

# Facebook For Entrepreneurs.



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MODULE TWO

SOCIAL MEDIA COACH: SHARVETTE MITCHELL

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## How does Facebook REALLY work?

- Facebook algorithm
- Facebook is looking for "engagement"

## How do I get noticed on Facebook?

### Consistency & Visibility

Post consistently - Recommendation: 1 to 5 times per day ( 5 days a week).

Post & write things that encourage "engagement":

- Pictures
- Video - Live, Pre-recorded or YouTube
- Quotes - <http://www.brainyquote.com/>
- Blogs/Articles - Lead them to your website...
- Ask For Opinions
- Simple status updates

## NOTES

## How do I get this done quickly?

- Focus on your target audience/ideal clients.
- Pre-schedule your Facebook posts using [www.hootsuite.com](http://www.hootsuite.com) (See your bonus video!)
- Create a series: "Free Tip Friday", "Monday Motivation", "Throw Back Thursday #TBT" & etc.
- Use content/presentations/materials you ALREADY have to create Facebook posts! ( Information is free...implementation costs!)
- "Your Life Is Content" - Rachel Luna

## NOTES



## Facebook Save Feature

- Time saving tip: use this feature to save interesting or engaging posts you see others share.





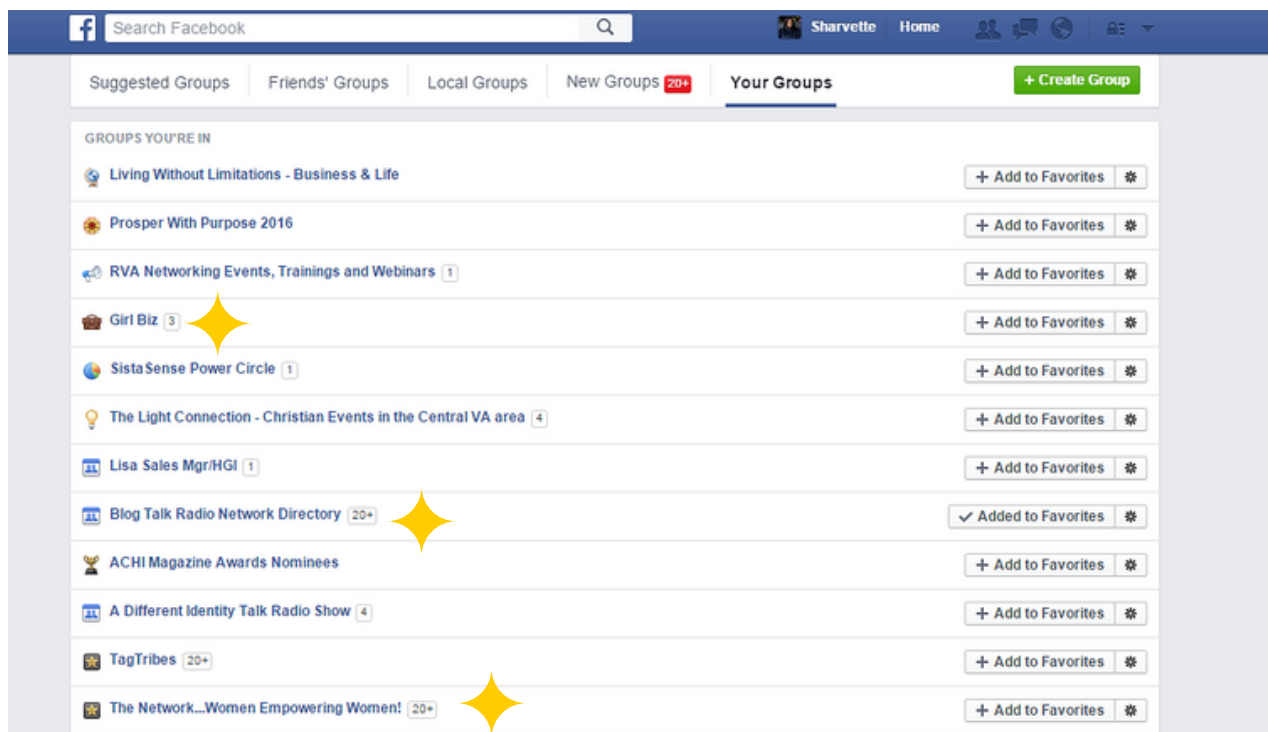
## Use Facebook Groups To Attract Clients

- Search for groups that have your target market/ideal clients. Closed or Private groups work best!
- You can get in front of prospective clients who you don't know!
- Search for groups that benefit you personally and build your expertise.
- Groups are powerful because of the notification system AND Facebook algorithms are not at play.

## The right conversations you should be having in Facebook groups:

- Engage in conversation on posts that showcase your expertise or resourcefulness.
- Share information and tips that you already posted on your page.
- When appropriate, share your website link or offer your service.

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# NOTES