



audience attraction

WORKBOOK

THE CLIENT *magnet*

YOUR PROFILE

- Optimize your personal profile by adding a cover image, sidebar posts and any links you want to add
- Share 5-10 posts per week in your profile (make sure your posts are set to PUBLIC)
- Rotate between SALSA content, HERO'S journey, personal posts and simple engagement posts
- Make sure you have a strong Call To Action in your posts

FRIEND REQUESTS

- Add 20-30 new friends per day from people that seem like your ideal audience
- DO NOT send spammy messages, just share your content to get on their radar

FACEBOOK GROUPS

- Join 5 Facebook groups with your ideal audience
- Share 3-5 content posts per week (Monday-Friday)
- Engage in other people's content making sure you are giving an insightful point of view. Ideally, around 5 posts per day

CALLS TO ACTION

ENGAGEMENT:

Inviting people to comment below or to engage with your posts.

Next steps >> For those who are ACTIVELY and CONSISTENTLY engaging with your posts, you can have a private conversation through Direct Messages

INVITATION TO DM YOU:

Get SPECIFIC on what working with you looks like and invite people to comment below or send you a private message if they want more specific information.

MORE INFORMATION:

If there is a training you want to share, you can invite people to request more information on the comments below

TAG SOMEONE BELOW

Another strategy is to invite people to tag others below or to share your post with others in order to get in front of a larger audience.

DAILY ATTRACTION ACTIONS

- › Add 20-30 new friends in your profile
- › Share 1-2 new posts on your personal profile
- › Share 1 post in Facebook Groups you are in
- › Comment on 5 posts with insightful answers
- › Respond to ALL comments on your own posts

WEEKLY ATTRACTION ACTIONS

- › Write 5-10 posts that you will use for the week
- › Send at least one of these posts as emails for your list
- › Follow-up with any messages you might have