

FACEBOOK GROUPS

PART I



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

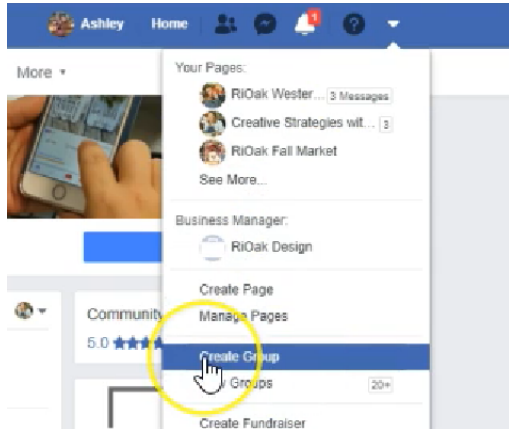
5. Do you want to offer your customers excellent customer service?Y/N

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.

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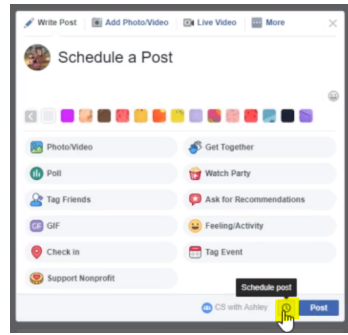
COVER PHOTO, MEMBERS, POSTS

- 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.

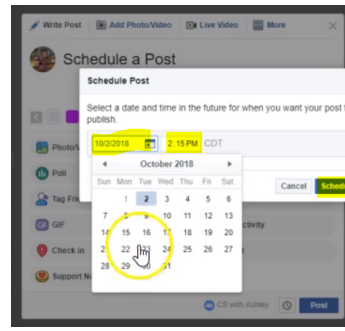
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SCHEDULE A POST

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

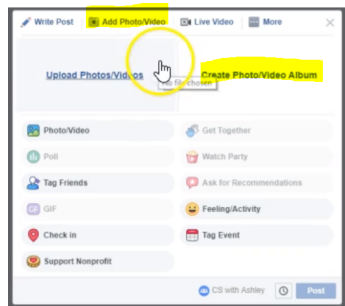


2. Select desired date, time and click schedule.

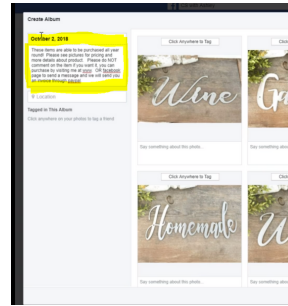


CREATE AN ALBUM

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.