

Facebook Strategies 2.0

Module One Workbook

What's Your Why?

There are several ways having a healthy, growing, active Facebook page can be a very valuable resource for your business. Place a check mark next to each benefit you'd like your Facebook page to accomplish.

- ☐ Find new readers, clients and customers.
- ☐ Connect with your followers on a deeper level - turning them from passive followers into raving fans.
- ☐ Gather important information about your audience, which you can use to create better products and services.
- ☐ Send more highly targeted traffic back to your blog, site or shop.
- ☐ Get the word out about current events or promotions.
- ☐ Drive more email sign-ups.
- ☐ Educate your readers about your topic.
- ☐ Market affiliate products and offers.
- ☐ Open the doors for more sponsorships.
- ☐ Build a clearly defined reputation around your brand.
- ☐ Add the personal, human element to your products and services.
- ☐ Sell more of your products and services.
- ☐ Answer product questions.
- ☐ Provide customer support.
- ☐ Other: _____

Next, choose the ONE main goal that is the most important of all, or the one you'd like to focus your efforts on FIRST, and write it below. You can always come back to the others later. But just choose one to start.

My ONE main goal with my Facebook page is to: _____

_____.

Turning that Why into Action

Now, it's time to start turning that "Why" into an actionable strategy.

Scroll through the list of Facebook strategies in this module until you find your own. Write down the strategies I recommend below, and then take some time to brainstorm additional strategies of your own.

No one else knows your page like you do. How will you use it to accomplish YOUR main goal?

My ONE main goal with my Facebook page is to: _____
_____.

These are the strategies I will use to help me accomplish this goal:

- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

These are the strategies I will NOT use to help me accomplish this goal:

- ☐ _____
- ☐ _____
- ☐ _____

Getting to Know You!

Part I

This section is designed to help you better understand your target reader and their unique needs and interests so you can better serve them with content they will LOVE. Not sure on some of the answers? Ask your audience! Or, if you don't have much of an audience yet, just make your best guess.

1. Is your target reader: Male Female Doesn't matter (circle one)

2. How old is your target reader? _____

3. Is your target reader married? _____

4. Does your target reader have any children? _____

5. Does your target reader work? In what type of job? _____

6. What problem does your reader look to you to solve? _____

7. What obstacles does your reader face in solving this problem? _____

8. Say you ARE able to help your reader overcome every obstacle and objection to experience real success. What does “success” look like to your reader? What are they aspiring to?

9. What is a typical day like for your target reader?

10. When is your target reader most likely to get on Facebook? What else are they doing at the same time?

Part II

Getting to know your target reader is important – but getting to know yourself is crucial as well. After all, it won't do you any good to choose a strategy that involves a lot of video if you're too camera shy to make a video!

So, let's get to know you, your needs, and your preferences as well.

How comfortable are you with:

1. Writing status updates:	Very	I don't mind it	I could learn	No way
----------------------------	------	-----------------	---------------	--------

2. Doing live videos:	Very	I don't mind it	I could learn	No way
3. Creating your own memes/graphics:	Very	I don't mind it	I could learn	No way
4. Interacting in real time:	Very	I don't mind it	I could learn	No way
5. Paying for advertising:	Very	I don't mind it	I could learn	No way

6. What sub-topics in your niche are you particularly passionate about? _____

7. What sub-topics in your niche would you rather avoid? _____

8. Are there any types of content you're naturally drawn to? _____

9. How would you describe your personality or your tone? _____

Creating an Editorial Calendar

Your Facebook page editorial calendar is simply the schedule of what content you will post when. While that may sound kind of restrictive at first, it's actually incredibly freeing.

No longer will you stare at your Facebook page at 8:00am, wondering “What in the world am I going to post today?” Instead, you'll know exactly what to post and when for maximum impact, because you've already decided ahead of time.

Just follow the steps below!

1. What types of content will you post on your Facebook page?

☐ Articles – Your Own Site

☐ Text-only Quotes

☐ Articles – Other Sites

☐ Affiliate Links

☐ Facebook Live Videos

☐ Sponsored Posts

☐ Uploaded Videos

☐ Links to Your Own Products/Services

☐ Pictures/Images

☐ _____

☐ Memes/Graphics

☐ _____

☐ Questions

☐ _____

☐ Text-only Status Updates

☐ _____

2. Will you post every day or just on certain days?

☐ Every day

☐ Certain days: S M T W R F S (circle the days you will post)

3. How many times a day will you post? _____

(Do not overthink this. Simply pick a reasonable number you can keep up with and still post AMAZING content every single time.) For what it's worth, 1-3 is low, 4-6 is average, 7+ is high – but that may vary depending on your niche.

4. Will you schedule out your posts in advance or post them live every day (or a mix of both)?

5. What times of day will you post?

6. How often will you be able to set aside time to review your stats? Daily, weekly, monthly?

Do not get caught up in the *perfect* editorial calendar with the *ideal* posting frequency or any of that. **The best editorial calendar is the one that you can stick with.** The one that allows you enough time to find and consistently post amazing content without fail, and still have time to review your stats periodically.

So, let's make one!

On the blank editorial calendar that follows, start plugging in your times and types of content, according to your answers above. You can use mine as an example, but make yours your own! Mine is just an example I filled in real fast. Not a prescription for what you need to be doing as well.

Example:

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
8:00 am	Image	My article	Affiliate link	My article	Affiliate link	My article	Other article
12:00 pm	My article	Image	Other article	Image	Facebook Live Video	Affiliate link	Image
4:00 pm	Affiliate link	Affiliate link	My article	Affiliate link	Image	Other article	My article
8:00 pm	Other article	Facebook Live Video	Image	Other article	My article	Image	Affiliate link

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday