



GROWTH THROUGH GROUPS

Use Facebook Groups to Build Your Business & Develop Your Voice!

WHY BUILD A FACEBOOK GROUP?

IT'S FREE

DEVELOP YOUR VOICE

Your group is your opportunity to express yourself. You can write blog-style posts, develop and post articles, share scenes or even go live. Make it your own.

FIND YOUR PEEPS

You will be amazed at how much starting your own group focuses your message as well as the type of people you will attract. You will see themes and you can double down on the ideas that work for you.

GAIN CONFIDENCE

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TRY NEW THINGS

A Facebook Group is the perfect place to try new things. You can always delete them if they don't work. And you get instant feedback.

BUILD CREDIBILITY

As you share your story and post about what you have to offer and contribute, you will start to gain an audience and build your credibility.

CALLING CARD

You have a place to send people to find out more information about you. You can use units to provide a place for them to see your work.



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DISCOVER WHAT TYPE OF GROUP YOU WANT - LEARN THE LANGUAGE

Look at other groups. Join and participate. Note the language they use.

CREATE YOUR GROUP

Decide on a name for your group. Go to your home page. Click on "Create Group." Follow the instructions on Facebook. Go to Canva.com to build a banner for your page. Upload the banner.

ADD A BANNER AND YOUR WEBSITE LINK

Once you've uploaded your banner to the group, click on the picture to fill in copy to guide members to your website.

ADD QUESTIONS, RULES AND MODERATORS

Build your email list by requesting their email address in the questions. Find out more about what they need and want. Facebook offers suggestions for group rules. Or you can write rules that you would like to enforce. Create a post. If you have a team, add moderators to approve new members and moderate posts

CREATE SEVERAL STARTER POSTS

Create some posts to get the group started. Articles, quotes and requests for input work well. Create themes like What's Up Wednesday and Flaunt it Friday!

PIN A WELCOME VIDEO

Do a Facebook Live explaining your group and welcoming people. Share your excitement! Pin it to the top of the page. Or you can pin a post with your rules if you prefer. Be sure to answer comments as they come in.

EXPERIMENT

Be consistent. Do live trainings. Add gifs. Bring in guests. Share articles. Create themes.

DEVELOP YOUR VOICE

Tell your story. Use it to reveal scenes from your screenplay. Use it as a reader to meet writers. It is a perfect vehicle to use to send people to so they can get to know you!