

HOW TO GET YOUR FIRST *1000 Followers* ON FACEBOOK

DO

1. Ask your friends and family to follow your Facebook business page.

- Don't be upset if they don't. They are not your ideal clients anyway.
- Serve the audience that is following you.

2. Post 2 times per day.

- Facebook wants to know that you're consistent.
- Hesitations:
 - "I don't know what to say."—You have the creative ability! Remember that people don't know what you know.
 - "I don't want to irritate people."—Facebook only shows your content to a small percentage of your followers.
 - "I am afraid to sell."—Change your mindset. If you want money in the back, you have to sell.
 - "I don't know how to word my posts."—See number 6.

3. Do 2 Facebook Lives per week.

- This is non-negotiable. Being scared is irrelevant; you have to do it anyway if you want to see business growth on your page.
- People want to be entertained.
- You don't have to show your face.
- Focus on serving your audience—give them what they need.
- You can get my 60 Ideas for live topics [HERE](#).

4. Look at your insights and sort your posts by Reach.

- What day of the week is hottest on your FB page?
- What time of day do most of your people engage with your posts?
- Post more of what people want from you. Give them what they want, and balance that with what you're really good at and what you want to give them.

5. Be different.

- Don't copy someone you follow who you feel is successful.
- Be yourself—snarky, person of faith, etc. Likeminded individuals will be drawn to you.
- Don't be all business all the time and don't separate Business Me from Personal Me.
- Let people "in" so they can begin to know, like, and trust you.

6. When you're posting, type it out like you're texting your best friend.

- Don't try to be fancy. Just be you. It's so much easier than pretending.

DON'T DO

1. Don't obsess over the numbers (likes, unfollows).

- Instead, watch engagement. Are people talking back?
- When people unfollow you, be glad, because they were not for you.
- Your job is to serve. Focus on content.

2. Don't just barf up sales posts all day long.

- Share encouraging and funny content.
- *Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World* – Gary Vaynerchuk
- Add your sales posts along with the "giving" posts.

3. Don't outsource your voice on social media.

- Your followers can tell when it's not your voice.
- Instead, outsource the things that you don't have to do.

4. Don't do contests on your Facebook page.

- This may pad your numbers but many of them will drop off after the contest.
- They are not your people and most of them will not be a buyer.
- You may run the contest in a way that violate Facebook's terms of service, and you could lose your page.

5. Don't try to be like someone else.

- Let your Facebook community into who are, what you stand for. "Love me or hate me but there's no money in the middle."
- You won't find your tribe of people who support your page if you try to be all things to all people.