# Pop-Up Groups



## Pop-Up Groups

Pop up groups are usually Facebook Groups that are only open for a short amount of time. They can be free or paid, depending on what kind of purpose you are using them for. The main thing is that they don't last forever, which makes them sometimes easier to build frenzy and engagement inside of.

PurchasedWorkshop

Free Challenge

- Project based
- Paid Challenge

Seasonal

Training

### Pop-Up Groups

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#### Free Group Pros

- Easy to get people to join.
- Nice to use for marketing.
- A good way to introduce yourself to lots of people.
- Easy to have people delighted, because everything is free.
- May be easy to get some testimonials which could lead to a paid group later.

#### Paid Group Pros

- You get more buyers than lookers by charging even a small amount.
- If the offer is good, even a small fee won't deter people.
- A chance to love on buyers and not as many freebie seekers.
- If you can help them for free, they will be more inclined to pay to have even more help.

## POP-UP GROUPS

Take a moment and brainstorm for a pop-up group for your business.

Use your accountability group to help you plan for how to host and

use a pop-up group to benefit your business.

What will people get?	
How long will it last?	
Will it be free or paid and why?	

### POP-UP GROUPS

### **Engaging Post Ideas**

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Summarize Your Pop-Up
Group Plan