

COACHING
CONCIERGE



FACEBOOK GROUP MASTERY

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HOW TO SET UP & OPTIMISE YOUR FACEBOOK GROUP

Looking to establish a solid foundation for cultivating a consistent stream of online fitness clients?

The key lies in creating genuine connections with your ideal audience and nurturing these relationships over time. Enter the power of a strategically optimised Facebook group.

PICTURE THIS

Inviting potential clients to join your exclusive community creates a space for building relationships and establishing an intimate connection through tailor-made content and personalised conversations in direct messages (DMs).

Moreover, diversifying your content platforms is a smart move in today's ever-evolving social media landscape. By utilising a Facebook group, you're not only cultivating a client base but also reducing risk; if one platform encounters shifts or alterations due to changing algorithms, you have other assets you can rely on to keep your business booming.

NOW, THE GOLDEN QUESTION

HOW CAN YOU ENSURE OPTIMAL RESULTS?

It all begins with setting up your Facebook group the right way, right from the get-go.

Ready to dive in?

Let's get started!





3. Choosing the right name
4. Optimising your banner photo
5. Descriptions that enhance join ups
6. Setting up your group questions for leads
7. Improving your engagement & DM open rates
9. Generating leads
10. Farming clients
11. Generating applications
12. Content ideas for your group
14. Final words

CHOOSING THE RIGHT NAME



When it comes to choosing the right name for your group, many coaches position it in the wrong way. Simply calling it your company or coaching service name is not optimal for two reasons.

SEO

If your coaching service focuses on women's fat loss, using these search terms simplifies the process for your ideal clients to locate your group. Additionally, updating your group URL with the name is crucial.

Furthermore, the more specific your group's focus is to Facebook, the easier it becomes for the platform to recommend it to individuals interested in similar groups.

VALUE

Most individuals do not primarily use social media for direct selling or purchasing (these transactions occur more frequently on platforms such as Google or Amazon), despite their inclination towards online shopping.

Your group name should be perceived as a lead magnet, created to convey the value it offers to your particular audience. After all, nobody enjoys a spammy group that inundates them with constant sales pitches.

A GOOD FORMULA TO CREATE A NAME IS

Free (1 thing you help with) & (another thing you help with) community for (who you help)

For example, Free Fat Loss & Fitness Community For Busy Dads.

The other version can include your brand name if you have one...

(BRAND NAME)

Free (what you help with) Tips For (who you help)

For example, Ultimate Performance: Free Fat Loss Tips For Business Owners

This represents a straightforward method to communicate your value and optimise your group for search and recommendations.

OPTIMISING YOUR BANNER PHOTO



When optimising your banner photo, steer clear of generic images. There are two options to consider, depending on the maturity of your group and business.

The first version should emphasise community. Given that a Facebook group centres around individuals connecting over shared interests, opt for an image featuring a group shot of you and your clients. This imparts a sense of belonging and adds social proof to your group.

Here is an example of what this can look like:

OPTION 1.



The second version is ideal if you've achieved significant results with your clients. This is where you can incorporate before-and-after photos to showcase your authority in your field, which is always crucial.

Here is an example of what this can look like:

OPTION 2.



Both options have their merits. Option one is preferable for those just starting, emphasising value over selling. Option two is better suited for a coach with an established group or brand, allowing for a more direct emphasis on how you provide help.

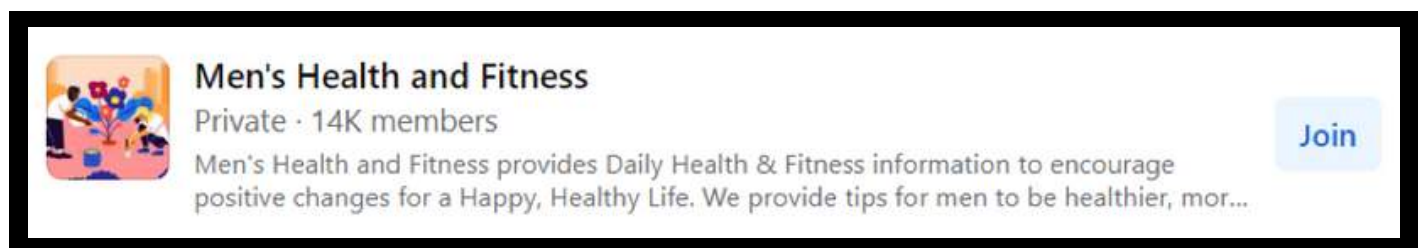
DESCRIPTIONS THAT ENHANCE JOIN UPS



One of the most significant errors coaches make when establishing a Facebook group is failing to clearly communicate the benefits it offers to potential members.

Promoting your coaching services outright in the group description is discouraged, as it can deter most people, even if you're already established.

Considering the user journey on Facebook, individuals initially encounter your optimised name and image. If they're intrigued and want to learn more, the next natural step is to read what your group is all about.



Your primary goal is to entice potential members to join and encourage that initial click.

Here's a structured approach to optimise your about section in four simple steps for optimal results:

1. Welcome your audience
2. Clearly state who the group is for
3. Confirm what they can expect from you
4. Ask for the click (CTA)

Here is an example of one written by us:



Welcome To Aspire Coaching | Fat Loss, Lifestyle & Mindset Tips For Busy Women!

If you're a busy, ambitious woman who has dedicated years to your career, friends, and family – all while your own body, health, and confidence took a backseat – then this group is for you.

In this group, I'm committed to helping you achieve your dream body, cultivating a strong and empowered mindset, and embracing a balanced lifestyle. You can expect:

- ✓ Access to free workout routines
- ✓ Nutritional guidance and delicious recipes
- ✓ Regular doses of inspiration and motivation
- ✓ Tips for both lifestyle and mindset enhancement

...And so much more!

Request to join now and I look forward to welcoming you **See less**

SETTING UP YOUR GROUP QUESTIONS FOR LEADS

Now that you've optimised the fundamentals of a successful Facebook group, now is the opportunity to start generating leads right from the start!

Facebook group questions are often underutilised. Here's a proven formula that we highly recommend.

QUESTION 1

What is your biggest struggle when it comes to achieving your goals?

This question is highly beneficial as it aids in gaining a deeper understanding of your audience. Remember, you're in the business of solving problems.

The answers collected here can be used to optimise your copy, create free trainings, and develop lead magnets based on your audience's responses.

Additionally, it serves as an excellent reference point for generating social media content ideas.

QUESTION 2

I've just put together a FREE guide on how to (solve a problem your audience struggle with).
Would you like a copy? Write your email below...

This question serves as the perfect opportunity to build your email list by offering a valuable lead magnet in exchange.

This approach ensures that your audience not only engages with your content within the group but also receives your content directly in their inbox.

QUESTION 3

I specialise in helping (audience) to achieve (the results you provide), would you like more information on how you can achieve this with proven strategies? Type YES or NO

Anyone who responds with a "YES" is showing interest in what you have to offer. This presents a great opportunity to reach out via direct message when they join and initiate a conversation about their struggles and goals.

This conversation could potentially lead to a consultation if there's a good fit between their needs and the services you provide.

IMPROVING YOUR ENGAGEMENT & DM OPEN RATES

To boost engagement with your audience, it's crucial that they actively interact with you. Due to certain restrictions on Facebook, sometimes your direct messages may go unread. Here are some tips to address this issue.

1. USE THIS INBOX HACK

Formula: <http://m.me/yourfacebookusername> (after the '/' should be your unique url)

When responding to a comment, inform your group member that by clicking the provided link, they'll be able to access and read your message. This method bypasses the necessity of being friends, allowing direct access to your inbox, which will increase open rates.

2. USE THE @EVERYONE TAG

The "@everyone" tag is an effective method to broadly inform your members about crucial posts or opportunities. It's important not to overuse this tag; reserve it for the most significant updates to maintain its impact and prevent it from being disregarded.

3. SEND AN EMAIL WITH A REMINDER

If you've requested an email and sent a direct message to a member, consider sending a personalised follow-up email. This email should inform them that you've reached out to them on Facebook and provide a link through which they can access the message (use the link mentioned in point number 1 above).

4. TAG THEM IN A WELCOME POST

When a new member joins the group, it's essential to create a welcome post outlining their next steps and emphasising the value they'll gain. This is also a chance to encourage them to request your lead magnet, this time by inviting them to send a direct message (DM).

IMPROVING YOUR ENGAGEMENT & DM OPEN RATES

Here is an example of a well written welcome post:

Hello and welcome to the community! If you are (the type of person you help) who wants to (the results you offer)... you are in the right place!

The reason I started this community is because...

(share a personal story around why you started helping your audience, keep it short and to the point and now you are on a mission to help others).

Inside of this group you will get (examples below)

- 👤 Coaching on how to improve your fat loss & training results
- 🍲 Incredible recipes that taste delicious while staying on track
- 💪 Varied workouts to burn fat and get in shape
- 👩 A dedicated community of like-minded women
- 💬 The ability to ask questions and get support

Sound good? Be sure to make yourself known and ask questions - I'm here to support you all the way!

And if you haven't yet requested your FREE copy of my (lead magnet name).

DM me with the word 'KEYWORD'. 📧 and will send it right over.

***What your members expect to receive within the group should always be delivered without fail.**

Failing to do so could break trust, as it may seem like false promises.

It's crucial to consistently deliver on what you promise.

GENERATING LEADS



To consistently generate leads, it's essential to continually provide value to your audience. This can be achieved through various short lead magnets, such as guides, specific video trainings, cheat sheets, or exclusive client-only sessions shared with a limited number of members.

You can create a concise, direct post utilising Facebook's 'background feature,' which stands out in the feed.

Ask your audience to comment to receive the training. This approach allows you to initiate direct messages (DMs), provide the training, and start a conversation, effectively engaging with your audience.

Here are some examples:

**I JUST PUT TOGETHER A
SIMPLE FREE FRAMEWORK ON
HOW TO BEAT STRESS EATING**

WHO WANTS IT?

Comment 'STRESS GUIDE' Below



**I've Just Put Together A
FREE GUIDE Covering My 5
TOP Tips That Hold You Back
From Losing Weight!**

**It's 6 Pages Of Pure Value.
WANT IT?**

COMMENT 'GUIDE' BELOW

FARMING CLIENTS



When aiming to initiate conversations that lead to consultations, many coaches either passively wait for their members to reach out or resort to creating posts directly selling their coaching services. However, there are alternative approaches that you can consistently engage without constantly engaging in direct selling.

TIP 1:

Reach out to old members. Initiate a conversation with those that you've never interacted with before. Send a message expressing gratitude for their membership and ask if they're currently facing any challenges. This is an excellent way to start a dialogue.

TIP 2:

Reach out to engagers. Members who consistently engage with your content are potential leads. Send them a thank-you message (voice or written), acknowledging their engagement and offer your assistance if they need help.

TIP 3:

Engage with engagers. Respond to comments with open-ended questions that prompt further interaction. If you identify someone who could benefit from your services, transition the conversation to direct messages (DMs).

TIP 4:

Create polls. Utilise polls to understand your audience's needs better. For instance, if many members indicate they are struggling with nutrition, use this as an opportunity to send a DM and offer your help.

TIP 5:

Ask questions. Pose questions to your audience, such as 'Nutrition vs. Training: Which is harder for you?' This prompts members to share their struggles. Initiate a conversation in the comments, and if necessary, move it to the DMs for further discussion.



GENERATING APPLICATIONS



Generating applications for your coaching program on Facebook is a straightforward process, but it's crucial to prioritise delivering value and fostering good engagement beforehand.

For a brand new group, it's advisable to hold off for the first 3-4 weeks before presenting opportunities. Repeatedly offering these opportunities more than once per week could potentially break trust with your audience. Remember, they join the group to receive value, not to be bombarded with constant sales pitches.

Here are a few examples of posts that can effectively generate applications for your coaching program:

🔥 CAN WE JUST TAKE A MINUTE TO CONGRATULATE ALAN? 🔥

When he first came to us, he was struggling with his weight. He loves his food and would not only finish his own food, but others in the family if there were left over.

Being a military, he was a beacon of fitness but had let himself go and his weight blew up over the years.

Scrolling through Facebook, Alan saw an opportunity and joined our 7 Day Challenge, those 7 days back has led him to this moment today where he has sustained his results long term! It all starts with making that small initial commitment to your goals and getting the right structure, support and accountability.

The best time to start was yesterday, the second best time is NOW!

Imagine where you could be in 3, 6 or 12 months from today if you took action?

This week only, enrolment for our brand new 28 day challenge is open!

Get ready to drop 12-14 lbs in less than 28 days and feel better than ever!

Have more energy for your kids...

More confidence when you have your top off...

Protect your health and live longer...

Improve your intimacy with your wife or partner...

Anything is possible for you when you commit and take action!

Here's some comments from the last group who joined us:

🔥 Antony Bennet on his first week said 'down 3.25 lb and 1.5 inches off the belly'

🔥 Karl Johnson on his first week said 'down 2.2KG this week and really improved my mind'

🔥 Rob Corn on his first week said 'down 6lbs and 2 inches off my belly'

As you can see, this works!

Enrolment Closes on Feb 5th, don't miss out!

Comment 'CHALLENGE' for more details and we'll send them over!

Something we discussed with Coach tonight on the get unstuck call. The three stages of the UDT journey.

Pic 1 - start of UDT

Pic 2 - End of the 12 week programme

Pic 3 - 4 years of UDT accountability.

Pics 2 and 3 are at the same weight.

This is the long game!



BUSY DADS WHO WANT TO ELIMINATE STUBBORN BELLY FAT

We Are Looking For 3 Busy Dads Who Want To Eliminate The Belly, Love Handles & Lose 15-25 LBS Guaranteed

Step 1] Read The Post To See If You Qualify
Step 2] Write 'BELLY BLAST' As Comment Below For More Info



🔥 UDTING NEWS 🔥 We are taking on 3 case study clients who are looking to make 2023 their best year yet!

- ✅ We will show you proven methods to:
- ✅ Burn belly fat FAST
- ✅ Drop 15-25 lbs without the struggle
- ✅ Eat amazing food
- ✅ Get fit without hours of cardio or exercise
- ✅ Increase energy levels
- ✅ Improve motivation and focus

🔥 To register your interest, comment 'BELLY BLAST' and let's talk... 🗨️

This won't just improve your body, but your whole life!

IF YOU MEET THIS 5-POINT CHECKLIST...

1. You are a Dad who has AT LEAST 20 POUNDS to lose and over 35 years old
2. You are ready for a SERIOUS CHANGE and are COMMITTED!
3. You are willing and able to workout 3 times a week for 20-30 mins (at home or gym is fine)
4. You are coachable and ready to take action
5. You are looking for long term results (not a quick fix)

❌ **Lastly DO NOT** comment if you are not...

1. You think you have all the answers already (it's not 'luck' that we have helped so many Dads lose 10, 20 and even 25 KG in 90 days)
2. More committed to excuses than your health, your longevity, your physical and mental well-being
3. Think you will be doing this with shakes, pills or potions (we don't use supplements)

✅ I promise, if you meet the qualifications above you will be forever changed physically, mentally and emotionally.

🔥 Drop a comment with the keyword 'BELLY BLAST' and we'll see if we're a good fit. 🗨️ 🍌 🥗

48 HOURS LEFT TO JOIN OUR 28 DAY CHALLENGE

MESSAGE ME THE WORD 'CHALLENGE' FOR MORE DETAILS



🔥🔥🔥 New Year Challenge registration ends in 48 Hours! It's decision time!

We're closing registration for our 28-Day New Year Transformation Challenge in 48 hours! In other words?

This is your last chance to...

- * Take a PROVEN path to a full body transformation in just 28 days 🔥
- * Get the accountability you need to stick to better nutrition and workout habits even when life gets busy or hard 🔥
- * Have healthy meals, mindset rituals, food lists, cheat sheets and workouts planned FOR you so you don't even have to think about it!

And to have a whole lot of FUN while you're at it!

This challenge is designed to be the LAST New Year's challenge you'll ever need if you show up, do the work, and keep applying what you learn after the challenge is over.

This is NOT a quick fix, NOT an extreme diet, and NOT an extreme fitness program—which means your results are a lot more likely to STICK!

If you're ready to do something different this year, this is your chance (almost)...

Shoot me a message with the word CHALLENGE for more info!

To your success,

Coach Stefano

P.S. Remember — Friday night is your LAST chance to register! When you join, you're also protected by 30 day money back guarantee. Don't miss out!

CONTENT IDEAS FOR YOUR GROUP



Creating content can be a challenge for many coaches. Your group description is a great foundation for content creation, as it outlines what your members expect from your group.

Here are additional content ideas for further inspiration:



Tips: Share insights and tips on food, mindset, and exercise related to your coaching niche.



Personal: Offer content that allows members to get to know you better, building trust and connection.



Values & Belief System: Share what you stand for, your principles, and beliefs within your coaching philosophy.



Authority: Showcase your expertise by sharing your knowledge and insights.



Engagement Posts: Pose questions or prompts that encourage interaction and increase reach.



Proof: Highlight client wins and celebrate their successes to showcase the effectiveness of your coaching.



CONTENT IDEAS FOR YOUR GROUP



Free Lead Magnets: Offer valuable resources to generate leads, such as guides, cheat sheets, or free training.



Direct Call To Actions: Prompt action from your audience, for instance, seeking a specific number of participants for a program.



Video Interviews: Record case study interviews with your clients, sharing success stories and experiences.



Webinars: Provide valuable content and make offers in live or recorded webinar sessions.



Live Videos: Engage and connect with your audience in real-time, building a personal connection.



Facebook Reels: Use short and attention-grabbing videos to increase engagement and reach within the Facebook platform.

Utilising these content ideas will help you provide value, engage your audience, and establish yourself as an authority within your coaching group.



We hope that this guide has provided valuable insights into structuring your Facebook group effectively. Implementing the outlined structure and strategies will undoubtedly position you miles ahead of your competition.

HERE'S A CRITICAL REMINDER

Exceed expectations in the value you offer your group members. When you eventually ask for direct messages or applications, your commitment to providing exceptional value will be reciprocated with heightened engagement and genuine interest.

CONSISTENCY IS THE BACKBONE OF SUCCESS.

Your continual presence is pivotal. Remember, if you fade into the background, winning back your members' attention can be an uphill battle. Embrace the role of a leader, consistently setting high standards. By doing so, you'll attract and sign-up high-quality clients for your online fitness business.



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