Facebook 50 Contacts

FACEBOOK 50 CONTACTS

Here's another free lead generation tool that I learned when I was starting out as a Realtor® but can be used to work in any business. The key here is to find your own "system", and be consistent. If you don't have the money to invest in lead generation tools, you'll have to do it the free way, using what we call "sweat equity". Doing it yourself.

This method involves Facebook groups & a system. You'll want to join several different Facebook groups with at least 2K people within each group. If you offer a local service, focus on local groups. If you offer products that can be shipped or used by people all over, join any group. Whether you are focusing on local groups or not it's important to hone in on the groups that have members what are your "ideal client". The bigger the groups, the more successful and better results you'll gain. This is where your "Facebook 50 Contacts" will come from, the people within these groups.
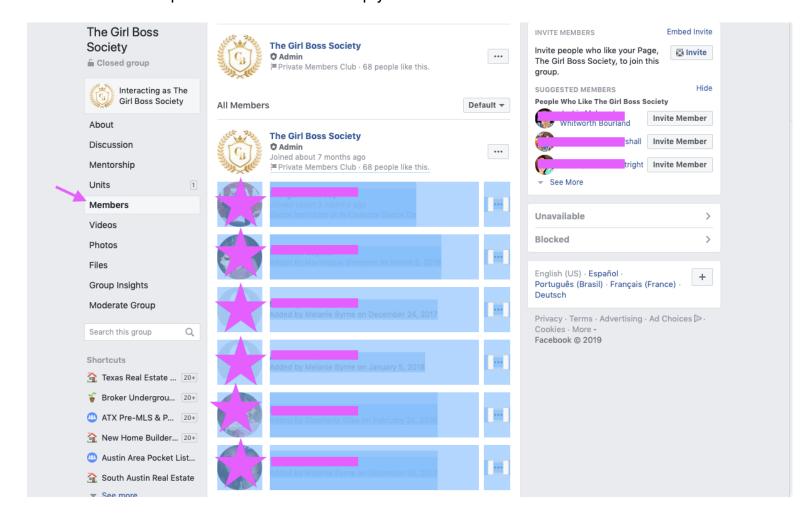
Quick Tips: Be sure you're only sending 50 messages a day, or you run the risk of Facebook blocking you from "spamming" members or get yourself blocked or kicked out of a group. Since this is a free method, you'll need to be consistent in order for you to see results. It's a numbers game, ladies! Set an hour a day aside for this method, 3-5 days per week, and knock it out of the park!

You'll also want to use Google Sheets (not Excel), because Google Sheets with keep the hyperlink, which will enable you to quickly message members by clicking on their name in the sheet.
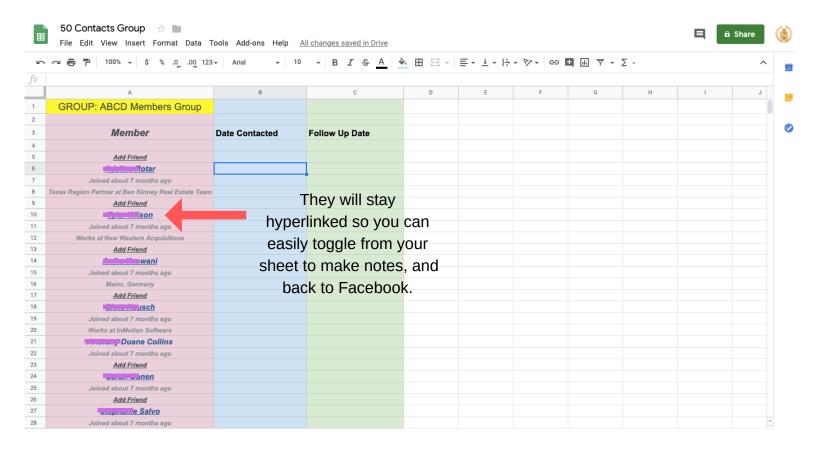
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So, without further adieu, here is the system I used:

Click the members link on the side of the pace book group. Highlight the members, press CTRL+C to copy them.

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Paste in Google Sheets, set up the columns and label them as you see fit and what applies to you, this is how I set them up.

You'll copy all of the members and put them in here, I recommend saving one sheet for each group, otherwise it can become confusing and overwhelming.

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You'll want to contact 50 people each day you do this. I would work 50 members in each group/google sheet, a day and then move on to the next sheet when you finish, but you can do it any other way you wish! You'll find your own system that works for you.

Here's the script you will copy and paste in each conversation for the initial contact:

Hey (*their first name*)! I saw that we were in a local Facebook group together. Just wanted to reach out and introduce myself, I am a _____ (*your job title*) with (*your company)* and love connecting with all of our locals (*or fellow momma's, fellow entrepreneurs, etc.*) in case anyone had any questions about _____ (*what you do/sell/offer*). If there is anything I can assist you with in regards to _____ (*your field; health & wellness, nutrition, photography, etc.*), please let me know! I'd love to extend an invite for you to follow *our/my* page, we keep our members updated on what's going on with _____ (*your industry*). Thanks! (*Attach your business page link for Facebook*)

You'll will copy that script, tweak it for your business, put it in Word, Notes, where you can edit it and have it on-hand to copy and paste easily, and go!

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After you're done sending your messages, note the day you contacted them (you can put in notes if you had a conversation with them or when you need to follow up with them about anything), and you'll note where you stopped so the next time you use this method, you know where to pick back up.

A lot of messages to people who aren't on your friends list go to the "Other" inbox, of which many people don't know about, so it can go unnoticed. This is a free method to gain customers, so remember, if you aren't investing money, you need to invest time. Which means if you aren't doing this consistently, and often, it won't give you great results.

Once someone reaches out to you, just follow through as soon as possible to assist them with any questions. Don't get discouraged if you don't see responses right away. Sometimes it takes that right lead a few days to read your message or respond. Consistency will give you the power in this method. And having them follow your page gives you the opportunity to nurture them.

CONSISTENCY IS KEY!