



EMPOWERING EVENTS

Francesca Moi

step #1

INVISIBLE/ ACTIVE

you →



WELCOME TO THE M.A.F.I.A

Invisible / Active

You're invisible? Not for long!

If you are committed and ready to show up 100% in the M.A.F.I.A, the results will show up for you too. Like anything, you need to do the work. You have everything you need inside the M.A.F.I.A to reach INVINCIBLE level.

So what are you waiting for!

Let's Do This!!!

BOOK YOUR WORKSHOPS!

GOLD & VIP

3-Day Build Massive Impact

What's Covered:

- Your Marketing Funnel
- Build Your Community
- Get Bums on seats
- Your First Event
- Client's Why Stack; pains, problems, desires
- Email, Post, Events Templates, Checklists
- Unlimited Speaking Gigs
- Grow Your Database
- Content Creation & Scheduling
- M.A.F.I.A Mindset



[View upcoming workshop dates and book yours!](#)



NOT A VIP YET?

Talk to us about enjoying VIP benefits!

What You Get As VIP:

- Your own Virtual Assistant trained in our strategies to help you save time!
- Unlock membership levels Empowered to Invincible and gain access to advanced strategies!
- Unlock new workbooks for these levels
- Access to attend & re-attend all workshops for 12 months
- Access to the FB group & support of the M.A.F.I.A community
- Bonus VIP Weekly Support Calls
- Access to EAM Mastermind for 12 months (Usually at \$97 a month)

VIP ONLY WORKSHOPS

3-Day PLUS Action Day & Bootcamp

What's Covered:

- Know Your Numbers/Goals
- Create Your Lead Magnet
- Build your email list
- Automation Systems
- Run your own 1/2 day workshop!
- Plan Your Workshop
- Structure content & sales
- Promote & Sell
- Templates, Resources and more!!!

How to Boom!

Guide To Using Your Workbook



When you see this BOOM sign, STOPPIT!

It means this topic is covered Live in your Monday Coaching Calls with Francesca!

It is super valuable for you to join live on Monday with your group! This is your chance to learn the how, ask questions, gain feedback on your business & on what you're posting and be coached by Francesca! Make sure you show up!

Your Coaching Call Schedule

Group Coaching With Francesca!

- 11:30am Every 1st Monday Of The Month
- Invisible/Active Group Session
- 30mins Content + 30mins Live Coaching

Invisible/Active Topics Covered:

- Using Facebook for business, Personal Profile
- How to friend people authentically
- Buying Box Model, B.O.O.M Model
- Mindset, Fears, What holds you back
- How to use other people's FB groups to create products that sell!
- How to stay consistent online
- How to write posts & create content
- How to do Lives that get engagement



Click me!



COACHING TIMES
ZOOM LINK

GOLD & VIP

1:1 Clarity Session

Complete steps 1-6 in the membership site & book in your 1:1 Clarity Session!

BONUS WEEKLY SUPPORT!!

Are You A VIP Mafian?

- Tech Wednesday's with Giulia
- Strategy & Marketing Friday's with M.A.F.I.A Certified Coach



EMPOWERING EVENTS



Mindset

Scarcity To Abundance

"Your business is a 3D printout of your thoughts."

It's important to be aware of our mindset as we move through different challenges in our business so we can keep moving forward and not get stuck in fear. The common fears I see at this level is fear of being seen, fear of taking a risk, lack of trust and belief in yourself, fear of being judged by family and friends.

Our fear is most heightened at this level. Our ego's job is to keep us safe, so when we start something new, naturally our brain will look for ways to hold us back! If we are aware, we can choose new thoughts and beliefs that move us forward.

The only way to move past the fear is to take massive action!

What are your 3 biggest fears when it comes to posting on Social Media and being seen?

1. _____
2. _____
3. _____

What is your WORST case scenario?

What is your BEST case scenario?



"Leader's feel the fear, but take action anyway, are you a leader?"

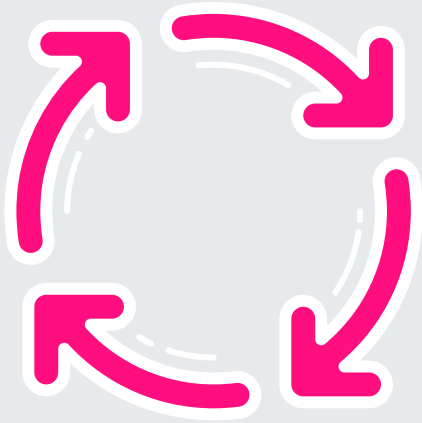
You need to be courageous. People think leaders don't feel fear. However, it's the opposite, leaders do feel fear, but they decide to lead the way anyway because they concentrate on the best case scenario. If you don't take risks in business, you are never going to get anywhere. You have to be okay with making wrong decisions, but understand you will learn from it and you will become better for it. To become abundant you have to accept this and lean into courage.



EMPOWERING EVENTS

Mindset

Cycle Of Posting



POST CONSISTENTLY FOR A WEEK



MISS A WEEK



START AGAIN FOR 3 DAYS



LOSE MOMENTUM



PROCRASTINATE

LIST THE EFFECTS OF YOU BEING INVISIBLE?

INCOME:

CLIENTS:

CONFIDENCE:



EMPOWERING EVENTS

Mindset

Commitment to Confidence

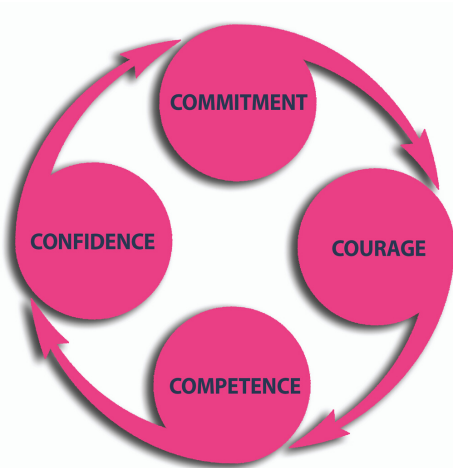
"You don't have to be great to start, but you have to start to be great"

When you make a decision in business, people think they need to have confidence, so they don't make decisions until they have confidence. The truth is, you first need to commit, and when you do that, that means you have courage. You need to have courage first because you don't have confidence yet.

Your brain thinks since you haven't done it before, then you can't do it. Courage gives you the power to know you may fail and make mistakes, but that's okay because you're going to learn from it. By learning as you take action, you become competent, which will then give you confidence.

Where are you from Commitment To Confidence?

What 3 actions can you take in order for you to move into the next category? eg. from commitment to courage?



**How committed are you to your success?
Write 5 words of encouragement for when the going get's tough, to keep your mindset on track!**



EMPOWERING EVENTS

Influencer Journey

Looking at the bigger picture

You're here because you want to grow your following, be seen online and get fully booked workshops and clients. To do this successfully, you need to be ticking boxes and building trust.

These are the key social media areas to focus on, to go from Invisible to Invincible!

Throughout your M.A.F.I.A journey, we will teach you how to master each component!



Personal Profile

FB Business Page

Meetup Group

FB Groups (own)



FB Groups (others)

Growing Your Emails

Money making activities

Social Media Activities

Engagement Focus Goals



EMPOWERING EVENTS

Marketing Funnel

What is it? Why do you need one?

It's important you have clarity on how potential clients will find you online, what you offer and how you will work together. Below is a general marketing funnel model for business.

When you book your 1:1 session, you will work with a M.A.F.I.A coach to tweak your own funnel.

INVISIBLE/ACTIVE FOCUS: Top Of the funnel, Grow Your Following!





EMPOWERING EVENTS

Your Funnel



Signature B.O.O.M Model

At the Invisible level, you are focusing on the top of the funnel ; Grow Your Following.
This is the first marketing funnel you will use in your M.A.F.I.A journey.

You must build trust before you can expect clients to work with you. As you move to Established, you will start using B.O.O.M posts to filter down potential clients.

B.O.O.M FUNNEL GOAL: Work with clients 1:1 (min 10 clients)

GROW YOUR FOLLOWING

Top Of The Funnel Activities

Focus on marketing efforts to be seen on social media, build trust and attract clients to enter into your funnel.

CHAT TO POTENTIAL CLIENTS

Middle Of The Funnel Activities

Free 30 Minute
Chat / Consultation

GET PAID!

Bottom Funnel

1:1 Clients
Package

INCOME GOAL: \$0

Your primary focus at this level is to start putting yourself out there online and being seen!

MINDSET:

Scarcity / Uncertainty

Don't know how, so you don't believe you can. You have the passion, value and desire but unsure whether it's going to work or not. Self-doubt/No-low trust.



EMPOWERING EVENTS

Brainstorm

Before your 1:1 Clarity Call

What is your current business model?
See if you can fit your business into the marketing funnel below.

Then, using this workbook, brainstorm some new ideas of how you can grow your following at the top of your funnel! Take this with you to your 1:1 clarity session.

How Do Your Clients Find You now?

How Do They Get Started With You?

Your Current Offers?

FOCUS:

GOALS:



Focus Tasks

From Invisible/Active to Established Junior!

PERSONAL PROFILE

- Add friends daily
- 2 Posts x per week
- 1 x FB Lives per week

BUSINESS PAGE

- Create a Business Page
- Edit Personal profile to add your business page link

FACEBOOK GROUPS

- Join and be actively posting in 1 group per month
- Add value, no sales.

MEMBERSHIP SITE

- Complete Steps 1-6 in the membership site
- Attend your group coaching calls weekly
- Complete your 1:1 with M.A.F.I.A Coach

WEBINAR/MEETUP EVENTS

- Not Yet

EMAILS / CONTENT

- Not Yet

These are the focus numbers to work towards at this level! You will have more tasks to do now so it's important to stay consistent.

It's up to you how fast you reach these goals!

Numbers

When you reach these goals, you will move to > **ESTABLISHED JUNIOR**

FB FRIENDS 1500

FB GROUPS (OWN) 0 Members

B.O.O.M POST 0 per week

BUSINESS PAGE LIKES 0-50

FB GROUP (OTHER) 1 post per week

1:1 CHAT 0 per week

POST /LIVE LIKES 0-5 per post

MEETUP GROUP 0 Members

CLIENTS 0-1 per month

POST/LIVES COMMENTS 0-10 per post

EMAILS 0 +

OTHER



EMPOWERING EVENTS

Buying Box



Your Path To Paying Clients!

Buying boxes are boxes that people tick when they read your content or watch your lives or attend an event of yours, online or offline. The more boxes you tick, the more chances they will become a client.

BUYING BOX GOAL: Build Trust Online

You don't want to force people to work with you! You want them to follow and love you. It's better to let people make their own choices. If you stand out from the crowd people are going to recognise you as a leader and will gravitate towards you.

This will also make selling your products and services easier because you would have already started ticking boxes for them.



- ✓ Write a post and then ask yourself: What other boxes can I be ticking with this post?
- ✓ Tweak your posts to ensure you tick at least 1-2 boxes per post
- ✓ Don't overthink It, NEVER EVER watch a FB Live back
- ✓ Be genuine. Be real. Be you
- ✓ Have fun with it! People are attracted to your joy!

See It In Action!

Why did you join the M.A.F.I.A? Which boxes did we tick for you:

Trust

Awareness

Authenticity

Resonate

Social Proof

Consistency

Passion

Inspiration

Connection

Solves a problem

Vulnerability

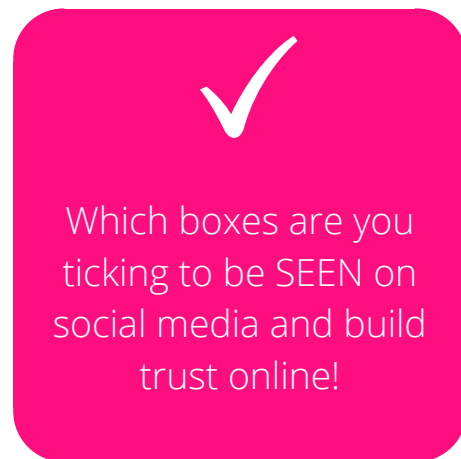
Credibility

The Boxes

What boxes do you need to tick?



People buy off people they trust. To earn someone's trust what do you need to do? Be consistent, say what you mean, have integrity, prove you are reliable, be helpful and an inspiration to others. Ticking these boxes will close the gap between no client to paying clients!



RESONATE

CREDIBILITY

SOCIAL PROOF

TRUST

AWARENESS

AUTHENTIC

CONSISTENCY

PASSION

INSPIRE

VULNERABLE

CONNECTION

SOLVING A PROBLEM



Brainstorm

Content For Each Box

How are you going to tick the boxes?

You want to tick boxes in a way that your following can understand who you are and your lifestyle. Think about how you're going to deliver this content that will tick the most boxes.



How will you fill up each box with content each week that will excite your audience!

Resonate : List any personal experiences that would help resonate with your audience

Credibility/Social Proof : Do you have testimonials, results to share? Add photos for proof!

Trust/Authentic: Be you no matter what! It's not about being perfect, or getting it right, it's about being real. Open up, share vulnerabilities, show your personality and connect!

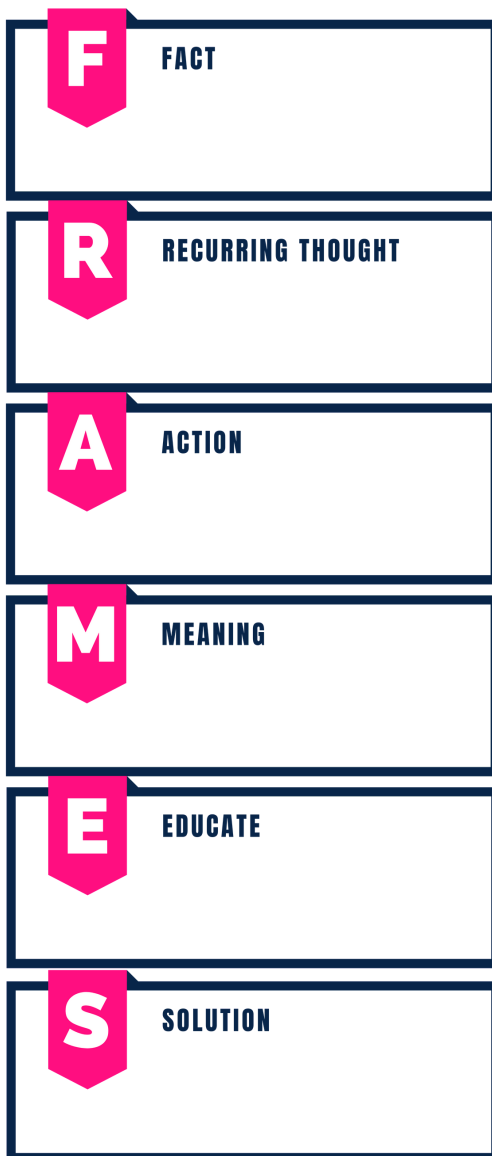
Awareness: What can you teach, educate and share that will benefit others?

 **Ways To Deliver Content:** Facebook Lives, Facebook Posts, Inspirational Quotes, Answering questions for people in other groups, Magic PDF (free e-guide), Videos, Samples or teasers of your products/service.

Post Structure

Using F.R.A.M.E.S To Write Posts

You have so many topics you can write about and now you're unsure how to structure your posts in an effective and engaging way. Follow the below framework to help you write posts that BOOM your engagement online!



What is happening right now?
Speak to the facts they are experiencing.

What are their thoughts about this?
Their pain points. Use one pain per post!

What do they do or NOT do, as a result of these thoughts?

What do they make it mean about them?
How do they feel?

How does your own story relate?
What can they do to change it?

What do you offer that can help?
Call to Action?



Example Post

Here's an example for you!

Notice the fact is the same, but we are speaking to a different pain point

F - FACT :

I'm recently divorced

R - RECURRING THOUGHT : PAIN POINTS

I have no idea who I am anymore, what I love, what I want

A - ACTION :

Withdraw and sleep all day

M - MEANING :

I'm not good enough, why bother finding love again, love is too painful

E - EDUCATE :

Divorce is an opportunity to rediscover who you are! It's not the end!

S - SOLUTION :

Let's find out who you are!

YOUR POST TRANSFORMS:

[F] Has your recent divorce left you thinking about what your future is going to look like?

and all of a sudden it hits you.

[R] You have no idea who you are, what your passions are or what you want out of life anymore??

[A] You started to withdraw, disconnecting from yourself and those around you.

[M] You got stuck in your story feeling unworthy of love and now you're left feeling stuck??

[E] I felt the same way when it happened to me. I lost all sense of who I was and as a result suffered depression for many years.

[S] On a quest to find myself, I learned that divorce is an opportunity to reinvent who I was and wanted to become! I found myself for the first time in years and now I help others reconnect to the core of who they are!

If this is you, and you want to find your fire, comment below!

F.R.A.M.E.S

How To Frame Your Posts



Try it out! Pick a topic and use the F.R.A.M.E model. Remember!
**One Topic, One Pain,
One Solution**

F - FACT :

R - RECURRING THOUGHT :

A - ACTION :

M - MEANING :

E - EDUCATE :

S - SOLUTION :



**HAVE YOU BOOKED IN FOR YOUR
3-DAY BUILD MASSIVE IMPACT YET?**

**[VIEW UPCOMING WORKSHOPS
AND RSVP HERE!](#)**



Facebook Lives



Be prepared when going live!

People want to see the REAL you. Not the you who recorded and edited their video 100 times to make it perfect. Follow the below as a guide and over time you will master your lives!

WHAT TO DO BEFORE YOU GO LIVE:

- Choose your topic and have a catchy headline for when you post it after your live.
- Have a story or experience you can share that speaks to your topic
- Have a clear call to action so people know what to do next ; *ie Private Message me!*
- Promote your live and make sure you say Hi as people jump on and join your live!

COMMIT TO BEING CONSISTENT:

- Make a plan & schedule to go live at least once per week!!
- DO IT. No excuses, no backing out, have the courage to go live - you've got this
- Start with 5-10 mins for your live and slowly over time make your lives longer as you get more interaction and engagement

HAVE A STORY AND CLEAR CALL TO ACTION

- Connect with sharing your story around the topic
- How did you encounter the same topic and what did you do to overcome it
- Use commonly asked questions in your live
- Offer something small for value, free PDF for your watchers.

PROMOTE IT AND SAY HI!

- Invite people from your live, promote on FB , share on your Facebook stories
- Connect with those who join! Say hi, welcome them by name
- Post your live on your personal profile afterwards
- Reply to every comment on the live post



ARE YOU VIP?

[Click HERE to access your EAM's Workbook on FACEBOOK LIVES!](#)

ARE YOU GOLD?

[Talk to us about Upgrading to VIP or you can Join EAM HERE](#)



Facebook Lives

What do I go live about?

TOPIC: How to blah blah)

SOLUTION 1

- STEP A
- STEP B
- STEP C

• **SOLUTION 2**

- STEP A
- STEP B
- STEP C

• **SOLUTION 3**

- STEP A
- STEP B
- STEP C

Facebook lives are not meant to be perfect. It is a good idea to have an idea of what you will talk about. Below is how Francesca structures her lives and example for you!

TOPIC:

How to BOOM your Facebook Live

SOLUTION ONE:

Have A Purpose

- A Brainstorm a list of topics you can talk about
- B Have a story that relates to this topic
- C Give value to your listeners by sharing tips on the topic

SOLUTION TWO:

Connect With Your Audience

- A Invite & promote when you're going live in your stories
- B Have a story that relates to this topic
- C Post & Share your live, reply to every comment!

SOLUTION THREE:

Give Them A Next Step

- A Share how they can follow you for more
- B Give them a free PDF, or offer something little if you can
- C Tell your listeners to send you a PM if they want more!

Facebook Lives

Brainstorming your live

TOPIC: How to blah blah)

SOLUTION 1

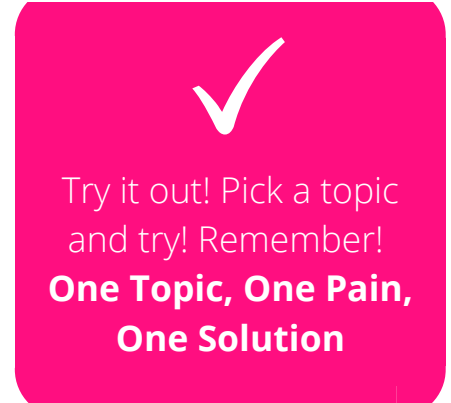
- STEP A
- STEP B
- STEP C

• **SOLUTION 2**

- STEP A
- STEP B
- STEP C

• **SOLUTION 3**

- STEP A
- STEP B
- STEP C



TOPIC: _____

SOLUTION ONE: _____

A
B
C

SOLUTION TWO: _____

A
B
C

SOLUTION THREE: _____

A
B
C



EMPOWERING EVENTS

Social Planner

Be Organised & Stay Active!

SOCIAL MEDIA DAILY DO'S



Personal Profile:
POST



Personal Profile:
FB LIVE



Personal Profile:
Add 30 friends/day



FB Group:
Join 1 + Add Value



Other:

MY COMMITMENT

Days I am committed to posting:

- | | |
|------------------------------------|-----------------------------------|
| <input type="checkbox"/> Monday | <input type="checkbox"/> Friday |
| <input type="checkbox"/> Tuesday | <input type="checkbox"/> Saturday |
| <input type="checkbox"/> Wednesday | <input type="checkbox"/> Sunday |
| <input type="checkbox"/> Thursday | |

When I want to reach the next level by:

- 30 days or less!!
- 30-60 days
- 90-days
- 90+ days

ADD YOUR OWN TO-DO'S HERE:

- Tick as many boxes as possible
- Add value, no sales!
- Be consistent!
- Stay active
-
-

- Add your's here:

-
-
-
-
-

Let's Do it

**SCHEDULE YOUR
CONTENT WEEKLY!
FLINTSTONE STYLE**

MONTH

WEEK NO.

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

SUNDAY

NOTES



EMPOWERING EVENTS

note to self:

What are your biggest AHA moments?

What did I learn about my 3 biggest fears?

What are my biggest AHA moments of being Invisible on Social Media?

Moving forward what do I choose to let go of and no longer, continue to hold me back?

to your success!



LOVE AND LIVE WITH PASSION