

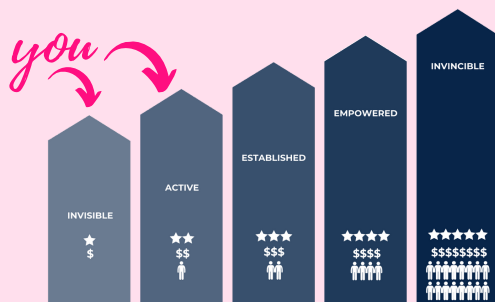


**EMPOWERING EVENTS**  
FRANCESCA MOI



# INVISIBLE & ACTIVE

V.4



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





# INVISIBLE OR ACTIVE?

## *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. Make the most of this workbook and do the exercises. I promise you'll find some golden nuggets!

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 Facebook Marketing Mastery Course

## VIP ONLY WORKSHOP

### 3- Day Bootcamp to Scale

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 (how and what to post), AWARE model (joining FB group)
- 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?

- MAFIA Classes from Mondays to Fridays
- You can see all the schedules [here](#)



# OVERVIEW

## *What to expect to learn*

01 Mindset to commit and get the confidence to post on social media

02 Position yourself as an expert using Facebook groups

03 How to write posts on social media and when to post them

04 How to consistently feed the funnel outside your FB group

05 Clarity on your marketing funnel



From the overview above, brainstorm what you believe you need to focus on first (think about what your M.A.F.I.A. coach told you during your 1:1 session).

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# FOCUS TASKS

Reach the following number below before moving to Established

Use these focus tasks as a guideline. Everyone will be slightly different. Refer back to your 1:1 session for more clarity.

## PERSONAL PROFILE

- Add friends daily as per formula
- 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.
- Follow AWARE

## B.O.O.M. MODEL

- 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
- Prepare for BOOM post
- Watch BOOM post video

## 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**

**FB FRIENDS** 1500

**FB GROUPS (OWN)** 0 Members

**B.O.O.M POST** 0 per week

**BUSINESS PAGE LIKES** 0-50

**FB GROUP (OTHER)** 2-3 post per week

**1:1 CHAT** 0 per week

**POST /LIVE LIKES** 0-10 per post

**MEETUP GROUP** 0 Members

**CLIENTS** 0-1 per month

**POST/LIVES COMMENTS** 0-5 per post

**EMAILS** 0 +

**OTHER**



# YOUR MINDSET TO SUCCESS



# DON'T STAY STUCK IN FEAR

*Are you ready to feel the fear and take action?*

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

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 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?**



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**"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.

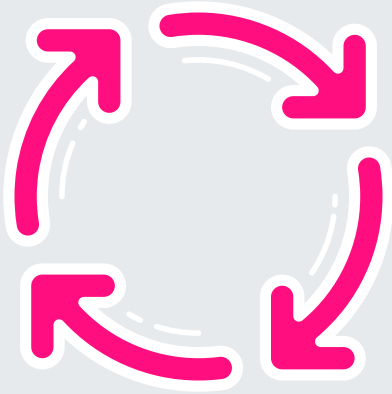




# WARNING:

*Stop the vicious cycle of posting. Take note on your social media posting habits.*

TICK IT OFF IF YOU HAVE BEEN THERE....



POST CONSISTENTLY FOR A WEEK



MISS A WEEK



START AGAIN FOR 3 DAYS



LOSE MOMENTUM



PROCRASTINATE

## WHAT WAS THE RESULT FROM EACH OF THE FOLLOWING:

**Posting consistently for a week:**

**Missed a week:**

**Started again for 3 days:**

**Lost momentum:**

**Procrastinated:**



# POSTING ON SOCIAL MEDIA

*Do you understand the benefits of posting consistently on social media?*

How does being invisible effect your income, clients and confidence?

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WHAT WILL YOU DO TO MAKE SURE YOU POST EVERYDAY?  
**THESE ARE PROMISES TO YOURSELF!!**



**DO YOU FEEL CONFIDENT?**



*Write the steps from the Commitment to Confidence journey. What does each step mean to you?*

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# YOUR CONFIDENCE JOURNEY

*Getting the confidence you need in business*

**"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, and 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?**

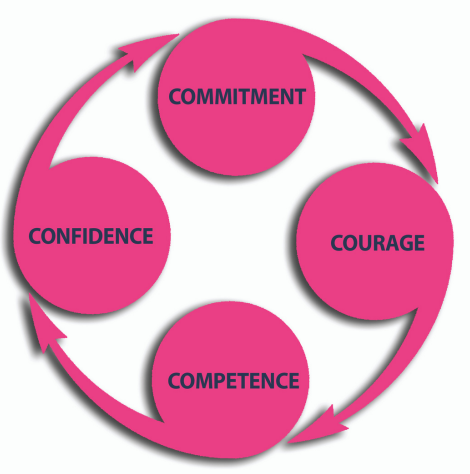
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**What 3 actions can you take in order for you to move into the next category?** eg. from commitment to courage?

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**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!**

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# YOUR FACEBOOK JOURNEY

*Are you committed to using Facebook to scale your business?*

**Using your personal profile for success!!**

You need to be using your Facebook personal profile to grow your business. By using your personal profile you are giving people an insight into who you are and how you help people. This is one of the best networking strategies that will help you get long-term results.

**Write your fears about using Facebook Personal Profile to BOOM your business.**

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**Write the benefits of using your personal profile to BOOM your business.**

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**Write down how are you going to overcome your fears to STEP UP on your Personal Profile**

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# BACK TO THE BASICS ON FACEBOOK

# THE INFLUENCER JOURNEY

*Understanding what you need to focus on everyday*

It's so easy to waste hours every day scrolling on Facebook. You want to use the time you spend on Facebook being productive and to have a purpose.

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!





# FACEBOOK 101

*An overview of what you need to focus on.*

If you are new to using Facebook for your business, then the first step is to get excited about using Facebook. If you are not passionate about using FB, these strategies will not work. It's all about having fun and net-working by sharing your passion with others.

## What you need to focus on right now:

**TICK OFF EACH  
STRATEGY WHEN YOU  
FEEL CONFIDENT IN IT**

- Setting up your FB profile
- Be active consistently
- Creating engagement
- Growing your friends list

**Click [HERE](#) for step-by-step directions to set up your Facebook Profile.**

*Head over to the Invisible & Active section in the membership site for a full video.*

**Write down any questions you have about your FB personal profile and FB group to the next group coaching call.**

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# FACEBOOK ETIQUETTE

*How to use Facebook without burning relationships*

From the weekly Invisible & Active group coaching call, write down the following etiquettes for each scenario.



**Tagging people on Facebook.**

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**Inviting people to your webinars, workshops, FB group, etc.**

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# FACEBOOK ETIQUETTE

## *How to use Facebook without burning relationships*

From the weekly Invisible & Active group coaching call, write down the following etiquettes for each scenario.



**Talking to leads on Facebook chat/ messenger.**

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**Hitting people COLD.**

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# FACEBOOK FRIENDS

## *Growing your Facebook friends list with hot leads*

Your goal is to reach 5000 friends on Facebook (the max). You want to ensure you are friending real accounts, who are your target market, by having genuine conversations with them.



### REAL FACEBOOK ACCOUNT CHECKLIST

- Profile picture
- Cover photo
- Mutual friends
- Have other friends
- Posting consistently
- Engaging on other posts

#### WRITE WHY YOU WANT TO GROW YOUR FACEBOOK FRIENDS LIST:

1. Net-work = Net-worth

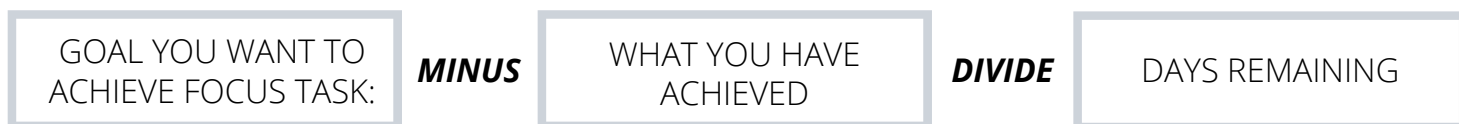
#### WRITE HOW TO 'STALK' OTHERS TO GET ENGAGEMENT AND MAKE MORE FRIENDS:

1. Join FB groups relevant to your business

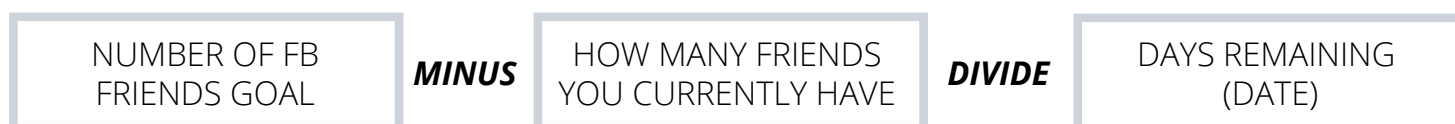
# FRIENDS FORMULA



Use the formula below to reach your goals



## EXAMPLE



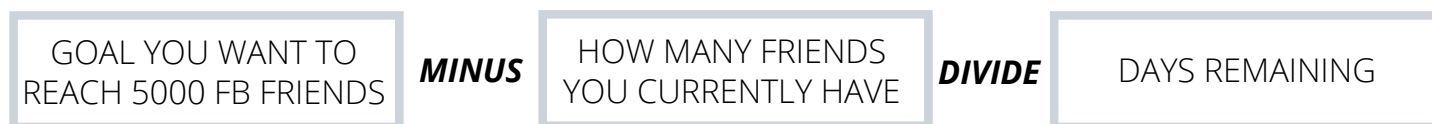
FEB. 1

1000

20

**25 FRIENDS EACH DAY**

## GIVE IT A TRY



(5000)

**FRIENDS EACH DAY**



# FB CONVERSATION STARTER

## *How to start a genuine conversation with leads on FB*

From the weekly Invisible & Active group coaching call, write down the keep points to start a genuine conversation with someone on Facebook.

### GENUINE CONVERSATION CHECKLIST

- Get to know them
- Stay curious
- Keep it about them
- Don't invite or sell right away
- Private message



**Brainstorm questions or key words that will help you build trust.**

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# FB RESULTS

*Do you understand what results Facebook can get you? Explore the possibilities below.*



It's time to get a better understanding in the following areas of Facebook.

**Write HOW each of the following will help BOOM your business and what actions you will take**

Personal Profile:

FB Groups (yours and others):

FB Business Page:

Meetup Group:



# SCROLL FB WITH A PURPOSE

## *Facebook time management*

It's so easy to waste hours every day scrolling on Facebook. You want to use the time you spend on Facebook being productive and to have a purpose.

### **ONLY GO ON FB DURING DESIGNATED TIMES (3X 20 MINUTES EACH)**

**The next 3 times you open Facebook, write down why you are going on it. What is the purpose? (Are you there to post or to look at what other people are doing?)**

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**Who is a business owner you admire and want your business to be like? Go to their FB group and personal profile and take note on what they are posting and any strategies you notice.**

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# JOINING FACEBOOK GROUPS & POSITIONING YOURSELF AS THE EXPERT





# THE BUYING BOX STRATEGY

*How to build trust online to get 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. See the 12 boxes on the following page.

## 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 your FB Live back
- ✓ Be genuine. Be real. Be you!
- ✓ Have fun with it! People are attracted to your joy!
- ✓ Solve pain points your ideal client would have

### See It In Action!

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

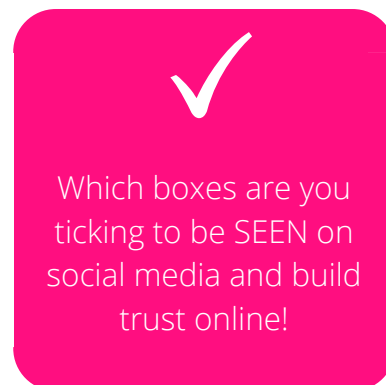
Trust	Social Proof	Connection
Awareness	Consistency	Solves a problem
Authenticity	Passion	Vulnerability
Resonate	Inspiration	Credibility

# THE BOXES



*What boxes do you want 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

# TEST YOUR KNOWLEDGE

*Experiment with different lengths of posts to see what works*

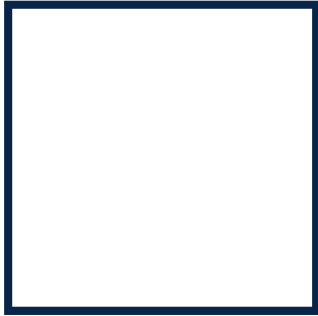
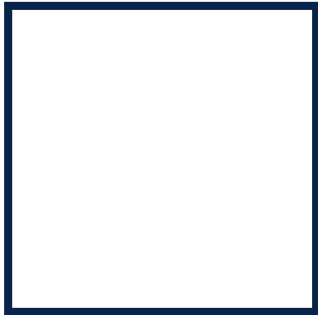
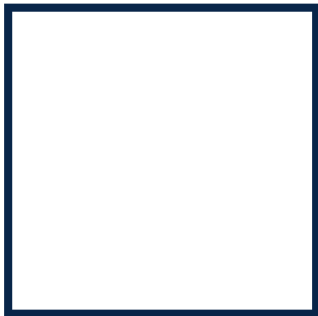
Don't feel like you need to write super long posts, sometimes simpler is better. As long as you are ticking at least one box per post, you can tick boxes over multiple posts. When you are writing posts, take a look at your buying box cheat sheet and tick off what boxes you are ticking and how.


**Francesca Moi** is with Veronique Ficheux and 2 others. ⋮  
 April 30 at 4:52 PM · 🌐 ▼

#Celebrate #PinchMeMoment  
 OMG!!! My first Online Workshop for this year gave me a whopping 102 attendees in total, excluding the team!!! Can you believe it??? It's real!!! BOOM!!! 🥳❤️  
 It's time for a celebratory dance!!! 🎉🎉🎉



👍❤️🥳 Melissa Kilner, Jenni Walke and 83 others 39 Comments





# YOUR BOXES

*What boxes do you need to tick?*

Brainstorm your own boxes!

What boxes are you wanting to tick with your audience? What will you do to make sure you tick them?



Remember, every time you are being seen, you are always trying to tick as many boxes as possible.




# YOUR BOXES

*Brainstorm how you will actually tick each box*

How are you going to tick the boxes?

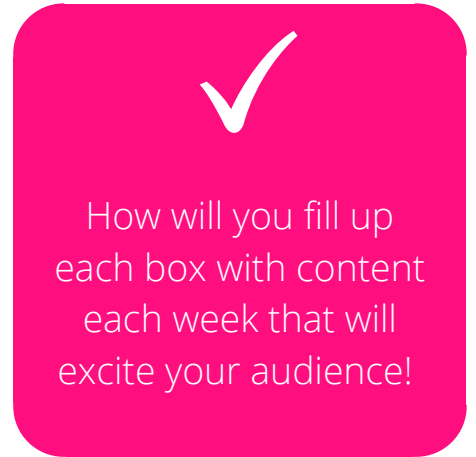
You want to tick boxes in a way that your following can understand who you are and your lifestyle. Think about how you're going to deliver this content that will tick the most boxes.

**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.

# FINDING FB GROUPS



*How to find new Facebook groups with hot leads.*

**Grow the top of your funnel in FB groups!!**

This is where you will get clarity about choosing the right Facebook groups to be active in, as well as what to post! It's so important to be active consistently and always add as much value as you can!!

## CHECKLIST TO CHOSE THE RIGHT GROUPS TO JOIN:

- Does your target market hang out there?
- Does the group of thousands of members?
- No selling... or majority not selling
- Members are giving lots of value
- New posts everyday
- Search relevant tags
- Cities near you

## TROUBLESHOOTING: WHEN TO ADD VALUE IN OTHER FB GROUPS

- Have not rotated groups
- Non-Mafian FB group
- Need to grow your database
- Need attendees to grow your database
- Launching a new program or product



# STRATEGIES TO POST IN OTHER FB GROUPS



*Post consistently, add value and create engagement.*

**Net-work**  
=  
**Net-worth**

Facebook groups are one of the best ways to grow your friends list and get engagement. It's also a way to be seen as an expert in your niche by sharing your knowledge and who you are!! Consider FB groups as an endless place to find clients!!

## Strategy #1: Be active 2 OR 3 TIMES A WEEK IN AT LEAST 1 GROUP:

- List key words to find right groups
- Brainstorm where your clients hang out
- Search for different cities (does not need to be where you live)

## Strategy #2: Use A.W.A.R.E and F.R.A.M.E.S. for every post:

## Strategy #3: Friend like-minded people in that group:

# NETWORK ONLINE



*Use Facebook groups to meet new leads*

WHY YOU NEED TO LEVERAGE FACEBOOK GROUPS :

- Marketing research
- Understand your client's pain points and wants and desires
- Add value and position you as the expert in your niche
- Get emails and leads

## WHO ARE YOUR TARGET MARKET:

- Women In Business
- Mums
- Value Growth

## LIST RELEVANT FACEBOOK GROUPS:

- Women Supporting Women In Business
- Mums In Business Association
- Like Minded Bitches Drinking Wine

## GET CURIOUS! WHAT QUESTIONS ARE COMMONLY ASKED?

Use each Facebook group to research your target market! What are the common themes, frequent questions, what words are they using, what do they want? Use this insight and write posts that speak to these points. Create content that adds value and help with these pain points!

Example:

- How do I handle kids and business and still be sane???
- Does anyone know ways to get organised, I feel so overwhelmed!

**Write a B.O.O.M Post offering your services to overcome these pain points!**



# LEVERAGE FROM FB GROUP



*From FB group to client!*

Why you need to leverage Facebook Groups :

- Marketing research
- Understand your client's pain points and wants and desires
- Add value and position you as the expert in your niche
- Get emails and leads

## **EXAMPLE:**

### **WHO ARE YOUR TARGET MARKET:**

- Women In Business
- Mums
- Value Growth

### **LIST RELEVANT FACEBOOK GROUPS:**

- Women Supporting Women In Business
- Mums In Business Association
- Like Minded Bitches Drinking Wine

## **GET CURIOUS! WHAT QUESTIONS ARE COMMONLY ASKED?**

Use each Facebook group to research your target market! What are the common themes, frequent questions, what words are they using, what do they want? Use this insight and write posts that speak to these points. Create content that adds value and help with these pain points!

Example:

- How do I handle kids and business and still be sane???
- Does anyone know ways to get organised, I feel so overwhelmed!

**Write a B.O.O.M Post offering your services to overcome these pain points!**

**"Every time you have a problem, you want to think about how this problem is going to be a blessing one day? How is this problem going to be the best thing for me, for the business, for people around me." - FM**

# A.W.A.R.E STRATEGY



*How to build awareness and engagement in Facebook groups.*

**A**

## 1. ADD GROUPS

- Find new groups in your ideal audience.
- Join at least 3-5 new groups each month.

**W**

## 2. WELCOME

- Immediately = Do an intro post (think of your story pitch)
- Introduce yourself into the group!

**A**

## 3. ASK

- Day One = Post a question!
- This will get people engaging with your posts

**R**

## 4: RESONATING PAIN QUESTION

- Day Three = Post a question about a pain point!
- Use one pain point at a time so they relate.

**E**

## 5: ENGAGE

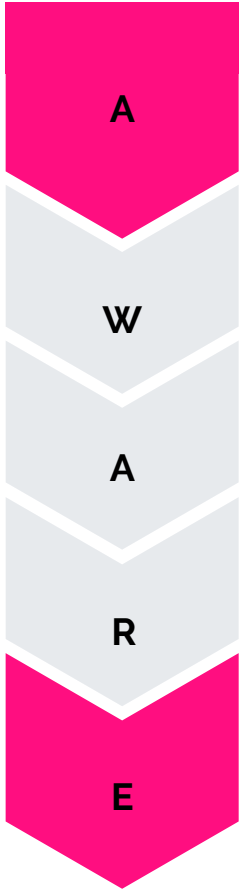
- Day 4-5+ Engage with the group!
- Comment on other's people posts
- Add value into the group



# A.W.A.R.E STRATEGY



*Brainstorm ideas for A.W.A.R.E below.*



**GROUPS YOU JOINED (Be active everyday in at least 3!):**

**WELCOME MESSAGE:**

**TOP QUESTIONS:**

**TOP PAIN POINTS (resonate):**

This is what you will base your posts off of!!

**ENGAGE: SEARCH KEY WORD TO FIND THE POST WHERE YOU CAN ADD VALUE.**



# CREATING ENGAGING CONTENT ON FACEBOOK



# POST STRUCTURE

*Use our F.R.A.M.E.S structure strategy to write posts that will attract leads.*

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 will BOOM your engagement online!

<b>F</b> FACT	What is happening right now? Speak to the facts they are experiencing.
<b>R</b> RECURRING THOUGHT	What are their thoughts about this? Their pain points. Use one pain per post!
<b>A</b> ACTION	What do they do or NOT do, as a result of these thoughts?
<b>M</b> MEANING	What do they make it mean about them? How do they feel?
<b>E</b> EDUCATE	How does your own story relate? What can they do to change it?
<b>S</b> SOLUTION	What do you offer that can help? Call to Action?



# HOW TO USE FRAMES

*Below is an example of a F.R.A.M.E.S post. How would you turn this into a post? We wrote our on the right hand side.*

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!



EMPOWERING EVENTS

# TEST OUT F.R.A.M.E.S.

*Below is an example of a F.R.A.M.E.S post. How would you turn this into a post? We wrote our on the right hand side.*



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 : PAIN POINTS**

**A - ACTION :**

**M - MEANING :**

**E - EDUCATE :**

**S - SOLUTION :**

**YOUR POST TRANSFORMS:**

[F]

[R]

[A]

[M]

[E]

[S]



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

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

# FB LIVES



## *How to be prepared before you go live on FB*

People want to see the REAL you. Not the you who recorded and edited their video 100 times to make it perfect. Follow 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 FMM's Workbook on FACBOOK LIVES!](#)

#### ARE YOU GOLD?

Talk to us about [Upgrading to VIP](#)





# FB LIVES TOPICS

*What to talk about when you go live.*

**TOPIC:** How to \_\_\_\_\_)

**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!

 **Challenge:** Do a FB live right now and tag FM saying you are working on this workbook!!

# FB LIVES

*Brainstorm your next live*

**TOPIC:** How to \_\_\_\_\_)

**SOLUTION 1**


- STEP A
- STEP B
- STEP C

• **SOLUTION 2**

- STEP A
- STEP B
- STEP C

• **SOLUTION 3**

- STEP A
- STEP B
- STEP C



Try it out! Pick a topic and try! Remember!  
**One Topic, One Pain, One Solution**

**TOPIC:** \_\_\_\_\_

**SOLUTION ONE:**

A

B

C

**SOLUTION TWO:**

A

B

C

**SOLUTION THREE:**

A

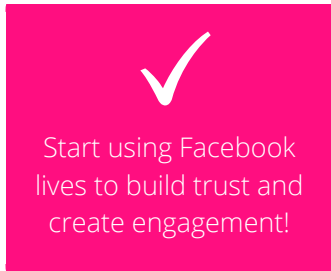
B

C



# TIPS FOR YOUR FB LIVE

*Get the most out of your Facebook live using the following tips:*



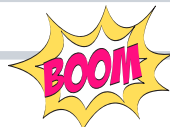
- ✓ Have a reason (topic)
- ✓ Have a CTA
- ✓ Commit to be consistent
- ✓ 3-10 minutes long
- ✓ Think about the boxes you're ticking
- ✓ What problem will you solve?

## Create Engagement

1. Tell a story
2. Ask questions
3. Shoutout to people watching
- 4.
- 5.
- 6.
- 7.

## Friends & Tagging

1. Tag friends/ hot leads
2. Invite friends to watch
- 3.
- 4.
- 5.
- 6.
- 7.



## Extra tips

1. Be consistent
2. Follow buying box
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

RESONATE	CREDIBILITY	SOCIAL PROOF
TRUST	AWARENESS	AUTHENTIC
CONSISTENCY	PASSION	INSPIRE
VULNERABLE	CONNECTION	SOLVING A PROBLEM



# COMMITTING TO ONE MARKETING FUNNEL



# MARKETING FUNNEL

*Let's break down what areas you need to focus on in your funnel. Highlight what you are currently doing.*

It's super important to focus on your **Marias!!**

**MARIA'S** - Talk, gossip and make recommendations

- Personal profile
- Facebook groups
- Podcast
- Blog
- Webinar
- Instagram
- Meetup
- Speaking gigs

**SIMONA'S** - Interested to hear more and may be ready to take the next step.

- Half day
- Clarity call

**SABRINA'S** - Have the need, like the offer and ready to use your product/service

- High-end program
- Retreat

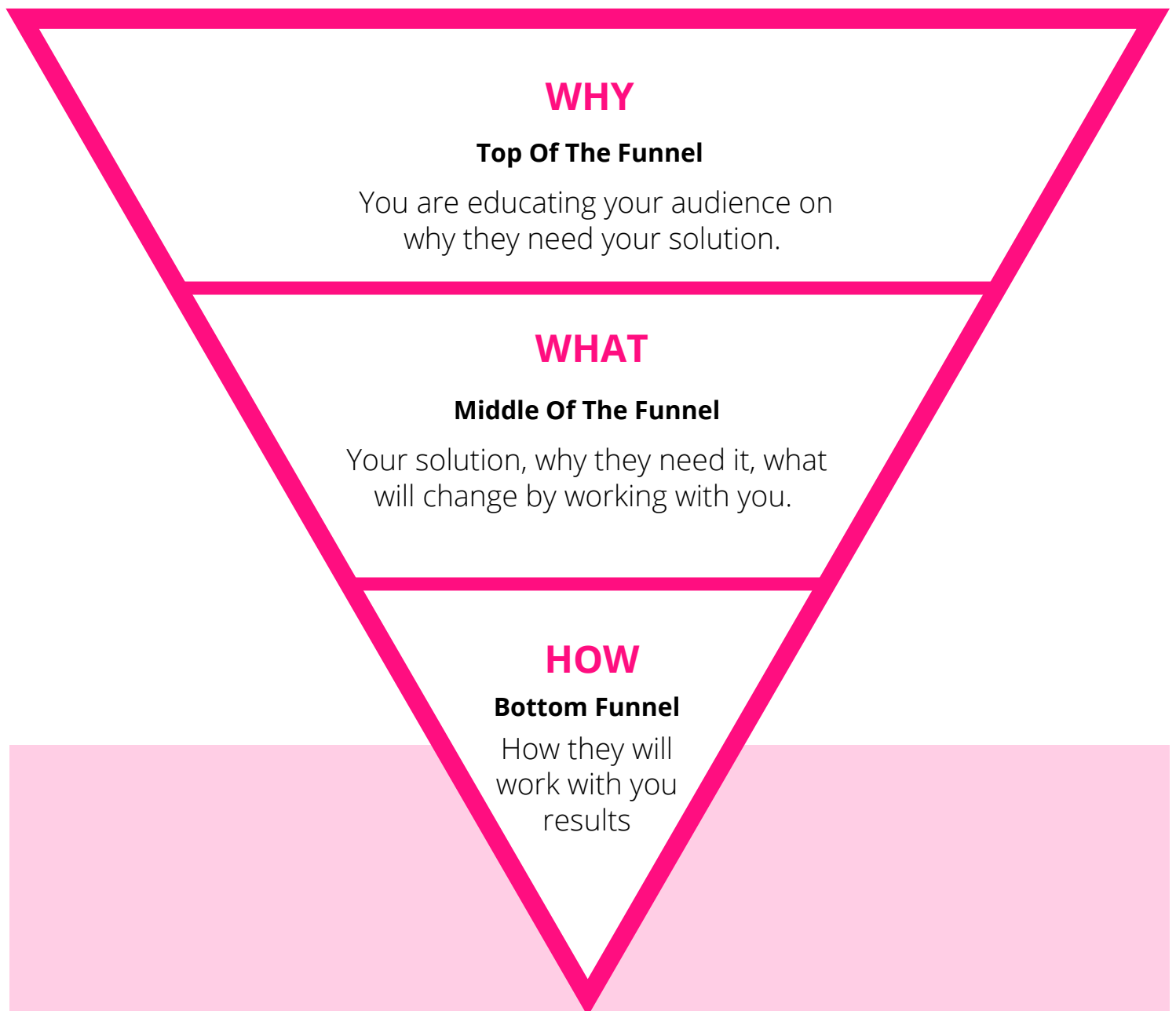
It's time to start brainstorming HOW you will create content for the top of your funnel.



# YOUR AUDIENCE

*You share and talk to the different levels of your funnel in a different way. Do you know who you are speaking to when you write a post?*

Did you know you should be talking to each of your audiences in a different way? Depending on where a person is on your marketing funnel. The language and offers you put out there should be different.



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



# YOUR FUNNEL

*Below is the path you should focus on before being able to move to 1: many.*



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:

#### Lack/ Doubt

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.



# YOUR FUNNEL

*Fill out what you think your funnel should be and bring it to your 1:1 session or group coaching call.*

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.

**Fill in the following funnel with what you are offering your audience and clients:**

**How Do Your Clients Find You now?**

**How Do They Get Started With You?**

**Your Current Offers?**

**MARIA'S**

Top of the funnel - Talk, gossip and make recommendations

**SIMONA'S**

Middle of the funnel - Interested to hear more and may be ready to take the next step.

**SABRINA'S**

Bottom of the funnel - Have the need, like the offer and ready to use your product/service

**Top Of The Funnel**

It's all about quantity at the top of the funnel, focus on being active, seen and growing your following!

**What to expect?**

Aim for a 10% conversion rate for your marketing efforts.

Top of funnel - 1000  
Middle of funnel - 100  
Bottom of funnel - 10





# CONTENT FOR YOU MARIA'S

*Do you understand how to talk to your Marias?* 

**From the weekly Invisible & Active group coaching call, write down your WHY and WHAT. This is the type of content you should be talking about. (Ex. Why do you need a VA, what is a VA, why you need to become fully booked 1:1, what does it mean to get fully booked 1:1).**

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**What are your Maria's feeling? What do they need to know at this level? What results do you help your clients get?**

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# Let's Do it

## SCHEDULE YOUR CONTENT WEEKLY! FLINTSTONE STYLE

MONTH

WEEK NO.

### MONDAY

- PP post
- FB live
- Post in your group
- Post in other group
- 
- 

### TUESDAY

- PP post
- FB live
- Post in your group
- Post in other group
- 
- 

### WEDNESDAY

- PP post
- FB live
- Post in your group
- Post in other group
- 
- 

### THURSDAY

- PP post
- FB live
- Post in your group
- Post in other group
- 
- 

### FRIDAY

- PP post
- FB live
- Post in your group
- Post in other group
- 
- 

### SATURDAY

- PP post
- FB live
- Post in your group
- Post in other group
- 
- 

### SUNDAY

- PP post
- FB live
- Post in your group
- Post in other group
- 
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### NOTES



# NOTE FOR YOURSELF

*What are some of your biggest AHA moments? Share your wins in the M.A.F.I.A. Facebook group!*

**What was my biggest learning in this level?**

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**What was holding me back from me getting to the next level and how did I overcome it?**

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**What were my biggest achievements in this level?**

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*to your success!*



LOVE AND LIVE WITH PASSION