




CHECKLIST

MAKING THE MOST OF
FACEBOOK GROUPS





Online Visibility
ACADEMY







7 Ways to Profit from Other Peoples' Facebook Groups

- I am aware that Facebook is primarily social, not sales oriented
 - I understand that people join groups to hang out with like-minded friends, get help with a specific goal or challenge, and let their hair down
 - I have familiarized myself with the drawbacks and benefits of both open and closed Facebook groups
 - I understand that closed Facebook groups provide an excellent way for focused action-takers to work toward a specific goal
 - Before I go and create my own group, I plan to join two or more closed Facebook groups to familiarize myself with group dynamics and build up my visibility before the right audience
 - I understand that in someone else's Facebook group, I will have a chance to:
 - Grow, practice and try things out
 - Help your ideal community member
 - Relax and have fun with them
 - Ask them to help me
 - Share links to my blog posts
 - Share photos, infographics and image quotes
 - Show how much I know
 - Become known!
 - I have built a client avatar, using people I have gotten to know in a Facebook group for informed inspiration
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7 Ways to Profit from Other Peoples' Facebook Groups

- I am paying close attention to what gets posted
 - I am taking screenshots of particularly helpful posts and/or answers, and saving them in a journal or journal folder
 - I have searched for, and found, valuable Facebook groups within Facebook
 - I am reading all group descriptions very carefully before joining
 - I am scanning the posts of group members for:
 - Pain points (complaints)
 - Common problems
 - Product ideas
 - Gaps in existing products and programs
 - Untapped market opportunities
 - Connection opportunities
 - I am creating resources for Facebook group members in groups I belong to
 - I am adding value to the group through consistent, regular and repetitive interaction
 - I am making it a point to visit and engage with the group every day
 - I am planning and scheduling a good chunk of my posts for groups I belong to
 - I have familiarized myself with ways to share in Facebook groups
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7 Ways to Profit from Other Peoples' Facebook Groups


- I am making sure that I vary my post types to make them more interesting
 - I am recording and making notes about anything I have promised to follow up on for a fellow group member
 - When I can contribute a valuable response, I am answering questions within the group
 - I am answering some questions by sending them to the group owner's:
 - Blog posts on that specific topic
 - Books on that specific topic
 - Products that deal with that specific topic
 - I have checked to see if at least some of the groups I am joining allow members to share their own promotions and links
 - I am budgeting time in my schedule to help group members by taking on such responsibilities as:
 - Beta-reading blog posts or books
 - Looking up things I have promised to find
 - Sharing resources that I have promised to provide
 - I am making notes on which types of posts get specific reactions
 - When it comes to my own posts, I am making sure I take note of:
 - What gets Likes
 - What they share
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7 Ways to Profit from Other Peoples' Facebook Groups

- What they comment on and discuss
 - What gets them excited
 - What they ignore completely
 - What they take issue with, or argue about

 - I am using Facebook groups to practice posting, presenting Live videos (if allowed), and getting comfortable being “out there” in my online community
 - I am experimenting with stretching my boundaries and horizons in the groups I belong to
 - I always check group rules before making certain types of posts — especially if I’m not sure it is allowed
 - I have checked the protocols of each particular group before uploading files for other members
 - Once I have placed a document in a group file, I am making sure I also announce it in a post and tell people how and where to access that resource
 - I have consciously decided what role I want to play in each group I belong to
 - I am keeping posts short till people in the groups I belong to get to know me
 - I am posting consciously, knowing with each post:
 - What I want to say
 - Why I want to say it
 - Who it is for
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7 Ways to Profit from Other Peoples' Facebook Groups

- What I want it to provide or achieve
 - I am always focused on the group goals and objectives
 - I am paying attention to the timing of my posts
 - I am paying attention to the best time to share my posts
 - I am double checking my research to determine optimal post times using more than one method
 - I understand that the most important components of growing my reach are:
 - Consistency
 - Regularity
 - Repetition
 - I will make sure I really understand how groups work and build important relationships within them before starting my own group
 - I will not abandon 'old' groups I belong to when I start my own
 - I am making sure my own new Facebook group has a clear and powerful goal
 - I am making sure my own new Facebook group is set up to benefit my members
 - As a group leader and owner, I am:
 - Creating posts that inspire action
 - Creating posts that challenge and stretch my members, as well as comfort them
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7 Ways to Profit from Other Peoples' Facebook Groups

- Using calls or prompts to action
 - Using trigger words
 - As a group leader and owner, I am also being:
 - Real and vulnerable
 - Visual
 - Positive
 - I have created all my basic group content before inviting people to join, such as:
 - My 801 X 250-pixel group cover photo
 - My group description and guidelines
 - A pinned post
 - (At least) a handful of various post types to get the ball rolling
 - I am using my most important keywords:
 - In my group name
 - In my group description
 - I understand that Facebook groups are reciprocal, and the best ones offer a win-win situation for group owners and members alike
 - I am ready to make the most of Facebook groups
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