

How to Get Clients from FB Groups

Join free groups where your ideal clients are, such as:

- Clickfunnels
- Kajabi
- Drop Funnels
- Klaviyo
- Active Campaign
- Constant Contact
- ConvertKit

Choose 3-5 groups to be in regularly.

Use the search feature to find keywords like copy, copywriting, copywriter, email, email marketing, sales copy, sales page, etc.

Provide valuable support/feedback for their question.

Make valuable posts in the group 1-2x/week. Here are a few post ideas:

- AMI headline analyzer for subject lines
- How to use stories in email
- How to use the PS effectively
- How many days/week should you email?
- Email content ideas
- Use an alternate subject line for resends to unopens
- Use different CTAs
- You don't always have to sell (can just be value emails)
- How to transition from story to CTA

Here's how you're going to turn likes & comments into messages:

Message people who engage with your comments or posts using the samples below. ALWAYS think for yourself & tweak your messaging based on the context you have:

*“Hey *Name*, I just wanted to say thanks for your comment. It means a lot that you read my post & offered some insight.”*

...or...

*“Hey Name, I saw you liked my post in *Group Name*. Thanks for reading - it means a lot!”*

If they reply back & appear to run their own business...

Say *“Can I subscribe to your email list so I can stay in touch?”*

Get on their list, receive 1-3 emails, then give them feedback. It's usually best to do this via a Loom video. And it's best to get on their list ASAP, even before you ask them. Speed is king. Money loves speed.

To hook them in, you can also send a super quick email saying you have an idea to help them get **XYZ result** and would be happy to create a quick video for them if they're interested. (ie double their open rate or get out of the promo tab or 3x conversions, etc)

For your Loom feedback video:

Share your screen and show you opening up their emails and giving feedback.

Ideas for email feedback: (*I'd choose about 3-4; keep the video to 2-2.5 mins)

- Subject line (how to increase open rate)
- 18 pt font
- Left-justified text, not centered
- Links are in blue (People are used to it. Red = stop, other colors are just weird)
- Curiosity
- Specificity
- Email matches what they opted in for

- Story is clear or relatable
- Sharing their expertise
- Clear call to action
- Deliverability (was it in spam or promo tab?)

Then say:

“If you want help with your emails, with writing or anything else, I’m going to drop a link for my calendar right below this video in the description and we can jump on a call and talk about services and see if it’s a good fit.

I hope this was helpful - let me know if you need anything else.”

>> Make sure you put your calendar link in the description to book a call with you.