

DAY 12 - HOW TO FIND FACEBOOK GROUPS

Facebook Groups are your way to connect and engage with your peers and potential customers.

Start out by finding and joining several “industry related” groups you like. Use Facebook’s search bar to type in the keyword of what you’re interested in.

Facebook will give you several choices, but click on “see more results” to see all possible selections and choose the “Groups” tab to narrow down the search. Facebook was also show you a list of other related suggestions you can browse through.

Now evaluate each of the results that comes up to see if this is a group and a community you want to join and engage with.

There’s very little use to being in a group if you don’t network with others members, actively participate in the discussions, or share content. That is why we suggest joining 5 of the most appropriate and influential groups and becoming an active member.

Engage in discussions, post comments, and share content. Just make sure that what you say or share provides value and not promotes your business.

So, if, for example, you are a fitness and nutrition coach, you can join several health and fitness groups and dedicate a few minutes each day to visiting each group, commenting on some posts, and engaging in conversation.

You can share content several times a week, and only once in a while – promote your own content.