want to check it out?

### → CAREER

If put out a training on how to get a 25% salary increase in your next job, would you check it out?



## Option #3 - Active (FOMO FB post)

### → BIZ

Who hasn't got my PDF on how to design and create an incredible monthly recurring revenue offer?

Who hasn't got my checklist for how to hire your first VA?

### → DATING

Who hasn't got my PDF for the 10 hot posts to find a good quality man?

### → SPIRITUAL

Who hasn't got my PDF on 100 spiritual affirmations to cleanse your soul daily?



## Option #4 - Active outreach

### Option A:

“Hey NAME! As you know I help (insert ideal client) and I just created a new resource and I thought you might like it. It’s called (insert benefit driven free offer name) and it’s designed to teach (insert A, B, C). Just hit reply and let me know if you’d like it and I can pop you the link.”

Hey Christina! Hope you're having a great morning! I wanted to give you a heads up that I'm hosting a free workshop in my Facebook group next week called the Grow Your Group series. It's all about Facebook lead generation, boosting engagement online, and selling out your group programs. I'd love to have you be a part of it! Want to join us?

### Option B:

“Hey name! Hope you're having a great morning! I wanted to give you a heads up that I’m hosting a free workshop in my Facebook group next week called “RESULT BASED NAME”. It's all about “INSERT TOPIC A, B, C”. I'd love to have you be a part of it! Want to join us?”

Hey Christina!

As you know I help business owners who with Kajabi and I just created a new resource and I thought you might like it.

It’s called "10 steps to Kajabi realness" and it's designed to teach you how to be a kajabi pro and monetize your courses! Just hit reply and let me know if you'd like it and I can pop you the link!

### → PET CARE

Hey NAME! As you know I help **Owners who are looking to train their Terriers** and I just created a new resource and I thought you might like it. It’s called **Calming your Terrier 101** and it’s designed to teach you **how to funnel your furry friend's energy into a well behaved trained puppy**. Just hit reply and let me know if you’d like it and I can pop you the link!

## #5 - LinkedIn

### Option A:

Hey **Name!**

I've just opened up a private Facebook group where I can teach live the strategies I've been using to **"get result"**. Thought this might be of interest to you.

In the group, I'll be covering:

- **TOPIC A**
- **TOPIC B**
- **TOPIC C**
- **PLUS what else can they expect**

If this would help you achieve your goals, then I'd love to have you be part of it! You'll get a chance to network and collaborate with other **"insert their peers/colleagues/ideal clients"**

The group is on Facebook. You can check it out here: **LINK**

### Option B:

I see you are **"insert commonality"**

I'm reaching out because I am starting a pilot case study group for **"ideal client"** to help them **"get result."** I am looking for a handful of people that are ready to take action, get results and report back their progress.

Would you like to know more?

### → **PODCASTING**

I'm reaching out because I starting a pilot case study group for podcast hosts to help them increase the number of monthly listeners and gaining expert podcast guests. I am looking for a small group of people that are ready to take action, get results and report back their wins! It's completely free. Would you like to know more?

## #6 - Instagram

One of my favourite ways to **“GET RESULT”**

“But, **“YOUR NAME”**, aren’t **“INSERT OBJECTION”** ?”

No, **“COUNTER OBJECTION”**!

**“REASON WHY IT’S NOT TRUE FACT #1“**

**“REASON WHY IT’S NOT TRUE FACT #2“**

**“REASON WHY IT’S NOT TRUE FACT #3“**

☐☐☐  
☐☐☐

And it’s because **“EXPLAIN EMOTIONAL REASON”**

Now is the time to **“INSERT TAKE ADVANTAGE OF OPPORTUNITY”**!

☐☐☐

Join my FREE **“FB GROUP”** and I will show you exactly how! Link is in the bio @**“INSERT IG PROFILE LINK”**

→ **BIZ**

One of my favorite ways to gain traction, stand out in a crowded marketplace and have raving fans flock straight to you is by leveraging the power of a Facebook group.

☐☐☐

“But, Christina, aren’t Facebook groups soo last year?”

No, building your own community is a **TIMELESS** marketing strategy!

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Communities last longer than software.

Communities last longer than fads.

Communities last longer than almost anything.

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☐☐☐

And it’s because of who we are as human beings.

We are simply built for connection, and humans crave connection especially after the year we've been through in the pandemic.

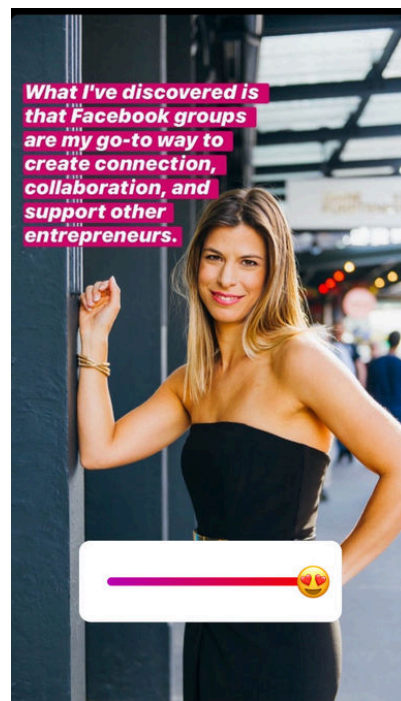
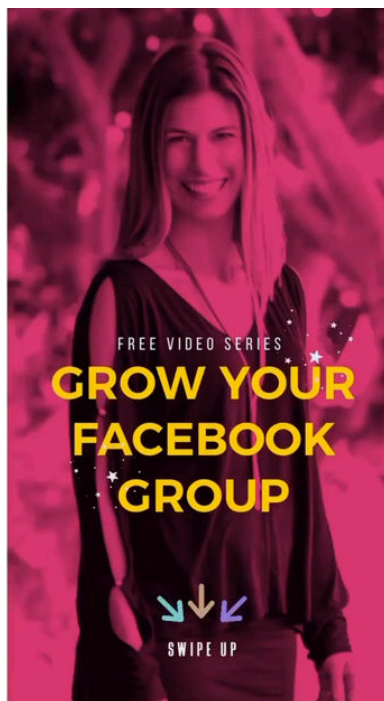
Now is the time to tap into communities more than ever!

☐☐☐

Join my FREE Training series and I will show you exactly how! Link is in the bio @christina.jandali

## #7 - Stories

Stories have widgets that allow you to add. A great way to gain visibility is by adding a call to action. **You can also lead them to your group by inserting a link.**



Ultimately, people want to connect with the person behind the account. Poll options are a great way to gain engagement. You can follow up with a DM when they respond with "YES!"

## BONUS #8 - Email

Send an e-mail invite to your lead magnet

### → OPTION A

Give them a reason why they should join, like doors just opened, free gift inside, special training happening this week or rally your peeps with a contest.

### → OPTION B

Send a social proof email with screenshots (block out names if you don't have permission to share) of activity in your Facebook group and why they don't want to miss out.

# MEET YOUR COACH, *Christina*

**“Love what you do, get paid what you’re worth and still have time for the rest of your life”**

I started my business from ground zero while on maternity leave from my corporate job. Within 10 months I crossed my first 6-figures...and handed in my resignation. Woo hoo!

But truth was... I'd get a few clients here and there and then nothing, a dry spell. I'd stress about where my next paying clients would come from and it took a toll on my family.

Once I learned a predictable cashflow strategy my business flew past 7-figures (hello scalability) and I was able to work with my dream clients.

I've helped hundreds of entrepreneurs create their own predictable cashflow machines. If you're ready to work only with your dream clients, get paid what you're worth and still have time for the rest your life, join me for my free weeklong event. You'll walk away with your own cashflow breakthrough and the exact cashflow strategy needed to sell out your offers time and time again!



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