

FACEBOOK GROUPS



Facebook Groups

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FACEBOOK GROUPS

W E L C O M E

Here we go! It's time for Facebook Groups Training. This workbook is meant to go hand in hand with the video trainings that will teach you how to set-up, grow, encourage interaction and community, and ultimately sell with your Facebook Group. I have literally sold thousands of dollars in products in my Facebook Group and I'm going to show you how to create, build, and scale your group to be able to do the same thing. I will teach you how to engage your audience, how to run a Restock and an Auction. We will also cover how to funnel your group into other sales. And I've got some awesome bonuses for you at the end of the regular trainings for some awesome extras to use in your groups!

*Cheers from my cup of coffee to yours,
Ashley*

FACEBOOK GROUPS

DO YOU NEED A FACEBOOK GROUP

1. Do you already have an engaged Facebook following and you can't keep up with your orders?

Y/N

2. Are you selling on multiple platforms and can't imagine taking on one more thing? Y/N

If you answered yes to either of these questions, then a Facebook Group might not be right for you.----

Now try these questions...

1. Are you just getting started and getting overwhelmed by all the things you need to learn on all the platforms? Y/N

2. Do you want to gain trust and a loyal following?

Y/N

3. Does the thought of learning online platforms overwhelm you?Y/N

4. Do you want to build a strong business foundation?Y/N

5. Do you want to offer your customers excellent customer service?Y/N

6. Do you want to take advantage of offering damaged and overstocked product? Y/N

If you answered yes to any of these questions, a Facebook Group might be for you!

Opening Your Facebook Group

ADD A GROUP



NAME FOR YOUR GROUP

OPEN OR CLOSED?

PEOPLE TO ADD

You have to add at least one person. Think of established customers, close friends and family.

I recommend choosing a closed group. Why? Because you want your group to have a close feeling of community and access to VIP type deals for deciding to join the group.

Open/Closed Group Type

OPEN

An open group allows the entire general public to see everything in the group. They are also able to share items from the group and see the members of the group and the things they comment on and post.

CLOSED

In a closed group, only members of the group have access to the posts, deals, specials, first looks at products. This gives a feeling of closeness...more like a club. You can switch between open and closed until you have 5000 members.

GROUP TYPE

I do not recommend the buy/sell type of group. It makes it look too much like a marketplace. For most people a custom group is the one that they will want to choose, but look through and decide what is best for you.

Facebook Group Descriptions

KEY PARTS OF A GROUP DESCRIPTION

1. What is group about?
2. How will sales work?
3. What offers they get by being a member?
4. Any rules that you have.
5. A way to contact you and contact rules.

DESCRIPTION BRAINSTORMING

LOCATION

Optional to include.

BRAINSTORM 5 TAGS

3RD PARTY APPS

You can browse through the third party apps and give them access if you have signed up for them.

LINK YOUR PAGE

Link your business page and post as your business in the group. You can unlink or link at any time.

FACEBOOK GROUPS

FACEBOOK GROUP CUSTOMIZING

- 1. Choose a customization color for your group.
- 2. Use business name to customize your web address for your group.
- 3. Edit privacy settings between Closed and Public.
- 4. Add badges if you want to see and manage them.
- 5. Choose if you want to turn on the social learning units.
- 6. Membership approval- anyone in the group or only admins and moderators.

FACEBOOK GROUPS

FACEBOOK GROUP PERMISSIONS

- 1. Choose if you want membership pre-approvals.
- 2. Choose questions to ask for entry into the group, including email.
- 3. Allow pages to join or not join.
- 4. Choose posting permissions for anyone or admins.
- 5. Choose post approval settings.
- 6. Assign story posting approval.
- 7. Assign story posting permissions.

FACEBOOK GROUPS

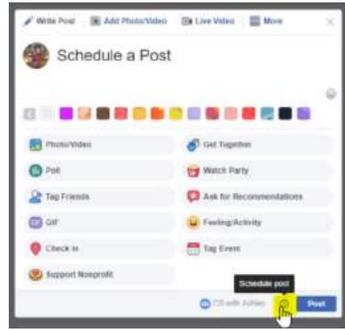
COVER PHOTO, MEMBERS, POSTS

- 1. Use Canva to create a Facebook cover photo and upload it to your group.
- 2. You can add members and approve members who request to join. You can add a note to invitations and invite through email.
- 3. Create your first post. Pull from your description, or create a post welcoming and introducing the group and the rules.

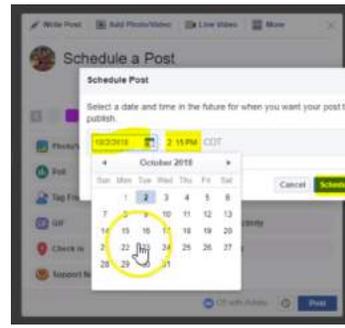
FACEBOOK GROUPS

SCHEDULE A POST

1. Type the post and click on the clock icon.

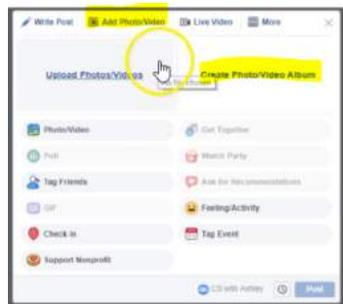


2. Select desired date, time and click schedule.

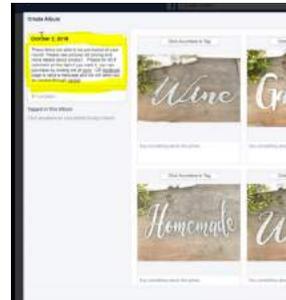


CREATE AN ALBUM

1. After clicking on add photo/video, click create photo/video album.



2. Add photos and description to the album.



ALBUM PROS AND CONS

You can use it to group items together and ask members not to comment on the albums, but to go to your website or message through your facebook page for items available for the month or year round.

When people inevitably comment on a picture in the album it adds it to the newsfeed in your group, which can be confusing. If you delete it from your newsfeed, it will delete from the album.

FACEBOOK GROUPS

TARGET MARKET

Ask these questions to determine who is in your target market.

Are they male, female or both?

What is their age range?

What do they do for a living?

What do they do for fun?

Where do they hang out online?

What other brands do they love?

What hobbies and interests do they have?

What is their income level?

What working class are they? White collar, blue collar or both?

Where is your local Target market? Rural? Suburban?
Urban/City?

Are your people parents or grandparents?

Are they seeking out your product or finding your product as an impulse buy?

FACEBOOK GROUPS

SALES BASED OR
COMMUNITY BASED OR
BOTH

A product or sales based group:

You want to sell your product or service in your group. You are primarily or solely the one posting. You provide content to your target market along with products for them to purchase. Produces income but can feel salesy.

A community based group:

You want to create a community where anyone can post. People share ideas and questions and others help solve them. An example would be a DIY or decorating group. Doesn't produce income but allows you to connect.

A product/sales based community:

This is what I recommend. You want to create a group where you sell your product but also use the community aspects to solve problems for your group and make connections with them using your product.

FACEBOOK GROUPS

YOUR IDEAL CUSTOMER

Write a story about your ideal client in first person (using I and me...for example...I am a stay at home mom...") For more details watch the Target Market Training. Don't forget to post your story in the community under the Target Market Post.

GROWING YOUR FACEBOOK GROUP

OTHER FACEBOOK GROUPS

Being active in another group that is related to yours can lead to others joining your group based on connections you make.

1. Follow the rules.
2. Be active in the group.
3. Then later feel comfortable enough in the group to share a link.

This is the most time consuming method, but it is really effective.

FACEBOOK MARKETPLACE

Caution: We are not a buy sell trade...people mostly are looking for a deal. But it is a good place to post an item and say, "if you like this type of item, please join my facebook group" and provide the link. With their expansion, the Facebook marketplace can be a good place for beginners to find their target market. Use the right language.

CROSSPOSTING TECHNIQUE

Only works if you have a Facebook page. You can crosspost on your business page, "Hey everybody, look at this brand new mug. You can't get it on the website, or anywhere else. You can only get this for \$12 tonight in my group. Link in the comments." This works well if you do this occasionally on your Facebook page.

OTHER MAKERS WITH A SIMILAR MARKET

Partner with another maker that has the same target market. Share each other's pages...shirt makers and sign makers...or shirt maker and jewelry maker...sign maker and a furniture maker. Reach out to other people to do a combined sale, or featured in a Facebook group. Reach out and promote each other's groups or pages.

THE MOST CONTROVERSIAL WAY TO GROW A GROUP

ADDING PEOPLE FOR A GIVEAWAY

This is a controversial method. If you don't like this method, don't do it. But it does work. You get to decide how to grow your business. This is how I grew my sign-making group. More details are in the training video.

The Method:

1. Pick 3 items to offer in your giveaway that are completely different so that you give customers an option of what to win. (more details in video).
2. In the post say "GIVEAWAY!!! GIVEAWAY!!! (See the next couple of pages for specific copy ideas.)
4. As people add their friends, you will be able to see who added people and approve them. Once you see that a person has added 3 people and commented, then they are eligible to go into the random drawing.
5. I recommend having \$10 and under items for the giveaway. You will need to decide if you want to cover the shipping or have the winner cover. I cover the shipping unless it is a very big item to ship. Picking smaller items that aren't a lot of money or time will help you.
6. Put a time limit on when the giveaway is over to create urgency and make sure you follow through. Do not do a giveaway over 72 hours. The sweet spot for me is 48 hours. I post on Wednesday. Promote it again Thursday. (more copy ideas for a reminder post on the following pages.) Don't pin it...just add a new post. Promote it again Friday morning. Draw the random person on Friday.
7. If you are brand new you can do this once a month for the first three months. For the first one you can ask them to add up to 5, but 3 is my sweet spot. Then you can do it 4 times a year. Make sure you are thanking your members for supporting and sharing your business!

COPY FOR GIVEAWAY POSTS

EXAMPLE 1

24 HOURS ONLY! GIVEAWAY, GIVEAWAY!!

Pick one below or develop one that would fit your product.

Which SMELL would you LOVE to have throughout your home? or
Which one of these would you LOVE to have in your home? or
Which one of these would you LOVE to wear? or
Which one of these would you LOVE to have for your ____?

We are doing a GIVEAWAY starting today! Want in? All you have to do is ADD 3 people to the group (if and ONLY if you feel like they would love our product and want in on deals). Once you do this please comment below with your choice, A, B, or C.

THIS IS ONLY available to enter for 24 hours! thank you for helping us grow our group! We will announce the winner at _____ on Friday.

(You will notice I very rarely on anything put first person, I don't know why but it just feels safer to me, lol).

EXAMPLE 2

More of a simple post: Less reading at times will convert better.

It's GIVEAWAY time! Please help us grow by adding 2 people to our group in order to be entered to win one of these amazing _____.

RULES to Qualify: Add 2 Friends of our yours to our group (IF and ONLY if you feel they would love our product).

Comment below with the choice of _____ you would LOVE to get for FREE!

A winner will be drawn on _____ and announced here.

(Make sure to add SHIPPING if you want to charge that, I recommend not charging shipping BUT if you must you can.)

COPY FOR REMINDER POSTS ON 48 HOUR GIVEAWAYS

3 EXAMPLES

If you are running a 48 hour giveaway you want to make sure you post a reminder and something Simple....

Here are 3 Copy statements to choose from:

A. GIVEAWAY.... Have you entered yet? We posted a giveaway yesterday and it's one you WILL want to have. Find it below this post here and get a chance to WIN!

B. Time is TICKING away! You have 24 hours until a lucky winner will be drawn to win your CHOICE of _____.
Find the post below this one!

C. DID YOU SEE it? YES YES YES! We are having our first ever (or 2nd or 3rd) giveaway, we are excited to grow our group and want to THANK you for helping us grow by giving you a _____. See Giveaway post below to enter to win.

DISCLAIMER

PLEASE READ!

Facebook has terms of use that do not allow giveaways like this in groups. So if you decide to do this giveaway for adding members, you do so at your own risk. Lots of people do them...but I feel I have to warn you so that you know. You can click anywhere in this box to get some more details or go here <https://www.facebook.com/notes/addicted-to-networking/contestgiveaways-facebook-rules-/291002507596530/>

WHEN TO POST FOR SALES AND INTERACTION

SALES

Typically Tuesday, Wednesdays (maybe) or Thursdays are great days. If your target market is involved in Wednesday church then Wednesday might not be the best. Mine are almost always on Thursday nights. Try them and see what works for you. Sunday evening may also work.

INTERACTION

Friday evenings are best for interactions. I do a lot of my paint with me posts on Friday evening. This can be an interaction post but not a sale.

Another time or day is Sunday evening to do an interactive post or a sale.

THE WORST DAY

Don't post sales or interactive items on Mondays. Mondays are hard for everyone. Nobody remembers anything on Mondays. Post memes on Mondays. Mondays are too busy for a sale.

FACEBOOK GROUPS

IDEAS TO POST

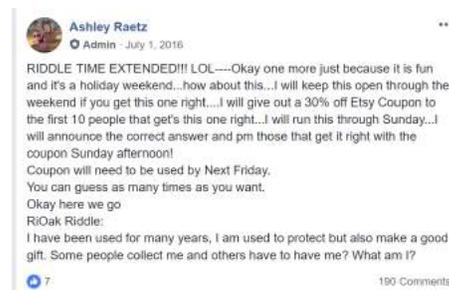
1. Picture Contest. "I have some restock bucks. Please post a picture of one of our products below and we will pick a random winner."

2. Games
(There will be a full bonus training on having a Scavenger Hunt during the last training for our Facebook Groups.)

3. "Did you know" posts. You are giving them little bits and pieces about your product, your business and you. Let them get to know you.

4. Themed months. Set a theme for every month and develop content and product around that theme. This is especially easy for service based products...but works well with physical products, too. See the next pages.

5. Coupon posts. You want to offer things to your group that they can't get anywhere else. These are your VIPs.



*How many times to post?
Every other day. Unless you are leading up to a live sale. If you are doing a live sale, keep your 7-14 days of daily posting leading up to the sale.

MONTHLY THEME IDEAS

JANUARY

Blowout Month- blowout sales to make room for the new year.

Winter Month- white or blue items or items to be used during winter.

Martin Luther King Jr.'s Birthday- posts about dreams

FEBRUARY

Love month- Create product that is red, white and pink. Post about Love stories, coupon codes that have love in it etc.

Groundhog Day

President's Day

MARCH

Green Month

St. Patty's Day, luck of the irsh--great theme for giveaways this month, Pot of Gold winner

Women's history month- most influential woman and quotes are great for this month.

APRIL

Pastels- create product all dealing with pastel colors.

Easter--- Scariest Easter bunny you have ever seen post, hidden Easter Eggs

Earth day, create products and inform customers about natural products or ingredients.

MONTHLY THEME IDEAS

Brainstorm your own ideas.

JANUARY

FEBRUARY

MARCH

APRIL

MONTHLY THEME IDEAS

MAY

Cinco de Mayo
Taco Tuesdays posts,
recipes,

Mother's Day. run a sale on
Mother's day gifts., mom
stories

Memorial Day
Run a high discount for
veterans families.

JUNE

Fathers Day gifts, dad
stories, bad dad jokes and
puns

Summer begins- Product
relating to summer, summer
reading list, summer recipes

Make product and sell for
4th of July- Sold in June if
not May.

JULY

Independence Day and
Canada Day: Create RED
and WHITE product, or red
white and blue product in
observance of
independence day.

History month- American
or Canadian history trivia

Primitive items for the
summer

AUGUST

Back to school: products,
first day of school pictures,
count down for mommy
breaks, mommy self care

Start promoting all things
fall.

MONTHLY THEME IDEAS

Brainstorm your own ideas.

MAY

JUNE

JULY

AUGUST

MONTHLY THEME IDEAS

SEPTEMBER

Labor Day- work related posts

Grandparents Day- special deal for grandparents

Autumn begins. Pick Fall as your theme-

OCTOBER

Halloween- Scary Stories, Hay rides, pumpkin patches,

DIY Lives are big,

Fall home tour.

NOVEMBER

All about food, recipe sharing, pie, turkey.

Create promotions for Black Friday and Cyber Monday or Cyber week.

Prepare for the RUSH.

DECEMBER

Christmas- DIYs, decorate with me, recipe sharing, traditions, go live at any events.

New Year's Goals- especially service based want to have content in place for after Christmas.

MONTHLY THEME IDEAS

Brainstorm your own ideas.

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

FACEBOOK GROUPS

PSYCHOLOGY OF THE CUSTOMER

Use 2 examples in posts leading up to a sale to create urgency.

Tonight ONLY

Today ONLY

We ONLY have 3 of these available...

These are ONLY available tonight.

These are ONLY available for 2 days.

You can ONLY get this deal today.

You can ONLY get this deal in my group.

LIMITED time offer for 1 day only.

LIMITED quantities...

PRICE GOES UP after....

PRICES GOOD THROUGH this week only.

FACEBOOK GROUPS

PRODUCT DEVELOPMENT

During a restock sale, I use the following wording...

"The first person to comment on this is going to be the winner, however if the sale falls through and you would like to be considered for it next in line, please comment below "me or next". Please continue to comment so I can see if this is a product that you would like to have."

When you go back through the comments, and you have a product that has many comments under it, then it tells you that this item is a good selling product! It is one that would be good to take orders on or list on Etsy or Amazon or use to funnel order to your website or another platform. If it has no comments or only one comment, it might not be a product that would be worth that much effort.

*******THIS ONLY WORKS IN AN ALREADY ENGAGED GROUP.**

If your group is not engaged or has just begun you may not have a lot of comments only because of the newness or lack of engagement.

FACEBOOK GROUPS

4 TYPES OF SALES FOR A GROUP

1. Order Day

2. Restock*

3. Auction*

4. Live Sale

*training coming in the next 2 weeks

FACEBOOK GROUPS

ORDER DAYS

Do: Have an order day. Take orders once a month, once a week, twice a month. This is a great simple way to control the number of orders coming in and it creates urgency. They have to order on that day. You can offer special deals. Don't let your making time go beyond two weeks. Then you create the orders.

Don't: Always stay open for orders. This doesn't create urgency to order. It also means you are always trying to keep up with orders.

FACEBOOK GROUP SELF CRITIQUE

IS MY DESCRIPTION FULL?

What is group about, how to purchase, what do they get for being a member, rules, contact info?

HOW IS MY COVER PHOTO?

AM I POSTING CONSISTENTLY AND WITH A PURPOSE?

MY NOTES

HAVE I CLEANED OUT OLD STUFF?

HAVE I CLARIFIED ITEMS THAT ARE NO LONGER AVAILABLE?

HAVE I TURNED OFF THE SALE FORMAT?

POSTING WITH A PURPOSE EXAMPLES

ORIGINAL

How adorable are these coming to the shop!! These will be opening up for a pre sale early next week!! Which is your favorite!!

PURPOSEFUL

Look how adorable these are! You all are going to be SOOOO excited! These adorable Christmas shirts will be arriving at Purkey Tile Next week. Join me for a preview on Tuesday at _____ pm. As I share with you my favorite! Which one do you just have to have for the holiday season? comment below for you chance to get purkey bucks on your next order.

ORIGINAL

Good morning! Make sure you head over to the main page today and check out the latest post! Someone might just win a cup but you gotta go like and share the main page!!

PURPOSEFUL

Good Morning!!! Did you all see the awesome GIVEAWAY we are doing today? Did I hear you say NOOOOOO???

NO problem, please click link below to see the post we are doing, HINT: there is something for FREE from ME to YOU!!!

Have a great Day My friends, may the luck be with you!

ORIGINAL

Good morning!! I have been super quiet in here and I apologize. My daughters puppy got out over a week ago and we have been trying to find him since with no luck. I'm hoping he is safe with someone at this point! I have been getting some work done and finally got this beauty out yesterday. Now I am headed back to the shop to get some work done!

Image may contain: plant, nature and outdoor.

PURPOSEFUL

Good Morning, we have had some bad luck here at Purkey Tile. Have you all ever lost a pet before? My daughter is devastated. Have you have ever had a devastated child before? It's been rough here but we are back in the shop and ready to do some work. I chose to use GREEN on this design hoping luck of the Irish will help us today.

FACEBOOK GROUPS

WHAT IS A RESTOCK?

A restock is when a business decides to "restock" their Facebook group so that members can purchase items. Think of it the same way that other stores "restock" their shelves so that customers will be able to purchase from them.

I started using this name for this style of sale in my group many years ago.

You do not have to call this type of sale a "restock" like I do. You can call it a...

SALE

VIP EVENT

(your business name) EVENT
or some other catchy name.

FACEBOOK GROUPS

OUTLINE OF A RESTOCK

1. Pick a date a couple of weeks away.
2. Announce it to your group.
3. Make products for sale.
4. Post 7, 4, and 1 day before.
5. Create picture/description posts.
6. On the day of...post the rules.
7. On the day of...post a sneak peek.
8. On the day of...go live before sale.
9. Post picture/descriptions one at a time.
10. Post a meme to remind of end time.
11. Post shipping meme.
12. Post pickup meme.
13. Tag winners.
14. Send invoices.

FACEBOOK GROUPS

CONTENT BEFORE A RESTOCK SALE

Start posting about 2 weeks ahead of time.

But unlike with a live sale on a Facebook Page, we DO NOT have to post every day.

But you need to make sure you keep posts in your group about:

- what you are creating for the restock
- dates and times of the restock
- what will be included (sneak peeks)

You can definitely start letting your people know about the restock 14 days before it happens, but you don't need to be posting about it every day for 2 weeks leading up to the sale. See the next page for a more detailed schedule for the 7 days leading up to your sale.

POSTS LEADING UP TO SALE

EXAMPLES

1 week before



4 days before

Day 4: We have been working so hard to bring you something NEW something you have never seen from us before, and here is the cool part... you can earn FREE R/Oak Restock Bucks!!!
Comment below what your favorite product is here and I will pick a random winner when I go live to visit with you all Thursday night before the sale!



Day before the sale

Day before the sale ideas:

Post three pictures! Take a poll of which one the group likes better.

(Tell them, "Whichever one you choose will be the DEAL of the NIGHT!!")

Post pictures of products ready for sale.

Do a live of you making something on this day.

OR do some sort of interacting post! Anything to get them commenting!

Day of the sale: 2nd post

Day of sale

Post rules:

Day of the sale: 3rd post

Day of sale:

Go live 30 minutes before to talk about rules and announce winners a product if the night.

Day of the sale: 1st post

Day of sale:

It's here!! Here is a big sneak peak of our restock happening tonight!



Next is to start the Restock!

RESTOCK RULES

ASHLEY'S RESTOCK RULES: ADJUST AS NEEDED

RIOAK RESTOCK RULES: PLEASE READ BEFORE YOU PARTICIPATE IN THE
RIOAK Restock tonight: 7:00PM Central

1. First to comment on the post will get the item FOR THE PRICE LISTED.
Post will have the picture, the size and price.

2. If you like the item and would like to have it if the sale falls through,
please comment NEXT under the winner. You will be contacted if the item
is not paid for or picked up- per rules. PLEASE DO NOT DELETE
COMMENTS, MAKE SURE YOU WANT ITEM, NO PASSING.

3. ALL ITEMS MUST BE PICKED UP BY THURSDAY OF NEXT WEEK---
Schedules for pickup ARE POSTED.

Please comment the day and rough time you will be here.

4. If you need shipping- SHIPPING WILL BE \$10 UNLESS STATED
OTHERWISE IN DESCRIPTION. \$10 for one sign, \$15 for two or \$5 each
once you have three items. Please comment on shipping post.

5. We bill through Etsy or our website for ALL CUSTOMERS NOW—Listing
will be made and sent to you by noon tomorrow. All items will be shipped
out by next Wednesday. Listings need to be purchased, by Friday at
7:00pm.

6. I will not be able to answer any questions while posting, I will answer
questions after I get done posting all items up for grabs.

All items will remain up on site until tomorrow at noon that you will be
able to purchase.

7. Tax is added for Missouri customers.

HAVE FUN---CHEERS FROM MY COFFEE CUP TO YOURS---MAY THE
FASTEST HANDS WIN! THANKS SO MUCH-ENJOY OUR CREATIONS FROM
THE WEEK!

RESTOCK POSTING TIPS:

DO

- Post 1 item at a time.
- Include a very short description.
- Give them the size.
- Give them the cost.
- Add the color if desired.
- Let them know how many you have.
- Post 1 post with picture right after another.
- Tell them how long they have to shop. (1-2 hours usually.)
- Make your pictures good but they don't have to be perfect.

DON'T

- Post in an album.
- Include a detailed description.
- Wait in between posting each picture.
- Make the sale last too long.
- Forget good pictures. They don't have to be perfect, but if they are...you can reuse them for marketing, Etsy, Amazon, etc.

HOW TO POST ITEMS AND AFTER THE SALE:

EXAMPLES



3 examples of restock product posts

YOU have until 9:00 tonight to be able to purchase!

Post something like this after you get done posting all of your products!

Invoicing has been completed and all winners have been tagged. If there is a mistake or something has been missed please comment on this post. Please pay invoices by 7 pm tomorrow evening. Please remember during restocks to sign up on the shipping or pick up post with the day so I can send you a proper invoice. Thank you all again for a great night. All items will be shipped out no later than next wednesday. HAPPY WEEKEND! You all are truly the best!

RiOak
Fall Product Restock

Post something like this after you have tagged all the winners.

Post a pickup meme that you make in Canva for customers to comment under



Post a shipping meme that you make in Canva for customers to comment under

FACEBOOK GROUPS

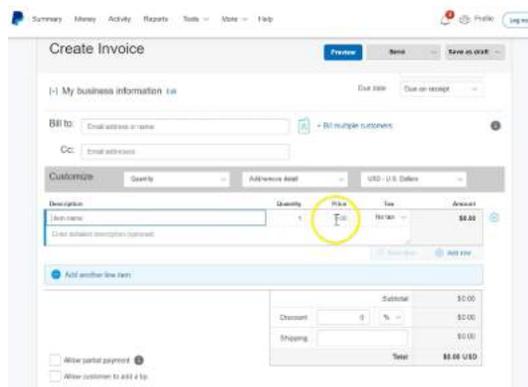
TAGGING WINNERS

Start tagging. You can begin this even before the sale is over. Reply to the first person to comment and tag their name. You can also give a gentle reminder to comment on the shipping or pickup post.



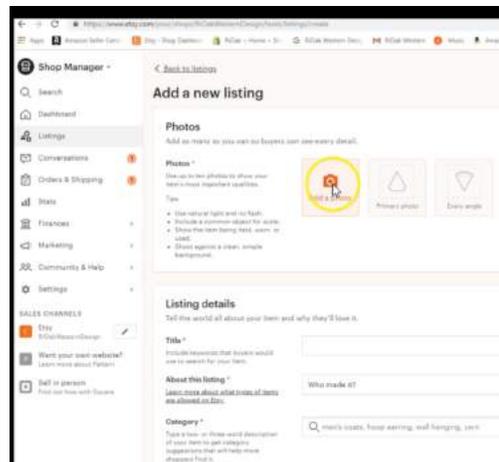
INVOICING OPTIONS

PAYPAL



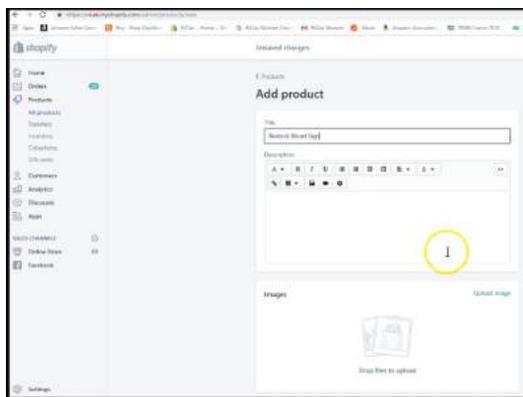
Use Paypal to create an invoice. You will need customer emails. You can add shipping and tax.

ETSY



You can add a listing on Etsy and send it to customers to purchase.

SHOPIFY



You can also add a listing on your own website. The example in the video is from Shopify.

THOSE WHO DON'T PAY...

If you have someone who doesn't pay, good customer service would be to message them and give them a reminder to pay.

If they still don't pay, you can move on to the first person who commented "next" on the sale to see if they are still interested.

FACEBOOK GROUPS

DIFFERENT WAYS TO SELL

1. Restock- My favorite. I love to pair with funnel marketing to my website or Etsy.
- 2.. Auction- great for moving product that is damaged or overstocked.
3. Open Orders- Least favorite way, but if you don't have a website or Etsy, this is a great way to train you people how to shop from you and to get started selling. But this is a time consuming way.
4. Order Day- Longer time frame than a restock. Not as much urgency but more than open orders. One dedicated day to take orders.
5. Funnel Marketing- Sending customers from Facebook Group to your Etsy or Website.

EXPERIMENTING

Always do some change-ups in your group. I recently added a \$10 and under sale this year for the first time ever. It was only available to my group. Be sure to try and revamp these ideas to see what will work in your group.

My preference for selling is restock with funnel marketing and fun sales every quarter or twice a year. I usually do an auction every 6 months. Everyone has a different target market. You will have to experiment to see what resonates with you and your customers.

FACEBOOK GROUPS

HOW TO USE AN AUCTION

Use it for:

Products that are damaged. Have a "Dents and Ding Night" Customers are getting a great quality product with small scratches or imperfections.

or

Use it for:

Products that haven't sold at a show or a live sale...or that just haven't sold well in general.

FACEBOOK GROUPS

GETTING READY FOR AN AUCTION

Beginning 14-7 Days before your auction, begin getting ready for it. The more engaged your audience is, the less time you need to warm them up to any sale. We have to train our customers how to plan for our sales. See the Restock and Live Sale Training for more posting ideas.

You will need to let them know...

1. They will get great deals.
2. You will be moving out product.
3. It's an auction style sale.
4. Give them sneak peeks of some of your bigger or nicer items that will be in the sale.
5. Details on date and time.

FACEBOOK GROUPS

SAMPLE AUCTION RULES MAKE SURE YOU EDIT FOR YOUR SALE

1. Beginning at 8pm I will start posting pictures of signs with a SB (starting bid) amount and the size of the sign.
2. You can bid by posting at least the starting bid in the comments. If someone else has already posted a bid in the comments, you can bid in \$1 increments in the comments to bid more. (Ex. Someone comments 5, you can comment 6 meaning the bid is up to \$6 by you.).
3. At 10pm the bidding will end.. I will use timestamps to the highest bidder (before or through) 10pm. They get to buy the sign for their bid price.
4. I will message the winners with their totals and a link to pay. Payments must be received by Friday at 1pm..
5. Please comment on the shipping or the pickup post after the sale. Shipping will be \$10 for the first item. \$15 for two items. \$20 for 3 items, etc. If you have over 3 items I will try to calculate the actual shipping to make sure you get the best deal. All items will ship within 1 week of payment receipt. Local Pickup is free and I will arrange a time with you for that.

Happy Bidding!

AUCTION SALE

TIPS

Warning: I do not want you doing this style of sale unless you have an engaged group. If you try this style of sale with a group that is NOT engaged...you could end up eating the cost of a lot of product. Wait until your audience is engaged. If they are engaged, this is a great way to move product.

Method:

Take pictures of everything and run this exactly like a restock, except the way we post and the starting bids. You will still be posting one item right after the other like during a restock.

Psychology of the customer:

The customers get so wrapped up in getting something and beating out other people who want it, they will sometimes pay more than an item is worth.

Starting bids:

I do not recommend that you have any starting bid over \$5...which worries some people, but if you have an engaged group, the competition will set in.

Damage:

If you are selling an item with damage...include an overall picture and a small close up of the damage. They need to know that this is a no refund type item.

Sample Description to post with pictures:

12" by 24" black with frame

SB \$3

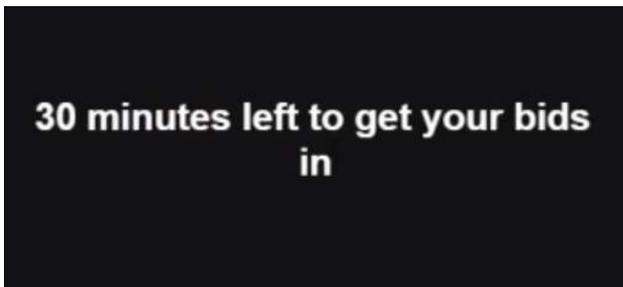
(Please note small scratch as shown in second picture).

AUCTION SALE

ENGAGEMENT

Make sure you post at these intervals after you are done posting items to remind people who have already interacted to come back in and check on their bids. Some of the biggest activity tends to come in the last 15 minutes.

30 Minutes Left!



15 Minute Call!

Do you have your eye on something special?



5 Minute Call!

You do not have to offer a giveaway, but I give you a lot more ideas in the video to make customers feel appreciated.



1 Minute Warning

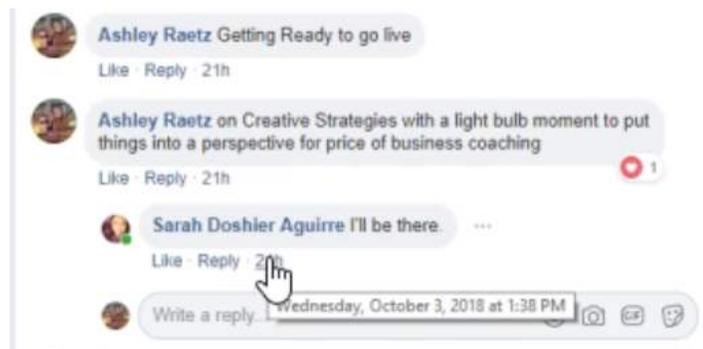


AUCTION SALE

THE LAST MINUTE AND TIMESTAMPING

You can choose to have your sale go through the last minute or be up until the last minute of your sale. If the sale ends at 8pm, you can take the last bid made before 8pm hits, or the last bid before 8:01pm hits. It's up to you, just let them know in the rules. The last person to comment on that minute is your winner.

By hovering your Facebook hand over the date you are able to see the exact timestamp of the comments. That way you can see exactly who got the last comment before the minute ended. If people need a photo of the timestamp, you can take a photo with your phone and send it to them for proof of who was the last commentor in time.



Now you make a shipping post and a local pickup post just like you did in the Restock training. As soon as winners are tagged, you will use the same process of the restock to tag winners and invoice using your preferred method. You can send your invoices the same way you do in a restock.

ORDER DAYS

TIPS

This is great for more structured people, for groups with some engagement but not a lot, and for people who want to take orders...but on their own schedule

For example let your people know "On the last Tuesday of every month I will be having an order day." Be sure to lead up to the order day, giving reminders and sneak peeks. This can have a longer time frame to order than a restock or an auction. But shorter times create more urgency. Be sure to keep your group aware of the times they can place an order on that day. Be sure you get paid before you place an order or start making any order.

You can do this once a week, or every month, however you want to structure it. This is an example post...

Metal Pumpkin Bucket

\$15 (\$8.95 shipping)

Please comment below to be able to purchase. I will send you an invoice.



OPEN ORDER GROUP

DO

- Create an album for everything that you have available.
- In the description let you customers how orders to run.
- Let them know that the prices are on the pictures.
- Let them know they can comment on the album or on individual pictures.
- Use this method if you don't have Etsy or a Website or if you are in the very beginning stages of selling in a group.
- Let them know about shipping, processing time, how invoicing will work and everything they need.

DON'T

- Check in on the group rarely.
- Forget you have to be there to answer questions, send invoices, etc.
- Worry about using this method if you are already selling in Etsy or on a website.
- Forget to post and feature new items as they are added.

FUNNEL MARKETING

WHAT IS IT?

One example of a funnel is when you tell customers on one platform to go to another platform to buy from you.

A Facebook group is a great place to funnel engaged customers onto your website or your Etsy. You have to have an engaged audience to funnel people to other places.

Facebook does not like us adding links in our groups, they may not show it to as many people. Also customers are more reluctant to leave Facebook to go somewhere else. But if you have an engaged group, this can be a great way to funnel people to another platform.

You need to have built up your engagement, before you give them a funnel link to a website or Etsy. You need to go live about it showing off the product. You need to introduce it in a sneak peek. Then after it resonates with them and you've lead up to it, you can create a post with a link. But you will not be posting like this daily or even weekly. Facebook will tank your views and nobody will see it. Facebook doesn't like to show links to other pages to your people. If your engagement is high, it will work. In a bonus video, I will show you how to pair this strategy with a Restock to create a selling machine month after month.