

5 BIG

mistakes

**WOMEN COACHES
MAKE WHEN TRYING
TO ATTRACT LEADS
ON FACEBOOK**

INTRO:

You already know other women who are building a solid catching business on Facebook, so why haven't you cracked the code yet?

Sure, you could blame it on the fact that Facebook is constantly changing and nobody sees your posts anymore, or the fact that you just haven't got the results you were hoping for yet.

Or you could look at the big mistakes your probably making every day and don't even realise.

So, I thought I'd take the time to point them out to you and show you some quick shifts you can make to start attracting more quality leads on Facebook without spending a ton and sinking hours a day into it.

WHY FACEBOOK?

Even though you probably have a love/hate relationship with Facebook, there is absolutely no denying that it is the best marketing tool ON THE PLANET.

Your customers are on there day in and day out with most of them checking it as soon as they wake up (most even before they've got out of bed!).

They love the connection it gives to their busy world and although many of them aren't going to Facebook to get their big problems solved, you can be there to help them and turn them into clients if you follow some basic principles.

So take just a few minutes to go through these mistakes I've seen time after time in my years teaching women how to grow their coaching business with Facebook.

HERE'S THE 5 BIG MISTAKES I SEE MOST WOMEN COACHES MAKING ON FACEBOOK:

1. TOO WORRIED ABOUT LIKES & SHARES

Stop getting caught up in how many Facebook Page Likes you have. Whether you have 5 Likes or 500,000 you won't sell a thing unless you consistently:

- **Give Value:**

Share your best stuff like your life depends on it. Show people the way, establish your credibility and give them what they need to get results.

- **Consistently Make Offers:**

I know this seems obvious, but nobody can invest in your programs, events and workshops unless you offer it to them. Make sure you mix up your posts with links to your opt-ins to build your list and funnel them through to a sale.

- **Interact With Your Tribe:**

Create dialogue, not just diatribe. Your audience want to have a conversation with you, so ask questions rather than makes statements in your posts. Share a bit of who you are. It may feel uncomfortable at first, but the positive reaction you get will inspire you to share more.

YOUR BIG SHIFT:

Weave in promotional posts on both your personal and business profile at a ratio of at least 1:3.

2. RELYING ON ORGANIC REACH

Yes, Facebook has seriously curbed organic reach for your business page. That means when you post something on your page, it is unlikely to reach more than 5% of your Page Likers unless you pay.

Obviously, Facebook wants you to use their paid ads, but with all the competition on Facebook, there is less real estate available in your audience's news feed.

That means posts to your business page will only be seen by a few people, so you either need to pay to reach more or start posting to Facebook Groups or on your personal Facebook profile if you have lots of clients.

YOUR BIG SHIFT:

Start a free Facebook Group and invite your ideal audience through your existing connections, that way you can ensure your posts will show up in more newsfeeds than a post on your business page.

3. INCONSISTENT ACTIVITY

Taking a hit and miss approach to your Facebook page posts will do little more than populate your page for random visitors. Facebook reward frequent posting and interaction (you won't reach all your followers, but you will build up the rank of your page in your audience's newsfeed), so make sure you post at least once or twice daily.

YOUR BIG SHIFT:

When you're scrolling through Facebook, and you're seeing posts from your favourite pages, take the time to share a couple of posts that are relevant to your business page. Just click "Share" on the bottom right hand side of the post.

4. NOT MAKING THE MOST OF TOOLS

Nobody really has time for a Facebook marketing strategy, especially as a busy coach. You're no doubt far too busy serving your clients to worry about creating and sharing content for your audience.

But done right, this will work for you while you are busy doing other things. It will create and sustain a relationship with your current and potential clients and establish your position in the market.

But I don't expect you to do all the work, so why don't you use one of the great automation tools to help you.

The best of these for Facebook is Edgar (www.meetedgar.com). This allows you to create a library of content for your Facebook Pages, Profiles & Groups and recycle it at times you choose. Once you have the time to upload the library, it really is set and forget.

YOUR BIG SHIFT:

Get a social media automation tool like Edgar, Hootsuite or Buffer to help make content posting easier and boost interactions with your Facebook Page.

5. BOOSTING YOUR POSTS

If I leave you with one thing from this checklist, it is to STOP boosting your Facebook page posts.

I know Facebook encourages you to do it, and it really is the easiest way to get your content into more of your audience's feed, BUT it is not the best use of your marketing spend because you're handing over the cost of the distribution of your posts to Facebook.

YOUR BIG SHIFT:

You need an automated Facebook advertising strategy to generate coaching leads every day. Even if you're starting from zero, it's really not too difficult to get going.

READY FOR
more COACHING LEADS
THAN YOU
CAN HANDLE?



If you're ready to fire up an automated lead-getting system on social media, then you can't miss my upcoming workshop **Sky High Results Online**.

I'll show you step by step how to set up your powerful lead generation campaigns online that will fill your coaching programs, events and workshops.

The best part is, it is all live and I am right there to answer your questions.

[Click here to find when it's coming to a city near you.](#)