

Facebook Strategies

From the desk of Brett Campbell

What you are about to read is the transcript that goes along with the 2nd ever episode of the FiiT Professional Podcast.

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Hello and welcome to the second episode of the Professional Business and Development Podcast.



Hello, Brett Campbell here, and welcome for tuning into the second episode of the fit professional Podcast. Now, if you're lucky enough or unlucky enough depends how you want to put it to come in on the second episode without hearing the first episode I would highly recommend you go back to episode number one and have a quick listen. It's a thirty minute presentation where I just basically talk to you about the setup of this whole Podcast series that I'm going to be running that is going to inevitably going to teach personal trainers how to run a successful business, and how to generate more leads and of course more income.

Now the last Podcast number one was I talked about five key components that I believe need to have for this industry. I actually had a fair few emails

back from our listeners talking about that and also sharing their stories. I'm going to be looking at sharing those in upcoming episodes because I think it would be very, very powerful for everyone to be able to hear. But, today what we are going to be talking about well, I was sitting here and thinking about what could I talk about like, I mentioned in the previous Podcast where there is, so many topics you know it's not about having the you know the choice of what we are going to talk about it's just a matter of what are we going to get stuck into today.

Again, I think due to the fact the first Podcast most people who did listen to it you know actually emailed in, and commented on what they would like to hear about next, so straight out the overwhelming response was Facebook, that does not surprise me in the least because at the end of the day Facebook book is a huge catalyst for many, many fitness businesses. Not, only fitness businesses, but businesses in general out there because it can allow you to do these two things. One is it can allow you to grow rapidly you can – back in five years ago your fitness business you would never be able to get the traction you can like, you can today. Then secondly is to be able to put yourself out there to a larger audience, so you know back in the old days, when I say old days you know I'm really only talking two or three years ago it would be a matter of you know having to go...excuse me the old coffee repeating on me there. Back in the old days like I was saying you had to go out and you'd be doing fly drops, and going to shops, businesses, and trying to get referral business that way. Although those methods work and they are fantastic methods working there used in the right context know you can utilize Facebook and online marketing to really to your message out to a wider audience and very, very, fast, so let's get stuck into today.

I'm going to be talking to you predominately about Facebook now, and I must admit first of all before we get started as I could literally talk about Facebook for five days straight and still not really cover everything there really is to know about Facebook itself. So what I'm going to do today is I'm going to give you a little bit of an over view of Facebook itself. You're probably sitting there already going, "Oh I already know that I just want to know how to generate ads or what is the secret to getting more clients" and that can certainly happen and we are going to cover that. You wouldn't

believe this, but my phone was just started ringing through my headset and I got clearly distracted, so there is a good lesson right there you know, make sure you turn off everything when you're doing a Podcast or something of the likes. I shut down Skype I shut down my emails I shut down Message, but I didn't shut down my phone, and didn't turn it off. Anyhow as I was talking I was talking about Facebook...now what we are going to be looking at today the outcomes of this Podcast is I wanted to show you really how you can leverage Facebook and build a successful PT business. Now, I see a lot of people out there with Facebook pages and they are doing all right they have a few thousand likes, you know at the end of the day it's good, but I want to show you how I was able to generate over I believe up to about hundred and twenty thousand fans now and over a hundred-eighty thousand email contacts, and I want to show you how I was able to do that and leverage Facebook. I want to be able to have you leave this Podcast really understanding the true power that you actually have with Facebook. I also want to show you what to avoid on Facebook, and of course strategies that I probably you should be implementing immediately that will help you get clients at absolutely no cost, so this is free marketing. I don't know a personal trainer or business owner out there that does not want to know any free marketing. Of course I want to be a provider of the most up to date info that you can get hands-on, so let's look at some stats first of all. Now you probably have seen something similar to this out there you know, but it's really good to lay the platform of Facebook you know.

In 2012 there were eight-hundred and fifty million active users now where else in the world can you open yourself up to that many people. There is over one-hundred billion connections, they talk about Six Degrees of separation it's no longer it's probably down to two or three. We just need to really understand, now that is probably not rocket science to you, you probably already knew there is a heap of users right, but let's look at some more I guess you would say some fascinating stats. Now, over sixty-two percent of marketers say that social media has become very important in their business in six months. What we are seen here is we are seeing sixty-two percent of the people marketers business owners saying that, "This is becoming an integral part of their business" but I also want to show you that

could actually lead you to attract – now what if Facebook was to shut down tomorrow what are you going to do? That is a question you would ask yourself if your building a business base from Facebook what are you doing to do, and I'm going to tell you how our strategy or plan B, what we would do tomorrow if Facebook shut down, because we would be okay there is no issue with that.

Would we be unhappy yeah we definitely would be, but you know what at the end of the day we will be okay and we will be able to move forward. Seventy-five percent increase over the last three years for the number of business that say Facebook say Facebook is actually critical, so when we say critical now, critical basically means that they need Facebook for their business to grow. Eighty percent of the social network users prefer to connect brands through Facebook, so it's quite interesting you know, so let's look at companies like – some fascinating brands out there, let's look at Redbull right, or the Voice let's look at the Voice that's a great example right now. In Australia here we have the Voice going on which is the singing competition, now they have created social media interaction, so you have to go in and actually vote for people via Facebook. You can also jump into Facebook and have comments, and you will notice now every single reality TV show is hanging out in the bottom corner you know like, Twitter feeds of what people are saying as the shows actually going on. You know if you had seen that ten years ago that wouldn't just be possible you know you sitting in your lounge room and you want to make a comment about one of the contestants, and you make that pops up on the TV for the viewing audience to see now that's just absolutely staggering.

I must say just to give myself a bit of a disclaimer here I am recovering from a bit of a cold, so pull out the violins for me, but I do apologize if I'm coughing a fair bit here, but again, the thing for me was I could of waited another week to do this Podcast, but I really wanted to get this information out to you as I have, so much to share. A record breaking seven-hundred and fifty million photos were uploaded last New Year's over the weekend, so seven-hundred and fifty million photos that are just unbelievable. Every twenty minutes on Facebook there is over one point three million tagged photos, there is over one point eight-million status updates like, that is

unbelievable. Have a think how many comments do you think were made every twenty minutes on Facebook, over ten million comments like, “Yo dude what if you could just get a small segment or a small part of that you know not even a percent, a point zero, zero, zero of a percent” you know it just goes to show you how you can really get your message out to more people just in your community.

You may be a trainer and your sitting there going there and just going, “Well, I want to just work with my community. I don’t have aspirations to build a big thing like we do here at Fit International” so we have got our fit check program with our licensees all around Australia and that is because we market to ladies all around Australia. Do we market to ladies in our local area? Of course we do, we have our headquarter Boot Camp on the Gold Coast and that is where we started from that’s where it started, so we wanted to become the local experts, so we based our marketing targeted to locals. It does not matter where you want to market to people, but you just really need to take the message from this been the audience is far bigger than you even think. I wanted to touch on three critical points that you really need to know about Facebook. Facebook is not a platform made for you to sell, okay that’s very, very important. Even though you will be doing and you will be up to selling from your Facebook page which we do of course – however you need to know that Facebook is not made for that. People do not go onto Facebook to purchase a service or product they go on to interact, scroll through other people’s new feeds, other people’s photos, stalk their ex’s you know try, and find a new partner, yeah Facebook is made for that, so we really need to understand where our customers are at when they are actually seeing our particular messages we are putting out there. Although you can sell and I would recommend you do that you need to understand that people aren’t necessarily there for that. That is where it comes back to how your marketing is positioned to get them to interact or act with whatever it is your offering, so when you see ads or sponsored stores come through the news feed you’ll know this is called interruption marketing. Interruption marketing is an amazing thing if you don’t know about it, every day we are exposed to at least three to five thousand of advertising a day and that is an accumulation of TV, radio, billboards, your mobile phone, and that has

probably doubled now that we have Facebook news feeds coming through. I think it's around fifteen to twenty percent of your news feed will be filled with sponsored ads now. Whether you like it or not that is just how it works, so if you are one of those people that get really upset and you see someone's post and you go jump on their post and go, "Get out of my news feed" you know really come on you just need to really deal with that and understand that you know Facebook provider is a free platform, but it also needs to make money.

What I'd like to get stuck into now is I really want to show you how we have been able to generate over a hundred and twenty thousand fans on our Facebook page, and to do that obviously you need to have a fan page. There are differences between a personal profile, a fan page, and a group okay if you don't know that then get on Facebook and have a bit of a play with it, but for the people that don't I'll give you a little bit of an overview. A fan page is your main page that can have unlimited people like it, some people call it a "like" page, but it is called a "fan" page. This is integral to your business so you need to have a fan page and it needs to be called whatever your business is called. Don't create a disconnect between a customer by calling your page something different than what it is that they are actually getting there, okay. For an example ours is called Fit-Checks, so obviously it resonates with Fit-Checks now, if we called it "Fit-Guys" and then we come over there and market it to females on it then it's not really going to be the connection, so really make sure that what you're offering is what you're offering. Why I say that is there is pages that talk about...you'll see them people just make them up for fun like, sports videos or the biggest hits in the world or something like that, and then all of a sudden you see videos that aren't even to do with sports. What that does is creates a disconnect because you are offering one thing and providing another. Basically when you're setting up your fan page you need to really follow the golden rules of when it comes to building relationships.

Now, when you build relationships it's always give first to receive you know you're not going to walk down the street and walk up to the hottest looking person and ask them to marry you. The chances of them saying yes would be extremely slim; why well because it's they don't know you. What we need

to do their first is we need to give first to receive; okay and you do that by offering some sort of lead generating tool. Now, that could be a report that you have written. It could be a free work out that you have got. I tell you this phone does not seem to stop I do apologize here, but I thought I'd turned it off – there we go turn it off, how annoying is that hey. I can tell you it's quite funny we are just talking about that right now is we are talking about interruption marketing and what that was just now, was interruption. Now, obviously it wasn't marketing it was actually one of employees giving me a call, but what that is that just took me away from what I was currently doing and that is what Facebook is currently about. A person coming on to look at the pages and scroll through and then be taken away by something that attracts them and that could be your lead generating tool. That whole thing of give first to receive, so you need to have something valuable that is going to solve someone's problem. Then obviously set that up you can set that up with your fan pages there are many different tools you can use. You can set up free fan gates as they are called which is the – you know you get that set up and you get them to click like on your fan page and they can enter the details to receive the free gift, report, which we will talk about in further episodes in depth on how you can actually really create that, and what tools, and exactly what you need to do. For this particular case we are just going to leave it at that. So, you need to create something that is tangible that you can give away and they are going to go, "Wow this is great."

What we want to do there is then build a community you're going to build the trust and you are going to become the experts. You will set them up on your email data base, and you are going to send them great content. So you will send them great content – I recommend every week, some people whoever out there is still only doing like a monthly newsletter and that's all you send your clients your prospects then that is not enough okay you need to be a least touching base with these people every week. Think about it like this, who you know that you only talk to once a month versus someone you talk to every week, now whose relationship is stronger. Well, I the general tense it is the person you talk to every week. Now, obviously there is going to be some variables there, but you know you get where I'm going with this the more contact you have with someone the more appealing they are going to

be whatever product or service that you may bring it, so you want to do that and set up the group fan page.

Now, what has been a catalyst for our company and again, I'm more than happy to share all of these strategies with you is to create the community you know you need to create a community where you can then educate and motivate. Now, a great marketer that I've learned a lot from his name is Dean Jackson he's from the United States, he actually talks about the whole thing of educating, and motivating prospects to raise their hands is he says it is. You will want your prospects to say, "Look I want to know more or how do I find out more about achieving my goals?" you really want to make sure that you can create a community web where people can do that. Now, we have a Facebook community with around thirteen thousand members now, this could be done via Facebook or outside of Facebook it's entirely up to you. Personally I think Facebook has already got the platform and strategy set for you, and that is what we call a "Private Group" so you want to set up a private group. Inside the private group you can upload files, photos, you can create events a whole swag of things that you can do. A little bird told me that there are some really cool things coming out with Facebook in the groups very soon, so I'll be very excited to give that a beta test, and I'll talk to you a little bit more about how you can actually get involved with beta testing for Facebook – how you can actually get to trial a lot of their things first before it actually goes out to the markets, so that's a really cool thing. I'll keep that up my sleeve till the end of the episode actually because if you cut out now and you don't listen well you will miss out.

What I have just done there from a marketing strategy is I have now provided you with a platform where you can actually...with an option for you to obviously – at the end of this episode you're going to get something extremely valuable, but now I've kept you listening that's the whole point I want you to listen to this episode because I know what we are going to be talking about and revealing over whoever long this episode goes for it's going to be valuable. What I have done is I've dangled a big carrot for you, so you stick on and you don't fast-forward to the end of this episode because I might not reveal it right at the end, okay. Okay, anyway I'll move forward, so you want to create a group okay this product group and each

one is going to motivate these prospects. There are three options you can have a secret group, private groups, or an open group, personally I would suggest having a closed group basically what that means is people can't see in the group, but people can see who is in the group, so go with that one. The great thing about having groups is you can create surveys within inside your group you know within minutes, so we have created surveys within side our group and it would be fair to say that thirteen thousand people that provides a really good platform of feedback. Now, of course thirteen thousand people don't participate in it you may only get two or three hundred people participate in that survey, but you can see that the data that we can provide from that companies would pay millions of dollars for this type of data, because they know how hard it actually to do a survey. The census goes around in your mail box and some people decide to fill it out or not. Imagine having the Facebook group that you could just go bang and in twenty minutes you have just gathered, so much data. The great thing about it is it will save you time and a lot of money, because – ask people what they want it's amazing you know don't build something that you want for them build something that they want. The great thing about this is having a group is you're going to create rating fans, you're going to get people who really love your products and services if of course you deliver on it. In the first episode we talked about creating your products...sweet so, this is a great avenue for you to be able to have people be exposed to your products and services which you know is an amazing thing. What we need to look at is the difference between email marketing and Facebook now, email marketing you cannot email someone every day well, you can sorry I'll take that back it's probably not advisable to email someone every single day unless you have got really good content to provide every day. People take their email as a personal thing okay, so let's look at that compared to Facebook you could post to Facebook five to ten times a day and people aren't going to get resentful or pissed off with you because your hammering it, because that is what Facebook is for that's what Facebook is about it's a community it's an area where you people just go on – eight percent of the time people just post [expletive] on there, but you know I've got to put my hand up and sometimes say sometimes you know, sometimes I see some of that silly **** and I'm like well, "That's quite funny" the purpose of what I'm trying to make here is that

having Facebook as a group or anything even a fan page is far superior when it comes to how many points of opportunity you get to market your product or service to them okay, so people expect to see a lot of posts.

You can also find within the group – not only are you creating a community of people now, let's look at this for a minute you could just create a local community group. Let's say you had two or three hundred people in that group and only twenty, thirty, or forty people actually train with you what will happen is those twenty, thirty, or forty people will start talking about it. They will talk about your products, service whatever it is your offering and then all of a sudden you have just got an open pool to another hundred and seventy or however many people there left in your group that will put up their hand and go, "What is this you're talking about?" oh, yeah, "Have you not tried Jim Bobs personal trainer or Jim Bobs Boot Camp have you not tried a Fit-Check Boot Camp before come down and try one out." What is happening there is your community is building your business for you as well, so you are actually leveraging your time, energy, through others which is great, because when you build raving fans they will do the marketing for your business for you.

For example we have multiple different work-out systems that we have and what we will notice is someone will go or one of the Fit-Checks will post in the group and they will go, "Hey I just wanted to see if anyone has tried the bikini body program yet?" and all of a sudden in minutes someone will go, "Yeah, bang I did it. I loved it. I lost this many kilos, it's great, get it" and then they are like, okay I'm sold, so what that is again, creating the community which will create leverage and that is why Apple is so successful okay, Apple leverage everywhere. I'm such a raving fan of Apple I would promote Apple products to anyone because I think they are awesome...I think they are amazing, and anyone who is an Apple fan would know this right now. If you're sitting there and you're an Apple fan you probably just touched your iPhone or iPod you know you just gave your iMac a bit of a rub or something like that. Okay, we aren't that weird, but you know it's a totally different thing you know people that use HPs and Windows operating software it's a completely different scenario you know it's almost got to that point where

people who use Macs are just, so anti Windows devices it's unbelievable that can actually have such a hold over a person.

I wanted to reveal to you one of my, and I've revealed this to all of my coaching clients that start up a Facebook you need to have rules okay, this is number one. We operate what I would say, and from feedback we have from our ladies is we operate the number one Facebook female, motivations, whatever health, fitness, private forum with the numbers in the world. I don't know any other group that operates as well and as professional as we do. There are many groups out there that are larger, but what we are getting is people going in and just going stirring [expletive] and just causing trouble and turning it into more of a drama filled type of thing rather than a safe community feel for your customers and prospects, so you need to have rules guys you need to set up rules. Easy is type into Word doc and upload them to the files okay and just continually remind them. Again, these things that I'm talking about we are going to go more in depth, rules alone we could spend a whole session on that and we will spend a session on that exactly what to have and why have it etc. But, once again, I just want to give you more of an overview here, but I'm sure you are already getting things popping off. Try to refrain from going to do that right now you know we have a lot more to come.

Before you do anything though and this is really integral, and it's really important that we discuss this because what I find is a lot of personal trainers want to be everything to everyone and unfortunately team you cannot be everything to everyone you need to choose a target market. You need to choose a target market be specific, so let's look at Proctor and Gamble as a company. You may not even know Proctor and Gamble, but they have over twenty one billion dollar companies, and they produce products such as cleaning products. For example is you have got like let's say Napisan right now I probably should do a bit more due diligence on this, but I can't when I guarantee it's Nap San, but what they do is they have one company that will produce a product that is made to get white out of white okay, and then they have another product which will get your colored clothing or colored washing – I don't really do too much of the washing side of it in my relationship, but it's the first time when on your lips really, so look

bear with me then. Bare with me then the process of Proctor and Gamble is a twenty-one billion dollar company, so for an example let's look at our company Fit International we have got Fit-Checks okay, so that is a unique market, so we target the nineteen to thirty-five year old females who want to lose a bit of weight and get in shape, and more importantly what I have the confidence, and the motivation to get out there and really enjoy their life. It's not always even about the look it's about been how to provide that community and support. So, support and motivation are the two biggest things I've learnt that the female market you know really, really cling onto. Hence the reason why our group is so successful, because of their awesome amount of motivation and so forth that is provided not only by us, but by the thousands of other girls in there. There are some really intelligent girls in there who share some really great wisdom and stories, and it's just a fantastic thing to be part of. Another example, so we have got a Fit-Moms coming out, so Fit-Moms is another complete target market, so we are going to be targeting moms or new moms that want to get fit again, and have the support and motivation.

We are also going to be bringing out a fit executive, so we have a corporate program we are going to be bringing out. We have got fit guys, we have fit kids, and we have fit brides, so we have a plethora of products that we are going to be rolling out to all of our licensees. Now, the key behind that is if we try to market to everyone as just fit we are going to be talking too many different languages – an example of that is you talk to guys differently than you would talk, you'd talk to an eighteen to thirty-five year old male who wants to pack on muscle differently than to a female who is eighteen to thirty-five and wants to get lean and sexy. You talk in different languages and what I mean by that is you use different words, so we'd be talking about rock, hard, solid muscle you know ripped, six pack abs, if you were talking to guys, right? If you're talking to females you'd be talking about lean, toned stomach, sexy, those type of words, so you can so that it has a really, really big impact on how you are targeting.

You need to ask yourself do they fit your actual model on Facebook. Now, if you're actually trying to target sixty to seventy-five year old retirees who want to do rehab then Facebook is probably not your target market you

know. You really need to look at does your target market utilize Facebook, and in the market research that I have done I can tell you for a fact that the eighteen to nineteen to you know thirty-five, forty-five year old female definitely utilize Facebook. I've seen some stats the other day, but there was an overwhelming in the positives of females actually reading their iPhones or there Smart-phones and jumping on Facebook before they even get out every morning. That is a staggering thing in itself and we will be talking about some really serious marketing strategies that you can actually implement around that. For example imagine someone waking up in the morning and the first thing they read is a post from you that is through the news feed that is totally captivating where they are at that particular moment you know like, in an example might be, "Don't want to get out of bed" you imagine that when you wake up in the morning and your reading that post through your new feed that says, "Don't want to get out of bed" imagine been having to get out of bed and having two times more energy than you would any other day, "Click here" so that there is a purely targeted add, and purely targeted message that would – we talked about it earlier Interruption Marketing, okay.

Let's look at just providing a quick strategy now, if you on the treadmill or if you're walking or at dinner with your partner like, I have said this isn't the first episode, so make sure you are talking back to her or talking back to him – get out a pen and paper I want you to write these down or if not listen back. I want to show you three tips to finding actually your next sales proposition which is your USP your target market, so you really need to find your target market. Now, I mentioned a few before, some other examples you know you have your beta testers, "Post-pregnancy" "Sports specifics" "Brides to be" "Brides who want to be" "Single mums" "Single guys" you know corporate, etc, etc, there is no shortage of target market you just need to make sure that the target market you are going for is a target market that you have passion for, and you have a lot of interest in actually perusing, because that my friends I can tell you will provide you with, so much more enjoyment in your role than trying to target a market you're not happy with you know.

You want to find your target market then you need to look at what are the fears, frustrations, and desires of your customers, okay, so you need to look

at what are the three biggest problems that they have? Let's choose, "Brides to be" so we will talk about brides to be – the biggest frustrations they have they don't have time they are trying to organize a wedding and they are still working on the side, and the next problem will be money, so money can be quite demanding at that time because the average for an Australian wedding is around fifty thousand dollars. Another problem maybe hey it's winter right now, but I'm getting married in summer and it's raining outside and you know I don't know what to do, it's cold that type of thing, so you need to really get in the head of your target market.

Then you want to write down how you can actually solve those problems, okay, so if you were to look at how you could solve those problems, how could you solve time? Well, you could create some type of program that had shorter work out. Maybe you did a twenty-five thirty minute work-out system or product or Boot Camp or one-on-one sessions – what that would do obviously would bring down costs, and if cost was still too much pair them up with a partner or get them to train with a friend or train all the wedding party you know get a private group or just add them to your current Boot Camp location as it is, and if winter and rain is the problem well, find an indoor location, find those things that are going to solve their problem because that my friends is going to be really where it all starts from. Let's do a real quick recap, so you need to create your target market and you need to talk to them in one voice okay. Don't set up your fan page and try and target everyone it's just not going to work as well as it would I don't care if you have to have ten different fan pages that's just what needs to happen. For us we have Fit-Check, Fit-Guys you know Fit-Brides fit everything that we are doing we are targeting each target market separately. I hammer that point home, so much because I've read marketing sessions for the last couple of years and the biggest moment for people is this is the take-away you need to talk to your target market in a different voice, and before you can find that voice you need to know what is going through their heads. Find out the three biggest problems like, I just mentioned and then write down how you believe you can solve them. All right so, again, what we just talked about there that is another whole episode on its own guys, so if you're not

hundred percent sure on that still just go back through and listen to that part again because it's very, very vital information.

I want to move on now to some Facebook ninja tactics, now this is what I want to call it. Now, I'm going to basically tell you right now that the key things that we do with our fan pages and the things I advise other people to do with their fan pages is that will boost fans inevitably boost sales for you. Let's get stuck into it now, there is a thing called Air-Drake in Facebook now, Air-Drake is basically – you could call it Facebook ranker or you could call it post-rank or whatever you want to, but let's just call it Air-Drake at the moment. Basically Air-Drake equals affinity plus weight, plus time decay okay, so affinity plus weight, plus time decay, so let's break that down affinity equals basically how many times an actual fan interacts with your post, okay. The weight of your post is basically how many times – sorry take a step back, how often a fan interacts, so that is the affinity, so what that means is, let's say you like a page today and you go back and you like the posts they put up next week and the week after, what that does is that is how many times you actually interact with someone's fan page. That has a really big mark I guess on the Air-Drake and how successful your posts and pages will be, so the weight is the like, shares, and comments.

I actually went through some of my posts the other day and took down twelve posts, and looked at the reach that they had versus the shares, likes, comments and I actually found some staggering information, and I'll share that with you in a moment as well. But, the great thing about I guess having over a hundred thousand fans you can actually find this information and you can really be able to see the patterns forming. That is the thing guys no one knows exactly what to do, how to do it on Facebook you know, everyone out there who says they are a Facebook marketing genius – really for me is I want to know what have they done on Facebook and what are they currently doing on Facebook, because that's how you know someone is actually up with they play. I say this because what I'm talking about right now is what we are actually doing, so be aware out there when someone says to you, "I do this you should do that you should try this" look at where that actually comes from and who told them, "A friend told me" okay who told the friend type of

thing you need to find out the sources and see what people are actually sharing with you is right.

We have affinity, plus weight, plus time decay, so the time decay equals a combination basically of the affinity and the weight plus your own comments, so this is another thing you need to be actively commenting on your fan page as well. All right so let's look at Air-Drake strategies we will call them, and how you can utilize these right now on your Facebook fan pages. A big one is we really want to use attention grabbing words in your post, so for example earlier when I mentioned imagine waking up and seeing a headline that says, "Don't want to get up" so that type of attention grabbing headline, and you put that in capital letters, "DON'T WANT TO GET UP" you know and other things such as, "Breaking news or attention ladies, attention people or attention personal trainers" you will notice in our Podcast ads I always say, "Attention personal trainers" you can start with asking questions, "Do you know anyone from...dah, dah, dah, do you know any highly motivated personal trainer who are looking for a business opportunity?" That attention grabbing headline is exactly what you need to grab someone's attention, right? You could also ask going into filling in the blank questions that's always good you know you want to encourage your users to submit any of their ideas or their opinion, because at the end of the day we are all very opinionated whether you like, it or not whether you are someone how just acts on your opinion or you just sit there and you're a secretive opinionated. We all want to provide opinions, so fill in the blank questions is always great you know you can go like, "What is your favorite training song? What is your favorite food or if there was only one food in the world what would it be?" and you will get people that will reply. What that does is if we go back to the Air-Drake it will provide you with weight in regards to people commenting. The more times that people comment on different posts that is where we look at the affinity, remember that guys.

Other things you can ask your fans for help solving an issue now, people love to give their opinion not only just on what they think, but if people know they can solve or help solve a problem people love to do that, so that is a really good strategy to utilize. Another key component is you must make sure that you always comment back to your users who comment on your

page okay, now what this is, is your fan page, we are using this analogy, your fan page is your living room your inviting people into your living room to come and have a conversation with you. You would not invite someone into your living room and they ask you a question and you continue on watching TV unless of course it was your favorite TV show I totally understand that. But, you need to understand it in that context, it's not just your fan page – you have to remember someone has reached out to you in some way, shape or form, now, that are a connection whether you like it or not they are trying to form a connection. I know it could be simple as a like, comment, or share, but you need to look at the deeper psychology behind all of that again, that itself is another whole session, and look I can't really wait to share that either.

Another strategy is you could ask questions that start with, “Do you agree or do you disagree with the biggest loser show” and then also say, “What's your opinion on it?” so that your actually asking them to interact with you post, but your actually asking them to start a dialogue because what will happen is someone will make a comment and there is always someone who goes, “Hey Jim Bob I don't agree with your comment” if you going to start that you will begin to start the dialogue it's great. Another way on that was you can always, we would put up some motivational images and I'd go, “Who agrees?” click like if you agree, and then you can also put an ad, “What are some of your favorite motivational images?” again, you're not only getting them to comment your getting them to like, okay. When I show you and go through our stats that I pulled out the other day you will notice why we really want them to do that. You can use single code of action, okay so, basically we will have posts that say, “Get your free meal plan and access to our VIP group here” and then we put up a good relevant engaging picture and we also put the URL in the posts as well.

I want to go through some more examples of posts that you can actually use in a moment. You can make certain special days for your fans, so you know you could have fan day Friday or fan day Tuesday or whatever, and basically give away prizes on those certain days. That works really well and it creates a buzz for your page not only that it creates a buzz for people turning up to your page. Now, I can tell you this because – you have a

favorite TV program or anything whatever it is you have to wait till eight-thirty Friday night or eight-thirty Tuesday night to tune in and watch it, so if you had something that people knew what was going to happen on a regular basis to tune on then they would be more likely to jump on and listen and come onto your page. You could ask relevant trivia questions so that is another one, and give away prizes for the right answers so that is always good as well educating and motivating remember. I'm going to run through half a dozen different forms of posts here and I call them viral posts. A viral post is, basically the purpose of this post is for it to go viral and what I mean by viral is people to share a comment and like it. Now, I have an example of a post, you can't see obviously – I'll put a link on our fan page and you'll be able to go to our fan page and see what we are talking about here with different posts under this Podcast. If you listen to it through iTunes you will have to go to [Facebook.com/fiitchicks](https://www.facebook.com/fiitchicks) and you'll be able to see our page. There are a couple of key elements basically to getting the thing going viral or a post getting viral, and it simply comes down to the image. The image first of all is the key component because sometimes you will get people to share the image and they don't even read the words, so that is where imagery comes into Facebook posts, extremely, extremely you know beneficial. I see so many people posting stuff on their fan pages and even on their private pages with no images, people scroll through fan pages and new feed and they stop when it comes to either a video or image or something like that. See yourself next time when you are doing it you'll see yourself and you'll go, "Wow I actually do that" so you want to create – put a great image on there that you know will get shared. Not only that you want to put your link to your freebie that you are giving away on there because not only is that posted image been shared, but that link is been shared around by everyone as well. I have a post here that I'm looking at, at the moment that has about six and a half thousand likes, three hundred comments and eight hundred and seventy share it's been seen by over three hundred thousand people. Now, that means three hundred thousand people have seen that image and our link and our message we have on it, so you really want to look at that as an option.

There are interactive posts okay, so I talked about that a little bit, but it's more about trying to ask questions and then get them to reply. Again, you need to use interactive images, so in this particular one we have – when it comes to clean healthy eating what is your favorite creation or invention? We thought this one was pretty awesome we have a link that says, “For more free recipes hit two” it's got a URL and it's also got an image of you may have seen it, it's capsicums cut, and we have eggs that were made in between the capsicums – the majority of these comments people will go, “Wow that's cool” I never thought of that. Not only are we getting people commenting, but we are getting people sharing and getting people liking okay.

All right so moving on to encouragement posts, encouragement posts basically is when you put up quotes or posts or words of wisdom I guess you would call it that will get the most likes and shares words of wisdom. Now, you may lack on the commenting because a lot of the times when you put up these types of posts you are not really going to engage too much in comments you will get a lot of people going, “I love this, this is awesome. That is an awesome quote well put” unless you put something in the actual title that says, “What do you think of this quote or what do you think of this image. Comment below” then that will generate more comments okay. That is just another variation in way you can really generate share, each ranking and all that type of stuff, but most of the entire most powerful thing that you are really going to get is proof, testimonial images that is key. You need to put up testimonial images, but not only that you need to put the testimonial images up with the inspirational story behind it. Now, images are great, but people love to read the story behind it because the story will bring the connection from the actual person on the page to the person sitting there reading it very, very important, and of course as much proof as you can don't stop ever putting up proof on your page. Now, that is a bit of a mouthful like I said, that right there is something I could spend a day on talking to you about, and over time in the coming Podcast I'm going to really delve in deep into these. I want you to comment below on the posts and let me know what you're thinking about this stuff, because the more interaction we get from yourselves the more cool stuff I want to share with you and more frequently

as well, so let me know what you're thinking so far. Now, I want to show you, this is I guess totally of par here, but it's a strategy that is your not currently doing on your own personal profile then I really want you to do it now. In your personal profile you will be able to see an area that says, "Works AT" so it's your top left-hand – it's under your profile picture you want to go to Work AT, now you want to work your fan page into that because what it will do is it will create that spin-off from your friends or on your personal profile page will be able to go in and click it that is a way how you can get free fans. Hey, you may only get an extra twenty or thirty couple hundred fans from it, but it is still a strategy, so under your profile page make sure you have Works AT and have your fan page in there.

Now, I wanted to take you through a basic process on how I was able to generate twelve thousand six hundred new contracts, that's right twelve thousand six hundred new contacts within twenty-four hours. I don't personally know anyone else who has done that in the fitness industry, and even in the fitness internet marketing industry been able to generate that many leads without the help of affiliate marketing. We are talking about purely what we did ourselves to generate this. I talked to you earlier in the session about opportunities about how Facebook can it can be beta testers and so on and, so forth. Obviously it's not as easy as, "Hey I want to be a beta tester" but there are certain things that you can do. What we were able to do is we were able to become a beta tester I guess you would say for the offer – now you know that Facebook has this office again, this is a total another session I'll be running on creating an offer because there are, so many good things in this that you take-away from it. We created an offer and all it was, was our free give-away that we were leading with at the start you know how I talk about, "Find the carrot" give away something of value that people can take.

What we did was we had an offer and for us it was our meal plan and basically Facebook – when we first started this right, Facebook would beta test the offer and the only down side to that was they hadn't had an online version, so they actually only had a location version, so you had to actually be a physical address. What I did I went in the back and changed our fan page to a physical location which had to give me an address and then create

the offer. Now, Facebook at the time were only making these offers available for people to go into a local business you know and say like, buy a cup cake and get your second cup cake free or something like that, that was the purpose of the offer. I created an online offer and I guess you would say I almost hacked the system okay, but I'll just say that because it sounds really cool, but basically all I did was put some links in certain places and it ended up working out right. But, there was a down side to it, so we created an offer and were giving away a free meal plan, and the results of that we hundred and ten thousand people claim it. Now, not every person actually opted on that as you can tell we got over fifty-four thousand likes on that page, but this is the staggering thing our posts was seen by over five million people five million people seeing that offer.

Now, the thing with this is that this was not set up for an online version, now you can go and create an offer and you can actually put in a URL and direct someone there it's far more...I guess you would say structured now for anyone to do it, so if you haven't currently done it I suggest you go in and click on the offer part, and you can do it you don't need to be a local business. So we did that we offered the meal plan and that is how we generated over twelve thousand email contacts over night literally it went overnight I was just so taken back by it. But what it did for me was really open my eyes and this is when I realized Facebook has got an abundance of people out there who we can help and assist, and that is where I guess you could say Fit International, and Fit-Chicks and everything aspired from. I guess the underlying lesson there is that I tried to create something that actually wasn't available to be created all right, so I took a leaf out of my own book and said, "You know what let's find a way to make that happen" while so, I did that I was able to capitalize. Now, Facebook emailed me a couple of days later and they to, they got some feedback from me and they took a bit of an interview process, so it's out there somewhere in Facebook world...not sure what they have done with it yet, but they really wanted to test that, and that was one of the catalyst – the representative that I was talking to said they hadn't seen anyone use it like this and capitalize over a hundred and ten thousand claims. The funny thing was because they were quite concerned because they thought how you are going to be able to service

that at your local facility. Well we didn't have a local facility they were coming to because it was all delivered online. The downside to that was, I'll tell you a quick story was we actually had a couple of girls – if you're listening we are really apologetic about this, but you really should of read the instructions that we had there. What happened was a couple of girls from Brisbane actually drove down to our facility to pick up their free meal plan that we were giving away and of course we weren't there it was at our training facility, and they came down during the weekend and we got a message saying, "We've came down to pick it up we are really excited to get it" from my perspective I was like, "Holy crap someone actually drove down from Brisbane which is like an hour and ten minute drive to where we are to actually pick up this free gift" now I'll look at the psychology behind that and go that is amazing you know they took at least two to three hours out of there day they had twenty dollars worth of petrol to come down and then obviously they had to buy food. If you look at it as a whole they were extremely interested in what we had to offer, so that is where a few ah, ha's went for me. We also had someone from Perth email or mail us that offer they printed out the offer and sent it to us. Little did they know as soon as we let them know about it we said, "Look it actually says directly in the offer that you need to claim it online" so you know other than those few little hick ups it went relatively quite well, so there we were with an instant twelve and a half thousand people to add to our data base. Again, guys the lesson behind that is I took a stab at something, and now you are able to do it online and I really suggest you go and have a look at the Facebook offer because that is one way that is so powerful. The other reason Facebook is so powerful is because of all the statistics you can actually look at. We can look at right now if I was to look at our Facebook statistics I can tell you that ninety-eight percent of our fans are females and they are aged eighteen to – well the majority are aged eighteen to forty-four. From the age bracket twenty-five to thirty-five we have got forty percent females, so we can even tell that X amount are from Sydney, Melbourne, Brisbane, Perth, Gold Coast, Adelaide you name it, and that my friends is the most powerful, powerful information you can get your hands on that is extremely invaluable.

I realized the time here and I'm just checking along, how we have been going. We are coming up to the hour actually, so we have been going for quite a while. I told you we can talk about this stuff forever, but I really want to...just finishing on a couple of more tips on how you can really maximize Facebook, and then what we will do is we may carry on with Facebook next week or we might bring up a new topic or we may even do deep into one of the topics. I really want to leave that up to you and get some feedback from you as well, but just some tips to finish off with Facebook is, posting on your profile now, I get asked how many times you need to post your profile and what's good and what's bad? I can tell you what we have done and what we do is we would post anywhere from five to nine times a day. Now, people might go, "Oh that's too much" but you know how long am I going to sit at my computer all day and do that you know I'll be sitting there all day just posting.

Well my friends there is software out there called Postfrom.com or Whosweet.com and it allows you to schedule posts for free. Now, you can schedule up to ten posts a day for free, so that's a pretty cool system you sit there at the end of the night and schedule your posts for the day, they are strategically written remember and you're away. Make sure you are tagging every single one of your clients that are going to be training with tagging and checking and it's extremely, extremely valuable in the overall end of your online success. Of course there are Facebook ads, but I won't even start talking about that because that's going to be a whole lot of a cost to listen that. We can basically reveal to you how we have mastered and been able to get ads, clicks down as low as two-cents a click. We have actually have had one campaign that was running at one-cent a click which lasted for about seven days which was unbelievable we ended up with something like, forty-thousand clicks or something like that. You work out forty-thousand on one-cent you know you're not talking that many one hundred and forty bucks if my math is done correctly...could be wrong maybe. Someone out there who is a mathematician will be sitting there going, "Brett you got that way wrong" but look again, forty thousand clicks at one-cent is pretty good, and I don't know too many people out there who can get clicks that cheap. The only reason I've been able to do that is because of what I've told you today

literally I've held nothing back I've told you what we need to have in the posts, and what you need to be doing to cause the interaction, bring interaction together and it's a very exciting platform to work from. There was a couple of things I just need to mention before we leave because I said at the start it's, "What you need to avoid" you need to avoid getting caught in the Facebook bubble don't feel trapped to your Facebook page okay, don't reply back to someone every second they email you or message you on Facebook. Set specific times of the day when you are going to reply every morning an afternoon do that, and remember that Facebook is basically a vehicle just like you drive your car you need to drive Facebook okay, and the key thing is don't be left behind. Facebook changes regularly and you need to be up to date with it.

Now, I'm not saying you need to spend all your time and energy been an expert, but even just listening to these Podcasts makes you far more advanced and in a different league than the person who is not, so keep up to date with that and that's it that's all I have got for you. I'm running into a time constraint here so I really wanted to give you as much information as I can within the hour and would love to hear your feedback and what you think of the episode, and really look forward to sharing more with you. On a regular basis we are going to get this Podcast happening on a weekly basis, so coming up I have some great stuff to share myself I've also got some really great interviews coming up with some really high level fitness business owners. Keep your ears peeled and I look forward to sharing with you in the next episode thanks and good night, and good bye, good night, good day, good morning wherever you are listening to it...just rock on.

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