

Facebook Client Attraction Plan

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25 Christmas	26
27	28	29	30	31	1 New Year's Day	2

CONTENT

High Engagement Posts	Revenue Generating Posts	Lead Generation Posts	Get To Know You Posts	General Posts
Pictures – “Behind the scenes”	Links to purchase your products	Links to sign up for your email list	Pictures- Selfie	Articles
Pictures- Products	Links to register for your event	Posts offering complimentary consultation (15 mins to 30 max)	Pictures- Family	News Articles
Pictures- Quotes	Product pictures with links or instructions to purchase	Registration for complimentary teleseminar	Goodmorning/Good evening posts.	Tips
Pictures- Tips	Direct invitation to book your services	Registration for complimentary webinar	Holiday greetings	Surveys
Facebook Live	Call to action posts	Links to get your complimentary eBook	Media exposure (past & future articles or interviews)	Question and Answer
Smart Phone/ Web Cam Videos		Links to sign up for a Challenge	Speaking events	Votes
Picture Videos		Links to your blog posts	Vendor events	Links to podcasts
Professional Videos		Links to join your Facebook group	Events (i.e. attendee)	Links to your website
YouTube Videos Series				Periscope Video links

EVERY DAY TASKS:

- RESPOND TO INBOX MESSAGES
- REPLY TO EACH PERSON THAT COMMENTS ON YOUR POSTS

ONCE A WEEK TASK:

- SPEND 30 MINUTES IN KEY FACEBOOK GROUPS