

Topic: Creating a Successful Facebook Group & its purpose.

1. Excellent name

(It must move people to want to join your group)

Remember your purpose in creating your group, it is for you to build know, like and trust. Become their friend
At some point, once you have figured out their color then you will know how to continue your relationship with them. This will be done by seeing what they are posting and how regular they do it.

2. Description

(Be detailed as possible about what is your group's purpose just try not to make it too long because the people that will join your group will not read it if it's too long.

3. Settings

(Admin - approval to join) Set your group to be open

4. Adding people to the group (who to add)

5. When people ask to join your group.

- welcome them and say hello, this is the beginning of the Interaction

- add them as a friend. FB will allow this because the person has asked to join your group. Every time you or a group member generates a post within the group, the new post will be posted on their newsfeed and their friends will see it. This will lead you to new people with which to talk.

6. Posting messages to the group wall.

NOTE: Make it a great message because you will want it to spread (viral marketing) Doing it this way will allow your

message to go and on for a long time instead of a few hours.

7. Keep checking on your groups.

On a daily basis check to make sure the right activity is taking place as well as networking. Get to know the people by interacting on the wall.

This works because it is what I have been doing. Just by following the guidelines I have laid out, I will assure you of success with your FB group.

Terri Pattio

Be a mentor with a servant's heart

(409) 982-2185 (anytime)

Skype name: terrilpattiomentor