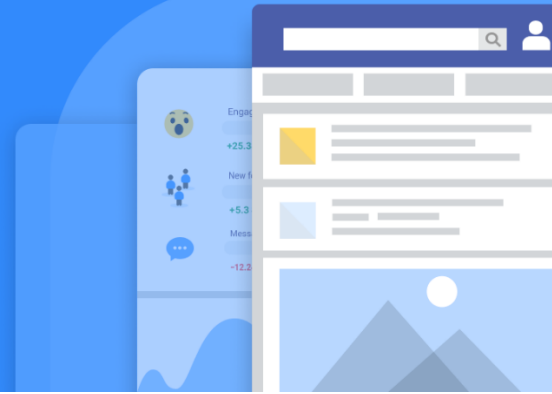


Best Facebook Post Ideas

for **LEAD GENERATION**



The Hard Truth: Most people won't buy your product, your service or join your business. Either they can't afford it, don't want it, or don't have time to listen to your pitch. You can't sell them if you don't have their attention, right?

First you must persuade people to pay attention to you ... Then involve them in your content and then upgrade them to get started with you.

Let's create a Facebook posting strategy to finally get your Facebook friends not only paying attention to you and your posts, but interacting on them as well. This is known as "engagement" and it's extremely important to your business.

ENGAGEMENT = Likes, Comments and Shares

Why are likes, comments and shares so important? Creating engaging content puts you in front of a big audience and it attracts more people to you. If you create content that's not engaging, Facebook will not put you in the newsfeed and nobody will see your stuff.



What is a Lead?

- Someone who likes your post
- Someone who shares your post
- Someone who comments on your post
- Someone who expresses interest in what you have to offer
- They "raise their hand" to learn more

Once you generate the lead, then you want to reach out and connect with that lead so you can identify their need. Remember to begin conversations without an agenda. No commission breath allowed.

Facebook Do's and Don'ts



DO'S

- Connect and build long term relationships with your friends and followers
- Be Excited
- Be Consistent
- Go Live
- Post MORE videos
- Ask More Questions
- Mix it UP
- Make new Friends
- Join groups where you have genuine interest

DON'TS

- Don't be an infomercial
- Don't post links
- Don't tag or add people to groups prior to talking to them
- Don't bash being an employee or your competitors
- Do not be negative
- Avoid posting about politics or religion
- Don't do "copy & paste" pitching

Ready to start posting? The good news about Facebook is you can start fresh TODAY. If you've made the mistake of running an infomercial channel, don't worry about it. Clean up your profile and let's roll. Have fun with your posts and remember to INTERACT and CONNECT!

15-7 posting method

Post at least 15 times throughout the week (post on average about 2-3 times/day). You must stay consistent. You will not build a following or your business overnight. Consistency is how you build trust with your people.

Mix it up by following this ratio

- 10 posts - lifestyle and generic value
- 4 posts - nonchalant promotion
- 1 post - direct promotion without saying the name of the company or the product

Remember: you are generating leads. When you say "XYZ" name, you give up control of the conversation... now your leads are researching on Google instead of reaching out you.

INSPIRE • EMPOWER • EDUCATE • ENTERTAIN

Post ideas to create engagement



Fill in the blank

- I'm thankful for _____
- Just say no to _____
- My New Years Eve must-have is _____
- My Monday morning must-have is _____
- My camping trip must-have is _____
- If I had an unlimited marketing budget, I would _____
- If I had to live in any country other than my home country, I would _____
- If I was a bird, I would _____
- When the kids are upset, I _____
- When my dog is going crazy, I _____

"Like" if ...

- "Like" if you love blueberries in the summertime!
- "Like" if you can't leave your house without makeup on!
- "Like" if you are excited for our new Fall fashion line-up!
- "Like" if you're going to an epic Superbowl party this year!

Remember when?

- Remember when the kids in Saved by the Bell seemed old?
- Remember when you had to actually remember your friend's phone numbers?
- Remember when going to your friend's house across the street felt like an adventure?

Which one do you like best?

- 1, 2 or 3? (Create a graphic with options)
- This creates insane engagement!!!

This or that?

- Coffee or wine?
- PC or Mac?
- Car or Truck?
- Liquid foundation or powder?

More Super Q's Ideas

- What's your favorite X?
- Advice needed: Should I buy X or Y?
- Who else likes "name of your favorite show"?
- Any other question you would love feedback on