



COACHING

## SHARING IS CARING

*“Only the foolish would think that wisdom is something to keep locked in a drawer. Only the fearful would feel empowerment is something best kept to oneself, or the few, and not shared with all.”*

**Rasheed Ogunlaru**

*“Share yourself and what you know. People need the wisdom that only YOU have!”*

**Jenn Walker**

## SHARE ON FACEBOOK

- Watch FACEBOOK PAGE & GROUP & CANVA Video Tutorial (40 minutes): <https://youtu.be/aPLuGakOIIQ>

**\*\*\*VIDEO CORRECTION:** When you have your business page created, and now you want to create a group. **DO NOT** go to the top of the screen to the “create” button. (When you do that FB thinks that your group is created by your personal page and the result will be that you can’t add the “visit group” button.) **The correct way to create the group >>** once you have your business page created, **CLICK ON THE THREE DOTS** (for more items) and then select “create group” (now it knows that the Biz Page created the group, not the individual, and you’ll be able to create a “visit group” button.)

- Create your FACEBOOK BUSINESS PAGE & GROUP and Banner via Canva [www.canva.com](http://www.canva.com) (Canva works best in Google Chrome)

### FACEBOOK BUSINESS PAGE:

- Name it Your Name or Your Business Name
- Banner Size: 828 x 315 px (leave room around edges, so that nothing is cut off from a smartphone view or computer view)
- Include in the Banner:
  - Picture of yourself
  - Result/Outcome of your Facebook Group
  - “Join my FREE Private Facebook Group” “Click VISIT GROUP to Request Access”
  - Arrow pointing to VISIT GROUP Button
- Link “Visit Group” Button to your Private Facebook Group
- Create a Pinned Post & About Description. Here’s my Business Page for Reference: [www.facebook.com/diveheartfirst](http://www.facebook.com/diveheartfirst)
- Post Educational Videos, some of your 30 Day Video Challenge, Quotes you like, Offers you have.



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## **FACEBOOK GROUP:**

These are your peeps!! Nourish your group with your goods. Be visible, add value and make offers everyday and you'll have a very successful business, and make the impact you want to make!! Your group keeps you top of mind as the expert in your field, so when people are ready they reach out, and start working with you. Set the tone and values of the group. Create community and interaction. Be the expert and leader of your group. Love your group!!

- Name: Result/Outcome (think about the 10 things people buy)
- Banner Size: 820 x 462 px (leave room around edges, so that nothing is cut off from a smartphone view or computer view)
- Include in the Banner:
  - Picture of you
  - Name of Group
  - Outcome/Result you get for being in the group
- Make sure the group is a "closed" or "private" group
- Create a Pinned Post & Description. Here's my Group for Reference: [bit.ly/HEART-FIRST-BIZ-BABES](https://bit.ly/HEART-FIRST-BIZ-BABES)
- Nourish your group with LOVE everyday: Be visible, add value, make offers
- Check out "Video Topic Ideas" and "Facebook Group Love" in this workbook for more ideas on what to post

## **CANVA and FIVERR**

- Check out SWIPE FILE: FACEBOOK BANNERS pdf for more ideas of graphics that are successful
- Don't want to make your facebook banners? No problem, delegate the duty to a designer on [www.fiverr.com](https://www.fiverr.com)
- Watch FIVERR video (2 minutes): <https://youtu.be/kU1L0uVk1RM>