

Facebook for Finding Coaching Clients (2011-2012)

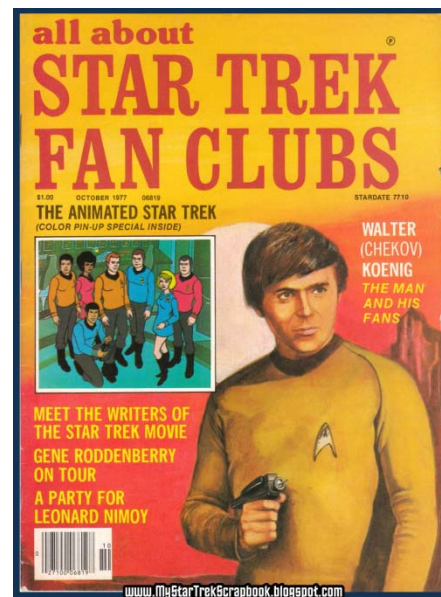
First Things First

Before digging into the advantages of having a Facebook page, we need to go over some “what, how, why” basics so that all of the following information makes sense.

First of all, you *may or may not* be aware of the fact that there are two kinds of pages in Facebook—the **personal profile** and **fan page**. **Both are 100% free.**

In the recent past, the fan page was shorted to simply “Page,” which can be confusing. But just remember that in Facebook-ese, **Page** means fan page and **Profile** means the account you use to connect with friends. The Page is akin to an old fashioned fan club, where fans can interact with one another about their favorite thing or person, and where the star can make comments, send out notices and gifts, and generally make their fans feel closer to them—like they’re part of the inner circle.

You may already be using Facebook to stay in touch with family and friends. You may even have a fan page already set up for your business. But unless you’re using Facebook strategically to build business—modeling the people who get tens of thousands of fans and continuously fill their coaching slots and workshops—**you’re not really using Facebook.**



That's going to change in the next two hours as you learn the essential—and relatively easy tasks that turn Facebook into a sharp-edged marketing tool. ***By the end of this book, you will have set up a fan page and have a marketing plan for using it to get coaching clients.***

Before You Start, There's Something You Need to Know...

As of September, 2011, there have been many exciting changes to Facebook. If you've been 'doing' Facebook for a while, you know that there are ***always*** exciting changes happening. For that reason, this ebook does not attempt to tell you all the mechanics of using Facebook. It will give you the essentials for building and using your amazing Page to bring you coaching clients.

Table of Contents

Part 1—Getting Set Up

1. **Personal Profiles vs. Professional Pages:** The important differences between a Facebook personal profile and fan page...and a broad overview what's on a fan page. If you're new to Pages, this chapter is a quick, but valuable read.
2. **Starting and Finding Your Way Around a Page:** This chapter has been replaced by a great Facebook document. Find it here: http://www.facebook.com/FacebookPages?sk=app_229825110408473 .
3. **Create Your Profile Picture:** How to create your own graphic profile image using simple free photo editing software.
4. **Privacy:** How and why to control who can comment on your fan page.

5. **Landing Pages:** How to create simple Facebook landing pages to turn your fan page into a mini-lead generation website.


Part 2—Marketing and Converting Coaching Clients

6. **Getting Googled:** How to get your fan page indexed by Google.
7. **Getting Liked by the Thousands:** How and **why** to get your fan page “liked” by thousands of people. How to use Twitter and LinkedIn, your personal blog, and other resources to boost **Likes**.
8. **Using Your Page to Gain Followers and Build Your ‘List’:**
9. **Free Webinars that Sell!** How to use Facebook to fill and run free webinars to sell your coaching products and services.
10. **BONUS:** I’ve included a design outline for you to use in creating a webinar that sells. It shows you how to “pull the slingshot back” so that people get more and more eager to hear the next step.

Ready? Let’s go...

Chapter 1—Personal Profiles vs. Professional Pages

What’s the Difference between Profiles and Pages?

I realize the words *Profile* and *Page* are so generic that it can be confusing. For instance, the menu bar at the top of each is the same. If you click on your name, you’ll go to the newsfeed of your primary account...no matter if you’re on your Profile or Page. A **Page** is usually designated by a little flag icon:  **Pages**

To add to the confusion, Profiles and **Pages** can look similar. Compare the following images:

Chapter 9—Converting Likes into Coaching Clients Using Free Webinars

By far the fastest way to convert **Likes** into coaching clients is through FREE webinars or teleseminars. (I'll use the term "webinar" to refer to either webinar or teleseminar.) Here are the step-by-step instructions for creating a webinar experience that converts followers into *coaching clients*.

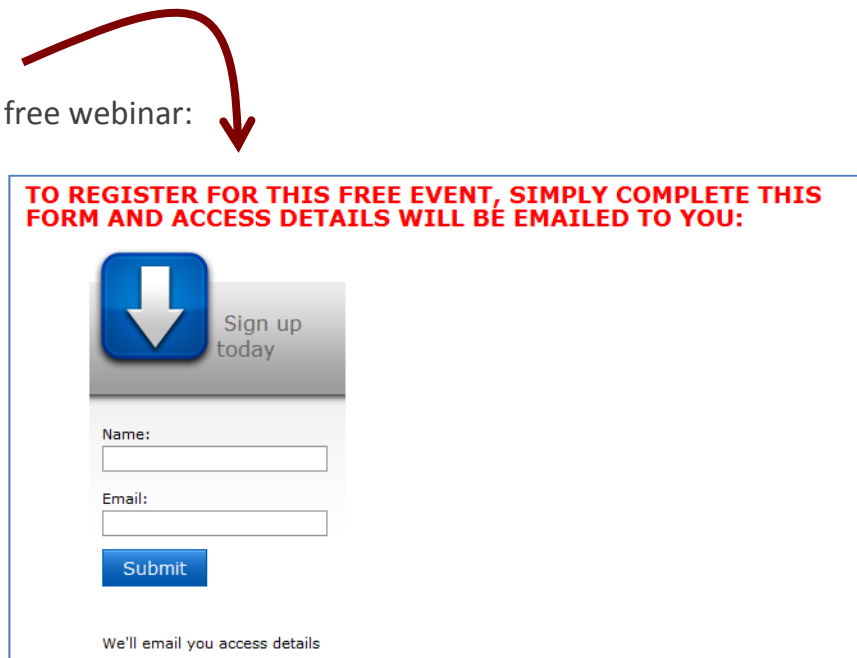
- What to do BEFORE the webinar
- What to do DURING the webinar
- What to do AFTER the webinar

BEFORE the Webinar

Here are the micro-steps to prepare for a successful free webinar:

1. **A registration opt-in form.** Fortunately, because this is a free webinar, the registration process can simply be an opt-in form, like the one shown here from Aweber.com.

It's nothing fancy and doesn't have to be. In fact, the simpler, the better. In fact, go to Aweber.com now and sign up for your account. It's highly motivating to get started, and if you plan to be successful in marketing coaching online, you'll need this.



TO REGISTER FOR THIS FREE EVENT, SIMPLY COMPLETE THIS FORM AND ACCESS DETAILS WILL BE EMAILED TO YOU:

Sign up today

Name:

Email:

Submit

We'll email you access details

For each extra data field you add, where you're asking people to give you more information, you can expect a 5% drop off. Expedia.com at one point said they realized an extra \$12m in profits due to the fact that they deleted the 'company' field in one of their online forms!

Alternatively, you can purchase a Wordpress plugin that registers people and inserts them automatically into your Aweber.com account.

2. **A registration page.** Once you have an Aweber form, where will you put it? By using an auto responder, like Aweber.com, to manage your opt-in list, you can insert the same form code into multiple locations and everyone will be added to the same list. You can do any or all of the following:
 - 1) Create a stand-alone web page with its own URL, just for your webinar. Add a short bullet list description of the webinar and your opt-in form. **I highly recommend doing this!**
 - 2) Create a prominent registration opt-in box right on your main web page. **I highly recommend doing this!**
 - 3) Put your opt-in form directly on your Facebook landing page or on a separate Facebook tab (using the same process you used for a landing page—only without the Likes feature). **I highly recommend doing this!**
 - 4) Use an inexpensive or free webinar service that includes a registration feature (like <http://anymeeting.com>). The only caveat is that this will not place people directly onto your opt-in list. You will have to manage these registrations separately by asking them to opt-in with you later.
 - 5) Alternatively, plan ahead for building a successful online business and pony up the money for a proper webinar service, such as [GoAheadClick](http://GoAheadClick.com).

3. **A conference call or webinar service.** Sign up for a FREE webinar or teleseminar service like <http://anymeeting.com> and <http://freeconferencecall.com>. Practice the technology before using it. (Or use a paid system if you plan to charge for your webinars!)
4. **A series of 4 reminder emails ramping up to the webinar.** People forget stuff. And a free webinar is high on their list of things to forget. Set up reminder emails to be delivered at specific times:
 - 1) Thank you for registering.
 - 2) We're looking forward to seeing you on such and such date and time.
 - 3) Class is about to start in one hour and here's the details for getting on the call.
 - 4) Class is starting in just a few minutes...see you there.

Despite doing this, you can expect 35% to 50% drop off between numbers registered vs. numbers who attend. So even if you get 100% of registrations before the event, you have to keep marketing!

5. **An outline of what you want to teach.** You'll want to use a "webinar-that-sells" format where you ramp up to the sale of your product in a way that makes people desperately want it. There's nothing worse than putting all your blood, sweat, and tears into creating a product to sell, and then having no one bite.
6. **Promote your webinar.** This is the crux of the system. Always. How do you get people interested? That's why we have this program on a Facebook platform. You will:

Tip: You should have a goal of selling at least 10% of your webinar audience. That means if 100 people show up for your webinar, you'll sell 10 of them. If you're selling a \$97 product, you won't get rich...yet. Try for more people on the webinar using the promotion strategies we'll talk about next. 200 people doubles your money for the same amount of effort. Alternatively, hold multiple webinars. Many people who may be interested in your webinar are not able to attend when scheduled. Run the same webinar every Wednesday for a month. Market to anyone who didn't attend the first one, and keep marketing to new people, too.

Webinar Marketing Plan

6 weeks before the webinar

- **Choose a Topic** – Think about your customers' problems and questions. If you have access to your customers now, ask them through a survey what problems they'd really like to solve right now.
- **Choose a Date & Time** – No one date/time works for everybody. Think about your target audience's time zones and choose a time you think will work for as many people as possible. For example, if you're delivering primarily to US attendees, choose afternoon Eastern time. That will be morning Pacific time.
- **Choose a Webinar System** – You can use one of the free systems: <http://anymeeting.com> (for webinars) and <http://freeconferencecall.com> (for teleseminars). Practice the technology first!
- Create an invitation on Facebook through the **Events** feature. This will notify everyone who "subscribes" to you on Facebook. Your notification will appear in their news feed. To ensure you get "above the line" into the top stories, ask several associates, clients, past clients, or friends to

comment on the invitation. That social attention gives your notice “Facebook-juice.” Include a link to your webinar registration page.

Just remember that clicking “I’m attending” is by no means equal to a webinar registration. What it does help you with is when visitors see their friends are attending, they might click on the link, thinking it’s got to be of some value – or simply out of curiosity. Whatever the reason – it’s always-free publicity.

- List your webinar on some or all of the following free or paid webinar services:
 - <http://www.eventspan.com/signup/list>
 - <http://www.webinarhero.com/>
 - <http://www.teleseminarlive.com/teleseminars/day.php>
 - <http://www.peelon.com/>
 - <http://www.webinarbase.com/>
 - <http://www.webinarlistings.com/>
 - <http://www.eventsetter.com/virtual-events/>
 - <http://www.brighttalk.com>
 - <http://craigslist.com> (Your city, as well as other cities periodically...more on that later.)
 - Google adwords, Facebook ads, other paid advertisements.
 - Tweet your webinar invitation, repeatedly.
 - Put the link to your invitation page in the signature of your email.

- Post your webinar on LinkedIn and professional and interest group forums, where allowed.
- Join **topical and professional industry groups** to reach people who might be interested in the subject of the webinar. Engage in discussions and, again, don't be too pushy – that's frowned upon even more in these types of groups. Be professional, to the point, and give some info on the webinar if it fits the theme of the discussion.

2 weeks before the webinar

- Blog every couple of days about your topic and post your webinar invitation each time.
- Perhaps most importantly, but not always possible for someone just starting out...ask people who already have lists or well-followed blogs to post a notice about your webinar, or email your invitation to their list.
- Create guest blog posts that promote your webinar, and place them wherever you can wrangle an invitation. Google "guest blog posts wanted" and you'll get a list of people looking for guest posts. Some will even pay you for it!
- Use additional online marketing channels, including posting a preview slide show on <http://www.slideshare.net/>, writing articles that you post on <http://ezinearticles.com> and other ezine sites, and posting <http://YouTube.com> videos using promotional content tied to sending people to your webinar sign-up page. In fact, you can upload your entire slide deck (if you're doing a webinar) in advance to slideshare.net and then ask people to access it there while you converse with them on a teleseminar format, Skype, or other VOIP. There are Facebook and LinkedIn Apps that connect to slideshare.net and allow you to share your slideshare content on your sites.

- Email your invitation to your growing list.

Tip: Remember to **promote the webinar even if you've reached your registration limit** – a good number of people tend to not show up for webinars they signed up for so it's always smart to have a “waiting list”.

Tip: Take into **account different time zones** if you expect international audiences – it's useful to use automated communication tools to schedule your emails or Tweets. (using e.g. [socialoomph](#)).

Tip: You can combine a free gift with registration to further entice people to join you. For instance, you can record a series of three videos on content that leads up to your ultimate product (your coaching program). Then you can email each free video at pre-determined intervals leading up to the webinar date. Or you can create a special report, offer a free tool, give them a free session just for registering early, etc.

Tip: You can use services like [socialoomph.com](#) to schedule your Tweets and Facebook statuses, so you can just set and forget. 😊

Design a Great Webinar that Sells!

- **Create Your Webinar Slide Deck** - Start with an outline and formulate an agenda. Be sure to practice your presentation and gauge the right length for the time allotted. Budget time for Q&A as well! You may also want to have one or two pre-webinar slides at the beginning that play while attendees arrive. **CREATE NOVEL content...**even if they've heard it before, you're going to spin it so that it feels dramatically different. Give it a new perspective. Add a true/false analysis.
- **Visual components:**

- **One thought or point per slide.** Sometimes that thought is one Twitter takeaway point. Other times it's just a list of one-word talking points.
 - **Avoid using bullet points.**
 - **Use big images (if you use images at all). Be graphically interesting but not cluttered.**
 - Some people like the “read along with me” type of webinars where the speaker is reading the words as they scroll across the screen. For some weird reason this is effective at holding someone's interest, probably because it's visual reinforcement of what they're hearing.
 - **Use 30-pt text. That will help you keep the text to a minimum.**
 - **Data shows that longer slideshows when posted on slideshare.net tend to get more visits and shares. Try to keep your slides to one takeaway tweet point per slide and don't be afraid to add a lot of them. If it's interesting content, people will stay with you.**
- **Content components:**

To design a webinar that sells, you need to come up with the following three components in advance:

- 1) **What is your goal?** What would you like them to do at the end of this webinar? Click a link to register for your coaching program? Get a free report by clicking another link? Purchase a one-time-offer? Give you feedback?
- 2) **What can you teach them in 40 minutes of content that will make them want more?** If you have 9 tricks for getting your kids to say “yes” to doing chores, can you give them three of those tips? If you have a sales process that guarantees they'll get three closings this week, can you give them some of the steps in that process?

- 3) What is the **big bang benefit** they'll get from buying your end product or service? For instance, suppose you teach parents 9 tricks for getting kids to say "yes" to chores? Why do they want that result? Not just so the chores get done without a fight. That's part of it. But it's not the ultimate benefit they want. Consider this headline: "How would you like a home where everyone voluntarily does their share of housework as a team and your home always feels orderly and peaceful?" Ahhh. Now, that's the resulting feeling they're hoping for.

The Big Bang Benefit is the resulting FEELING they're looking for. Let's look at some examples:

- MLM/network marketing opportunity—"Make \$3,000/mo. working from home while spending as much time as you want to with your kids."
- Purpose in life coaching—"Do work you're destined to do and the money will follow effortlessly."

4) Outline your presentation.

- **5-7 minutes:** Begin with an introduction that includes your name, your back story (brief and relevant), and some form of thought-provoking engagement. One of my favorite engagement techniques is this: "When I say ____, what do you think of?" ("When I say kids and chores, what do you think of?"; "When I say life purpose, what do you think of?") The participants are engaging mentally in the webinar, not with you. Other engagement techniques include asking them to choose an opinion, look at an optical illusion, do a word trick, like demonstrating that it doesn't matter in what order the letters in a word are, the only important thing is that the first and last letter are in the right place. The engagement has to be one-minute or less and tie into the presentation.

- **30 minutes:** Create 3 to 5 main points that you intend to cover. Then list the sub-points you want to cover about each of those main points. As you practice your presentation, remembers to weave your **Big Bang Benefit** throughout. For instance, “If you do (this kids and chores technique), you’ll hear an empty sound where your kids would normally have argued or thrown a fit. The tension will flow out of your body and you won’t have to feel like you’re girding for battle every time you ask someone to take the garbage out.”

It’s recommended that you don’t script your presentation. Why? Because it will sound and feel stilted. However, you should have a good outline and practice, practice, practice. You want to appear to be an expert and the best way to do that is to appear to be able to speak contemporaneously.

- **5-7 minutes:** I do NOT recommend coaching in your free webinars. Coaching is an internal process and tends to shut down the energy you need to create sales. I do, however, like this technique: Read several questions that you’ve been asked over the years, then answer the questions. Make sure your answers promote the Big Bang Benefit in some way.
- **10 minutes:** Apologize for not getting through all the great content that they need to create the Big Bang Benefit (you won’t use that term to them). But let them know they can get more by joining you at _____. This is your coaching program, product, etc.

Now, this is very important: If you’ve done a good job of continually coming back to your big bang benefit, the final sale should be easy. You MUST add two things to your final close: 1) scarcity and 2) an irresistible offer.

Scarcity: I realize this may sound ‘salsey’ to you, but I guarantee it works. Remember, you’re the hero they’re looking for. You’ve got a solution they desperately want and you can’t allow their self-doubts to interfere with them getting the life they’re seeking. You must say something like, “I have 7 spots available” or “For today’s webinar only.” Cheesey? Yes, but effective.

Irresistible offer: This is where you literally will create a slide that has a price on it, crossed out, and a new price written in. It must be a significant difference. For instance, you can say that a month of coaching costs \$800, but today they can get a package of four sessions for just \$180.

Live or recorded?

You can conduct live webinars or you can record a webinar and play it as if it’s live. If you plan to do a lot of webinars covering the same topic for different audiences (say, your Facebook followers, your blog followers, a specialty group, etc.) or for a large list that you’ve broken into groups, you would want to consider recording and playing back your webinar. You can get people to sign up for it as if live, and they will be non-the wiser—as long as you don’t leave any clues in the webinar, such as saying the date or referring to time-sensitive content.

During the Webinar

Let's talk about how to deliver a good webinar.



11. **Frame requests in imagery.** Get people to imagine themselves doing something...or put themselves into a situation mentally. "If you were to see yourself six months from now, what advantage would you have derived from this content?" At the beginning of the workshop...or even when registering, frame up that you'd love people to tweet about it...give them the hashtag and an example of what you mean. They might as well start getting used to the kinds of strategies you'll be teaching them to use to promote their webinars.
12. **Use positive language framing.** Tell participants they're smart. Talk about wonderful possibilities. Emphasize you know they can do it.
13. **Us-vs.-them.** One of the oldest marketing tricks in the book and it still works like a charm. Pick a common enemy. For instance, if you're a real estate coach, you can say "Get-rich quick schemers are stealing money from honest hard working Realtors who just want to learn to do it right." Or in reverse: "Average Realtors want to tell you not to try new things...that only old school tactics work. But they're average for a reason."
14. **Be modest about yourself...don't brag, but be factual.** The facts speak louder than any amount of self-aggrandizement. "Now, I don't know all there is to know about giving webinars, and there are people who do it better than me, but I do know I get over 200 people signed up and sell an average of 15% on every webinar."
15. **Practice, Practice, Practice** - Practice both your presentation to get comfortable with delivering the content and also the technology to make sure you know how to launch the event.


16. **Create tweetable sound bites** and encourage your participants to tweet them. Also go ahead and pre-schedule the same tweets to go out automatically from you and let your participants know they can retweet anything they like. Don't be afraid to ask them to tweet. Give them a moment to do it. These "takeaway" tweets should be under 130 characters to allow for retweets. They should also be able to stand alone, without context.
17. Provide a link to a blog post with the webinar recording and ask your attendees to retweet or share it.
18. Establish in the minds of your participants the expectation that sharing content reflects well on them. Can I use this in selling? Establish in the minds that buying reflects well on them?
19. Conduct the seminar based on your outline.
 - 1) A note about what you charge: During a webinar, the first product you sell will most likely be some sort of entry level product. Not always, but usually. If you want to charge, say, \$97 for your entry level group coaching program, tell customers your rate is \$1,176. Then tell them you're going to give them an incredible discount for acting now. Charge them \$127. Then when they go to make the purchase, further discount it to \$97 just for today. WHY?
 - 2) Because you'll capture more buyers in your follow up program. See below.
 - 3) Before the call, tell everyone who registers that they can have the special offer at the end of the program free if they get 5 people to join the free webinar.
20. Follow up by doing this:
 - 4) Have an automatic email go out to everyone who attended thanking them and reminding them of your offer and the irresistible choice they faced at the end. Invite them to purchase now if they haven't already done so. Provide a purchase link.

- 5) Have a second automatic email go out about 15 minutes later with a “last call” and make your additional offer—telling them that as an additional thank you, you decided to discount for those who registered early, and you’ll honor almost the same discount for them at just \$97.
- 6) Continue doing your email marketing to everyone on two lists: a “bought” list and a “not yet” list. Keep marketing to them using email marketing techniques. Periodically offer a lower entry level product to the “not yet” list and a higher level product to the “bought” list.
- 7) Also communicate with the “bought” list by asking them for feedback and product testimonials.

Doing Webinars

[Free Webinars "Make More Money Doing Less Work" | Facebook](#)  
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WEBINAR: 9 Companies Doing Facebook Right and What You Need to Know

Share · Public Event

Time Tuesday, September 7, 2010 · 4:00pm - 5:00pm

Location Online

Created By Social Media Current

More Info Are you looking for some creative Facebook marketing ideas? Do you want to know how your peers are using Facebook? Want to know the best ways to market your business on Facebook?

For sage advice on these very topics, be sure to join this free live webinar (<http://bit.ly/FBWeb>) on Tuesday September 7th, 2010 called '9 Companies Doing Facebook Right and What You Need to Know,' featuring Mari Smith (author, Facebook Marketing) and Mike Stelzner. During this high-energy event you'll discover new ways businesses are using Facebook and how Facebook can help your organization grow.

(Can't make the date? Sign up anyway and we'll send you the recording. <http://bit.ly/FBWeb>)

WEBINAR: 9 Companies Doing Facebook Right and What You Need to Know

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 **WEBINAR: 9 Companies Doing Facebook Right and What You Need to Know**
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Facebook Marketing) and Mike Stelzner.

During this high-energy event you'll discover new ways businesses are using Facebook and how Facebook can help your organization grow.

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