

How to Get Clients on Demand Using Facebook Groups

Only 3 Ways to Grow Your Business:

1. Increase how often your customers buy from you
2. Increase the number of customers you have
3. Raise your prices

We're going to focus on #2: **Increase the number of customers you have**

6 Steps to Get Clients On Demand for Your Business:

1. Craft an Irresistible Offer
2. Create a landing page or website where people can raise their hand and say that they want your offer. (Could even be as simple as a FB post where you can ask them to send you a message.)
3. Optimize your Facebook profile.
4. Drive traffic to your offer by using creative posting in local Facebook Groups.
5. Start conversations.
6. Book appointments

How to Craft an Irresistible Offer

- IMPORTANT: Ask the right questions!
- Clarity solves most problems in life and business
 - Get clarity on what your customers need by asking the right questions and providing the right solutions.
- *An Irresistible Offer is so exciting that your ideal customer feels silly not saying yes!*

- Who is my ideal customer?
- What problem(s) does my ideal customer have?
- What solutions do I have to solve my customers' problems?
- Can I bundle my existing services into an irresistible offer?
- What is the actual dollar value of the full value stack?

Bundle services to formulate a “Foot In the Door” Offer (F.I.D. Offer)

Example F.I.D. Offer for Maid Service

What is the core service? Maid service / house cleaning

List value stack (7-10 steps)

Add a monetary value to each step

The Essential 4-hour Spring Clean

1. 1 bathroom, bedroom, and living area deep cleaned from top-to-bottom (\$135 value)
2. All fans deep cleaned by hand (\$25 value)
3. All furniture hand-wiped (\$25 value)
4. Return air vents vacuumed (\$15 value)
5. All woodwork, trim, and baseboards hand-wiped (\$35 value)
6. All interior windows washed (\$75 value)
7. High-quality microfiber tools used to REMOVE dust from your home instead of spreading it around (PRICELESS)
8. All floors professionally vacuumed, mopped, and sanitized for your health and safety (\$35 value)
9. All hard surfaces sanitized, removing up to 99% of germs and bacteria (PRICELESS)
10. \$100 OFF a whole-house Top-to-Bottom Deluxe cleaning when you sign-up for recurring service! (\$100 VALUE)

TOTAL VALUE: \$445

Exclusive offer! **Only \$200** (55% OFF the original price)

* Add an additional offer / upgrade on the “Thank You” page of your website / funnel.

Example THANK-YOU PAGE OFFER(s):

- Free assessment for recurring cleaning service when we are on-site!
- Call now to get a FREE vacuum treatment for blinds, shutters, and window coverings
- Call now to get a FREE Fridge re-organization

BEST FUNNEL BUILDER & CRM: HighLevel

<https://www.gohighlevel.com/free-trial>

#Action Takers Are Money Makers! 💰

✓ **HOMEWORK:**

- Define your ideal customer
- Define the problem(s) your ideal customer has
 - [Customer Avatar Worksheet](#)
- Brainstorm solutions you can offer
- Craft a value stack of your existing services
- Place a dollar amount on your value stack
- Decide on a price for your service
 - Must be the actual dollar value you need to receive for your service, not a “discount” or coupon

STEP 2: CREATE A HIGH-CONVERTING LANDING PAGE (or social media post)

Core Elements of a High-Converting Landing Page

1. **Clarity** (make sure your offer is clear to the reader. Clear and concise language beats clever wording every time. Marketing should almost always be written at a 3rd grade level.
2. Clear Headline (Make it exciting!)
3. Snippet of the offer
4. Value Stack (Here's what you get...)
 - a. *Always* include the monetary value of the full offer and each individual item in the value stack
5. Photos
 - a. This helps the reader visualize and get a sense of exactly what to expect.
 - b. Use your own photos if you can. A smartphone is good enough! Just make sure you have good lighting.
6. Short bio of yourself or your company (Builds trust)
 - a. People do business with *people* they know, like, and *trust*.
7. REVIEWS!
8. MOST IMPORTANT:
 - a. How to contact you! Or, how to claim the offer.
 - b. *(Business owners are notorious for skipping this step.)*

EXAMPLE LANDING PAGE TEMPLATE:

<https://app.honorandfire.com/v2/preview/n7DePp9JVLL04CFPeqd2>

EXAMPLE LANDING PAGE CLEANING SERVICE:

<https://app.honorandfire.com/v2/preview/ARoZKxnh3cZDQ4AEOjTy>

Key Takeaway:

Don't wait until it's perfect! Action takers are money makers!

<https://www.facebook.com/share/p/xrjyRGEK1SZngQ59/>



This person is taking action with their business! I guarantee they are making more money than the person who is waiting for the perfect website, business card, or employees. Just get started!

Example of a high-converting social media post:

- Make sure to include a photo! Social media likes photos.



David Elam

Just now · 📍

...

👉 Claim your Essential Spring Cleaning Now! (and save 55%)

🌹🌹 Taylor Sweep Cleaning Service in Rowlett, TX would like to invite a select few people to receive 55% OFF their FIRST Spring Cleaning with us! 🌹🌹

Comment Spring Cleaning below to claim your spot!

HERE'S WHAT YOU GET...

- ✅ The Full Spring Cleaning Treatment (Over \$450 Value!)
- ✅ 3 Areas Deep Cleaned - 1 bathroom, bedroom, and living area deep cleaned from top-to-bottom (\$135 value)
- ✅ Top-to-Bottom Cleaning - All fans, woodwork, trim, and baseboards hand-wiped (\$60 value)
- ✅ Sparkling View - All interior windows washed (\$75 value)
- ✅ Shining Floors - All floors professionally vacuumed, mopped, and sanitized for your health and safety (\$35 value)
- ✅ All furniture hand-wiped - (\$25 value)
- ✅ Clean Air - Return air vents vacuumed (\$15 value)
- ✅ High-quality microfiber tools - used to REMOVE dust from your home instead of spreading it around (PRICELESS)
- ✅ Professional Sanitization - All hard surfaces sanitized, removing up to 99% of germs and bacteria (PRICELESS)

PLUS, \$100 OFF a whole-house Top-to-Bottom Deluxe cleaning when you sign-up for recurring service!

- 🌸 Spend time outside, and enjoy nature.
- 🌞 Take a break, relax, and rejuvenate.
- 🌸 Try out that hobby you've been considering.
- 🌞 Increase the time you spend with friends and family.

OFFER EXPIRES on Friday!

Comment Spring Cleaning below to claim your spot!



