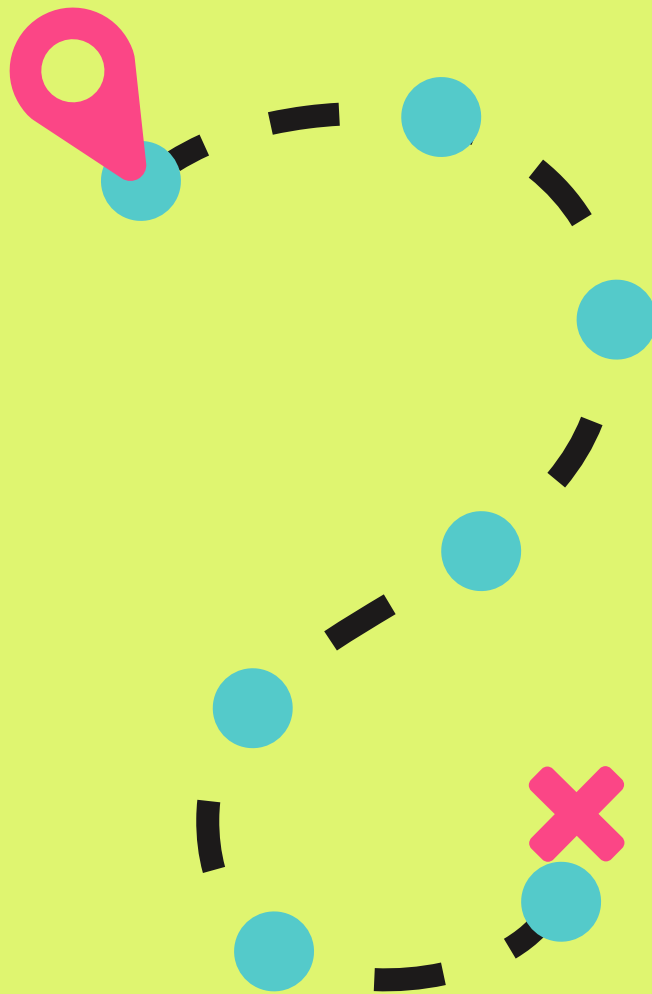


CAITLIN BACHER

THE FACEBOOK GROUP HOST ROADMAP



Maybe you've been THINKING about starting a Facebook group...but you're not sure if it's right for you.

OR

Maybe you already HAVE your own group, but things aren't working out very well. (i.e. nobody's talking and nobody's buying)

Either way, The Facebook Group Host Roadmap will help.

TRUTH TIME: When I first started my group, [#SOCIALBOSS](#), in 2015 I had NO CLUE what I was doing.

I'd spend HOURS in there trying to get people to participate and the ONLY person making any money was this one crazy lady who kept spamming my group with her email marketing course. *sigh*

A LOT has changed since then and now I get a steady stream of leads and sales straight from my Facebook group WITHOUT resorting to creepy sales tactics that make my members run for the hills.

This roadmap will walk you through the first steps towards creating your own profitable Facebook group.

If you have any questions, make sure to ask inside my Facebook group, [#SOCIALBOSS](#). Over 17,000 entrepreneurs agree it's the best group on the planet!

XO,
Caitlin

Creator of The Fab Facebook Group System



STEP ONE: Craft Your Name + Hook
Stand out with an attention grabbing name and hook that will attract your ideal customers.

1

STEP TWO: Create Rules + Guidelines
Set firm boundaries with your group to keep everything running smoothly.

2

STEP THREE: Design A Cover Image
Make sure to include a personal photo to humanize your brand.

3

STEP FOUR: Make A Lead Magnet
Give people a reason to sign up to your email list by offering a free lead magnet.

4

STEP FIVE: Build A Landing Page
Create an enticing landing page that advertises your lead magnet.

5

STEP SIX: Schedule Daily Prompts
Build your know, like, and trust factor with engaging prompts that keep the conversation flowing.

6

STEP SEVEN: Deliver Weekly Livestream
Add value and answer questions with a weekly live broadcast delivered straight into your group.

7

MISTAKES TO AVOID

Mistake #1: Hoping sales will “just happen”.

As a Facebook group host, you have the potential to make A LOT of money from your group. My students have used their groups to have six figure launches, thousand dollar livestreams, and sold out programs. HOWEVER, results like these don't “just happen” without a strategy in place.

Each bit of content you share inside your group should be valuable AND it should expose a knowledge gap. Do you know how to create content that exposes a gap? (See what I did there? *wink*)

Mistake #2: Creating TOO MUCH free content for your group.

Bombarding your members with free worksheets, challenges, checklists, etc can be incredibly overwhelming. It's overwhelming for you, because you have to create all of it AND it's overwhelming to your group members, because they feel they have to consume it. Your members need clarity, not a neverending supply of freebies.

Mistake #3: Waiting for the “perfect time” to start your Facebook group.

Most people believe they need to grow their email list, create a perfect offer, build a beautiful website, and amass an enormous social media following BEFORE they start their group. Uh...no. This kind of thinking is

completely backwards. Your Facebook group should be building your email list FOR YOU. You should create offers based on what your group IS ALREADY ASKING FOR. You don't NEED a big social media following, because all the engagement will be happening RIGHT INSIDE your group. As for a website...well, you're gonna need one. BUT, it certainly doesn't need to be perfect.

PSSST!

It is NOT TOO LATE to get serious about your Facebook group and turn it into a lead and profit generating machine. My premium program, *The Fab Facebook Group System*, opens for enrollment twice a year... BUT, you can get a head start with all the [free resources I offer on my website](#) and inside my own [Facebook group](#). See you inside!

to join me and over 17,000 entrepreneurs in the free #SOCIALBOSS community.