

5 FACEBOOK ENGAGEMENT ADVERTISING GUIDE

- 1. Direct result that your target market wants**
 - More leads
 - More customers/distributors
 - More Money
 - More popularity (bigger following)
 - Better lifestyle (time freedom)
- 2. How either you or someone that you're working with has achieved that results & how getting that results will impact their life on a larger scale (Story, analogies, metaphors)**
- 3. Free lead magnet to engage and win over your perfect customer & separate you from competition**
 - Free ebook
 - Free video training (webinars work best)
 - Free coaching session/workshop (online or in person)
 - **Fitness** (free workout routine or meal recipes)
 - **Selling a book** (free book they just pay shipping)

Basically anything that you can give away that trains, teaches and educate
- 4. Call to action to “LIKE” and comment “INFO” for them to get their “FREE _____”.**
- 5. You spend 1-2 hours per day sending everyone that comments “INFO” the free bribe and then anything else such as an invitation to your private FB group page, registration link for your next webinar, snapshot, instagram, youtube, etc.**