

Organic FB Lead Strategy - 5-10 new clients Per Month

Here is what usually gets taught:

1. Create a ton of 'helpful' content and they will come
2. Create a freebie, post about it and they will sign up
3. Write endless emails and they will reply
4. Wait for referrals, that's the best way to get clients

None of that is wrong, BUT it's not predictable. What you see here is part of an overall strategy, but it depends on others, not you.

They might or might not like your content enough to message you.

They might or might not read or watch the freebie you've so painstakingly created

They might or might not read your emails to the place where you invite them to book a call

AND referrals...well, they are of course fantastic, but you can't force those either.

What they don't usually teach you is this:

1. Facebook is still super powerful, but not the page, your **profile**
2. Facebook's **messenger** is an extremely powerful marketing tool and it's free
3. Your success depends on **finding the gap between reality and desire** and filling it

So, now it's time to dive into this highly effective Facebook Lead-Generation Strategy.

I'll present you with 2 strategies.

Prerequisites:

1. Have a brand and website that sells *(which we are creating for you. If you want help with branding and messaging, hop over here to see how we provide that 1:1 service for you. ATTENTION: We limit this service, so please check for availability with us)*
2. Optimize your page and profile
 - a. Add the same image to both page and profile that shows an ideal outcome for your perfect clients
 - b. Comment under the image with your link to your website or freebie
 - c. Of course, the image can only be as good as your brand, so again, consider letting us help you with that)
3. Clean up friends list, your profile is your best business tool, don't waste it with people who are not potential clients

4. Make 20 friends/day
 - a. Find one person or client, then find their friends (look for those profiles who have horses in them ;-))
 - b. Friend request 20 per day
 - c. If local, double check profile to see if person lives in area
 - d. If someone friend requests you, confirm and then immediately DM to ask what motivated them to that request. Start your conversation via DM
5. Join local FB groups
 - a. Offer help via posts or videos
 - b. Reply to people who comment
 - c. Friend request those who like or love your post

Strategy 1 - Inbound:

6. Create regular content in PAS formula
 - i. P - Problem
 - ii. A - Agitation (here you show why they have not been able to solve their problem so far) (see my example above)
 - iii. S - Solution (you offer a new, easier, simpler solution)
 - b. Keep them short and offer in the post to send them longer videos that get more into the solution if they DM you
7. Engage with everybody who commented on your posts by commenting back and asking deeper questions
8. Provide answers in groups and on the profiles you've befriended
 - a. Make sure that you use PAS formula to create curiosity and new hope
 - b. Focus on **what**, not **how**
9. Then invite them to DM with you to dive deeper
10. Gap sell on DM and invite them to book an appointment
 - a. Walk me through where you're at with your horse now.
 - b. What is working best, what is where you consistently have difficulty?
 - c. What would you like to accomplish with your horse in 6-12 months?
 - d. What would that look and feel like?
 - e. Great. I have some solutions for you that will help you get from A-B without_____ (think about what they don't want to do and eliminate that). 'Let's chat a few minutes on the phone. Just give me a few times that work for you'
 - f. Use the voice function on the messenger to create a deeper bond
 - g. Send them video clicks with links to longer videos on your page or blog

11. Follow up regularly and point them to more helpful content
 - a. Hi, is there anything that you're struggling with? I'm creating new training content that (add benefit and outcome for your target audience). I'd be happy to create unique content for you and send you a link. What would you like to learn?
 - b. Is there anything else I can do for you?
12. When they reply, continue to deepen the conversation. Your goal is for them to want to meet with you.

Strategy 2 - Outbound:

1. From your PROFILE, DM 20 of your friends daily asking the following:
 - a. 'I want to create more relevant, free video content for horse owners (riders). What's your dream accomplishment with your horse? What is one thing you'd love to accomplish with your horse, but need some instructions for? I'd be happy to create that for you!'
 - b. When you get a reply, create that training content, but also point out why they might have struggled with that so far, and that you have an easier, better, simpler way of accomplishing that.
 - c. Post that video or text training on your FB page and then DM that person and point her/him to that post
 - d. Follow up and engage in a conversation that helps them further understand why they struggled and how you can help them do better.
 - i. The goal is for them to book an appointment with you right via DM
 - e. Alternatively send them to your website where you have more of those videos in your blog
 - f. Under each blog post, place a button to invite people to book an appointment with you
 - g. Ideally, you also capture their email addresses by providing them with an invitation for a mini course/freebie with an option to sign up below each blog post

Time commitment:

Since this is a bottomless pit ;-), create time blocks on your calendar for daily action. It does take some time, but if you block the time out and follow my steps, you'll get better and faster and you **will** get results.

Suggested time blocks:

1. Creating content and post (30 min/day)
2. Friend requests and engaging with comments (30 min/day)

3. DM conversations (30 min/day)
4. Set time aside for calls and/or appointments

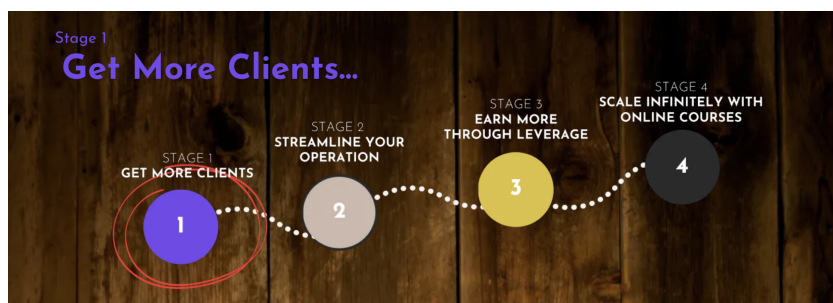
Gradually, people will come to YOU and you can then reduce the time it takes. Referrals will come in with this much goodwill created. The most important part is you use your profile messenger and that you ultimately have the following:

1. A Website
 - a. That creates trust
 - i. Through clear messaging
 - ii. Blog posts
 - iii. Testimonials
 - iv. A step-by-step process on your home page where you guide them from casual visitor to someone excited to call you
2. Reviews and testimonials
 - a. Facebook
 - b. Google My Business (Google Business Profile)
 - c. Website
3. Email follow ups
 - a. From freebie to call booking
 - b. Call booking to actually calling
 - c. From call to appointment
 - d. From appointment to the sale

And guess what...we have an even more in-depth training AND WE CREATE YOUR OWN FREE WEBSITE THAT SELLS!

Check this out...

<https://horsebizautomated.com/get-more-clients>



I hope to welcome you into our horse-first community!

Christiane

