



Module 2 - Attract Your Audience

- .00:01 This is a bonus class on creating a community, specifically a Facebook community. This is where I've got experience, although you could apply these to a LinkedIn group as well. If I could go back to the beginning of my journey, if there was one strategy that I would use time and time again to help me get to where I wanted to be quicker, it would be having a community.
- 00:26 I had a Facebook group called Smart, Savvy, and Switched On about four years ago, and it was amazing, because it helped me to build so much confidence in myself, in my offer, it's where all my product ideas came from, it's how I built my reputation, it's how I overcame my fears of visibility.
- 00:44 What actually happened in the end was I could see for a long time that having this free Facebook group was adding revenue to my business, and then it got to a certain point where I could see that my revenue was going up, and then it started to tail off. It began to plateau, but my group kept growing. I felt I was becoming more and more stretched.
- 01:03 I decided in the end, actually, to close my free Facebook group. It was a great decision. I moved lots of people over to a paid membership. It was an amazing part of my journey. I loved having my group. It was definitely an emotional thing closing that group down, but I definitely feel like for me, it was the right thing to do at the time, because it was all about bringing new people into my world. It was the place I found my confidence as a business owner. It was the place I sold my first products. It was a place where I created my tribe of super fans.
- 01:36 Now, there is no question that it was a lot of work, but having a community was always such a natural thing for me, because I wanted to help people online. What's really funny about my first community was that I created it because I was angry, and I was frustrated that I could see people getting really bad advice online.
- 01:55 If you want to build your own tribe of super fans, if you feel like having a community would be an amazing place for you to do that, then that is what we're going to be focused on in this lesson. It's not right for everybody, it isn't, but you really have to make that decision for you strategically. Some of you may have a free Facebook group, and maybe you've been feeling for a while like you've outgrown it, and that's perfectly okay.
- 02:16 But if you're thinking, "I think I want a Facebook group. I want a community, I want a place where I can help people," it's a great thing to have. Now, one of the things you can do is have your Facebook group

for your launch, and then close it once you're done. Nothing wrong with that at all. You absolutely can do that.

- 02:32 So first question I'm asked, "People who have a Facebook page, what's the difference between a Facebook page and a Facebook group?" They are two different things. Your Facebook page, I think of this as your shop window. This is where people get to see your business for the first time.
- 02:47 Your Facebook group is the place where you hang out, and it's a place where people can get to know you, other customers, and your services and your offers, and for you to build those relationships. So you need both. You can't have a shop floor without a shop window, and if you just have a shop window but no shop floor, how are you going to actually win customers? A little bit more difficult. So for me, that's the key difference.
- 03:12 Now, I think the most important thing when you have a Facebook community is to be very clear on what your community is about, who it's for, and what they can expect. At the time of creating this presentation, there was I think 7,000 members in two groups for this Mum Runs, and as a result of starting this community, this company started selling products for running, and then they moved into digital products, but the community came first.
- 03:42 This Mum Runs is a global community of women who are on a mission to be happier and healthier, and this group was set up by the company This Mum Runs, to connect and support mums across London through running. That is their mission. Very, very clear on what they do.
- 04:00 The thing that you need to become very clear about is what is your community about? I've given you two examples here. If you are helping people who are just starting out in business, then you could have something phrased like this, "The number one online community for startup businesses, because bootstrapping doesn't mean you can't build a brand that stands out." Very clear who this is for, what stage they're at, and what the community is all around.
- 04:31 "A place for kick-ass mums to get the inspiration, motivation, and support you need to conquer your day and your business goals." Who's it for? It's for mums. What can they look forward to? Inspiration, motivation, and support. Why? To help you achieve your business goals, even if you're super busy. Very, very clear.
- 04:49 So your first task is to craft your why. What is your why all about? What is that mission? Got to be very clear who it's for, who you're serving, how you're serving, what they can look forward to. That epic one-liner is super important.

- 05:06 Then I want you to dive into the big benefits of being a part of your community. Now, let's be clear, features are very different to benefits. "We have expert level video training blogs." Feature, simply feature. "A community of high-level entrepreneurs." People get confused by that one. They're like, "Well, I can see the benefit in that." Yes, you can. There is a benefit behind it, but that particular phrasing is a feature.
- 05:34 "The latest tips, tricks, and strategies." Feature. Let me show you the difference. "Discover hacks, tips, and strategies to scale your business that won't break the bank." Massive benefit, teaching you things that are not going to cost you anything but get you amazing results.
- 05:52 "Hang out with like-minded business owners on the same journey as you for support, sharing knowledge and shortcutting success." Big benefits. "Learn from successful industry leaders who've been where you are by watching our video lessons." Big, big benefit. Your next task is to craft your top three benefits.
- 06:15 With those clear, people often ask me, "Now, ooh, what do I post?" That's what we're going to dive into now. When it comes to a community, I think there's really two types of content. The first one is value-add content, and that is where you're creating content that creates value for the people that you're serving. Number two is ritual content, the kind of content that you post at the same time each week usually, that creates habits.
- 06:39 What's the difference between the two? Value-add content is about showcasing your knowledge, so this really, we've covered this within the content module. What is it that you actually want to be sharing that's going to showcase your expertise to the world? How can you inspire and motivate people? What do they need to know? What stories can you share? How are you going to educate your audience?
- 07:02 Sharing your stories, building engagement, adding value, answering their questions. You've done so much of this work already. You know exactly how to actually add value to the lives of the people that you want to serve, and so value-add content. The way I like to think of having a Facebook group is again, going deeper on those lessons. You need to give people a reason to stay in your community, because if it's simply a broadcast tool where you're sharing the exact same thing that you share on your blog or on social media, then what's the reason to actually have a group? It's a lot of extra work, so use this to go deeper.
- 07:37 But also, I love the fact that when it comes to Facebook communities and groups, you can create habits and rituals. You want to make this place so fun and exciting that they do not want to leave, they get huge value. So ritual content is a great way of doing that. You want to create the ritual.

- 07:54 Now, this could actually also be used to supplement the value-add content that you're creating, so for example, if you go deep on a particular lesson, one of the things you can have your community do is to do something further around that learning. Supplement your value-add content with ritual content. Go deeper, get them taking action.
- 08:13 Ritual content builds engagement, it creates fun. It also enables you to test ideas, but again, ritual content does add value, but it's also some of the easier content to create, because you are doing the same thing. Now, of course you want to switch things up. The ritual content should be fun.
- 08:31 This is an example of a value-add piece of content that I use to create engagement and to help people. One of the things that I noticed in my community, this is from 2016, wow ... One of the things that I would do, I noticed that people were not taking action, that they were highly unfocused. I'm a huge fan of the Pomodoro Technique, which is ... it's like interval training, so you do some work, you have a break.
- 08:57 I was teaching this to people and giving them a piece of content that they could go and actually do, so I gave them this task. This was a great piece of value-add content. This is an extended version. This is where I invited people to check in once a week, and to share their experience.
- 09:16 One of my favourite things is to be very focused on your most important task of the day in the first hour of getting up. Maybe it could be doing something for you. Maybe it's a podcast, write in a journal, but whatever it is, it's something that sets you up for success for the rest of the day.
- 09:32 This was actually an extended version, and this is from 2015. Oh my word, this is years ago. So this is an extended version where I invited people to check in once a week, and they were sharing their experience on the 30-day Golden Hour Challenge. Powerful, powerful thing.
- 09:49 This is some strategy advice. Someone asked me, "In an increasingly saturated market, how can I make myself seen and heard over the competition?" I was sharing a big strategy, and I went deep on a lesson, and I shared some thoughts, and I shared some strategy, and a book that's really helped me. Again, this was another value-add piece of content, just a way for me to share some advice with someone else.
- 10:17 Now, what I was doing back then, was I was sharing written content as my value-add content, because I wasn't great on video, and I didn't really enjoy it very much, but I loved writing. This is an example of some ritual content I would have a Monday and a Friday. Monday was about committing to your actions for the week ahead, and Friday was called Follow Friday. It was just something fun.
- 10:43 I invited people to add their Facebook page to the comment, and to go and spread some love, and be kind and thoughtful. Just a great way of creating some ritual content and getting people to engage.

What you need to do is decide when are you going to do value-add content, and when are you going to do ritual content?

- 11:06 Livestream is a value-add content. Freebie is value-add, and the blog share is value-add, but these Tuesday, Wednesday, and Sunday posts, Tuesday, sharing your offer post, Wednesday, inspiration, Sunday, it's focus. These were ritual pieces of content, so you don't have to always be creating new content. Because we've already decided your content schedule, you're going to have a weekly theme. You can be doing your weekly theme content in your group as well.
- 11:36 You don't have to be recreating. You don't have to be recreating the same thing, or recreating different things time and time again, you can be repurposing the same content. So your livestream, your freebie, and your blog share can all be around the same piece of content. You've just got to be really smart with your time, and then your offer post, your inspiration post, and your Sunday focus post, your ritual pieces of content, it's the same thing every week anyway, so it doesn't matter. This is just such a really great way of doing that. You can schedule these all in.
- 12:08 Your job now is to create your group schedule. What does yours look like? Make sure that it ties in with your actual content schedule for everything else. If you've got your blogs, if you've got your videos and your livestreams, make sure that your group schedule just fits in nicely around that, and make it super simple, and not overwhelming.
- 12:30 So now you're clear on your mission. You know you're going to post, you know how you're going to get people engaged. It's time to invite people in. Yes, you're open. This is an example of a group invite, and this is super easy, and I've given you a swipe of this as well, that you can just swipe and deploy. If there was a place that could help you solve X, would you want to know how to join? This is why I created my community. List out the top three benefits, tell them what they can look forward to, tell them how to join. Super, super easy.
- 13:04 Then you can tweak your invite to suit those different platforms, because if you're using your invite in different places, it's going to be written differently. Your website might be a very short piece of text, it might be a banner. The Facebook post might be a bit longer, your email might be about sharing a story behind it, your private invite might be completely different. Don't add people to your group, whatever you do. Invite them, don't add them.
- 13:29 A video could be sharing a story behind it. Your Instagram story's going to be a lot shorter, but repurpose that invite and use it for different things. I want you to get this absolutely everywhere, but start off with that really good format that I've already given you. You can swipe the one I've given you, and that will be so easy for you to implement.

- 13:49 Then finally, you're actually going to start pimping this out. Pimp out your community. I think first and foremost is don't be afraid to ask people to join. If you've been having conversations with people who'd be perfect for your community, don't be afraid to ask them. Ask them if they would like to join. Now you can ask old friends, you can ask clients, you can ask people you've been networking with. I do want you to get into the habit of whenever you are having conversations with people who are a great fit for your community, don't be afraid to ask them. It's a simple ask.
- 14:18 But remember, you still need to sell the benefit. Why is this going to be valuable to them? Just because it's free doesn't mean people are going to join, it's just because it seems like a no-brainer to you. It doesn't mean it's a no-brainer to them. People do not want to give up their time.
- 14:33 Start adding this on all your social media platforms. If your goal between now and your launch is building a community, I want you to pimp this everywhere for the next 10 weeks, okay? Add a signature, sharing your community through emails. If you're sending out emails to customers, for marketing, whatever broadcast you're sharing, add your signature at the bottom to say, "If you'd like to join my community, which is amazing for blah, blah, blah, here's the link to join." So easy.
- 15:01 Add a post to your website. Basically, I want you to pimp this everywhere. Every single opportunity you have to share this community, I want you to add those people in. Do things like changing your cover images on social media to a, "Join us," advert. That's such an easy win. You can do this on your personal profile, you can do this on your page, you can do this on your website. All the social media channels you could possibly think of.
- 15:26 And I love this one. Every time you speak to someone offline, invite them to join. Just pimp it everywhere. I want you to get into the mindset that this is an amazing thing that you're launching. This is also a launch, you're launching your community.
- 15:39 So I want you to put this absolutely everywhere that you can. Make your launch super easy, have a week's worth of content created in advance, and one of the things that I did when I first created my community was because I didn't really have an audience, I invited my friends to join. It's going to be great for your confidence, it's going to boost your engagement, and above everything, it's just about actually getting started in creating some momentum.
- 16:02 I will never forget the moment that someone joined my group that I didn't know, a complete stranger. It wasn't a friend of a friend, it wasn't anyone I'd ever heard of, it was just someone who found my group, and I was like, "Wow, this works." And it's an amazing feeling, but don't be afraid to invite your friends to help and support you temporarily. Give them questions that they can ask you to create that engagement.

- 16:25 Fake it till you make it, guys. Just get it out there. I don't like that phrase very much because it's not about faking it, but it is about creating some engagement so that people can see they can get help and support in your community. That's just going to really boost your confidence more than anything.
- 16:39 But also, really don't worry if your community is small. Focus on the value that you're bringing to those people, and those members will absolutely invite other people along. Ask them to bring other people. "Do you have a friend who would like this? Invite them to join. Here's the link." Super easy.
- 16:55 Now, it can be hard when you're first starting out to actually create that initial engagement, so if you're not seeing engagement, switch things up. Keep trying new things. Don't be disheartened. It can be very ... what's the word? It can be very off-putting to your energy. It can be quite upsetting when you don't have that engagement.
- 17:17 Don't worry, it's going to happen, but you have to really step into the successful leader of your community. Be that person first. Do what that person will do, and then you'll have those results, but expecting to have engagement the minute people join, it's just not true and it's not how it works. You have to put in the work, and over time, people will start to join, and they'll start to sign up, and they'll start to get engaged, and you will see that, but it doesn't happen from the minute people join.
- 17:43 Do welcome every person joins. Truly, it is an honour and a privilege that these people have decided to spend that time with you. What an absolute privilege. I want you to welcome them in as if they paid for it. I want you to get into the mindset. These people have given up their time to spend it with you, and that is an honour.
- 18:05 When you do welcome them in, there is a little Facebook tool for you to do that, which is in the right sidebar on desktop. You can automate a post that will welcome those people in. Ask them what made them join. The more you discover around why people joined your community, the more people will join as a result of your actions, because you're going to be able to dial in your messaging. You'll be able to improve your invite. You'll be able to craft your why. You're going to find out they say this post in a particular place, so you know you need to do more of that, but that kind of research is invaluable to the growth of your community.
- 18:38 So they're my getting started tips. I hope you've enjoyed this lesson. I would highly recommend this as a strategy for many of you. I think you also need to be mindful that a Facebook community long-term might not be the best way for you to spend your time, but that's why you need to know your numbers, and this is why you need to know where people are joining your launches from.

- 18:58 If your free group serves as a great place for people to join, and to get value, and to move into your launches, then it might be worth having it. If you're finding that people are just using your free group as a place where they can get free advice and treat me like Google, then maybe it's not the place to place your focus and efforts.
- 19:17 That really needs to be something that you think about more strategically later on down the line, but don't be afraid of having this as a short-term thing. It's super powerful, and as I told you, this is the one thing if I could go back to the beginning of my journey creating an amazing community, is how I would do it all over again if I had to choose just one thing.
- 19:37 I hope you enjoyed this lesson, and I can't wait to hear all about your ...