

Engaged & PROFITABLE GROUPS

with Sandra De Freitas

M2L04

Files

Okay, let's talk about using files to help organize our Facebook group. Now, I like to use them for multiple reasons. It's really easy to create them, but I really like it because it allows me to tell the members exactly where the files are. Because there's a nice link underneath the name of my Facebook group on the left, it's really easy for them to find and locate.

Upload or Create Files

You can upload or create a file in your group really easily. You can create your file on your computer and then upload it, or you can go in there and create a new file really easily. It's kind of like a Word document. The only thing that I ask you to do is to be sure to uncheck, "Allow group members to edit this document." In the HT videos, I actually show you how to create a document in Files.

File Ideas

The files for your free group, here are some ideas.

A "start here" file.

What do you want them to do? What are the first few actions you want them to take? I like to put that in there and then also mark it into an announcement, or also use it in my introduction post.

Next, you want to look at your **Facebook Live archive**.

Okay, so in this, if you go live on Facebook pretty often, especially during launch, maybe not so much in your free group on a regular basis, but if you're going to go in a launch, then I want to have a space where I can go in and put in the link to the Facebook Live, because people are going to ask where it is. Yes, you can direct them to videos, but at least this way, you have one spot where you can point them to, and they can see all the videos or Facebook Lives from that particular launch, or perhaps your general Q&As as well. You can create multiple files here.

Also during a launch, I want you to create a **calendar of events**.

Now, this is during a launch, this can also be a regular time in your free Facebook group, creating a calendar of events, especially if you have things coming up. For instance, if you have an in-person meetup or if you have some Q&As, or maybe you have a guest speaker coming in, you could put that into a file as well. Remember, the purpose of these files is to have a really easy spot for members to either go help themselves, or for you to point them to where they should go and look for the answer. Okay.

Then, if you're going to do **challenges in your free group**, which we're going to talk about in the next module, this would be a great place to upload all the files for that challenge. Now, this will depend on your strategy. If you want them in your Facebook group to do Facebook Lives, but you want them to go to your email because you want to build your email list, then perhaps keep all your files there in email and not in your Facebook group, so you get them in both places, so Facebook group and email. If there's a particular file that everyone needs and you want to put it in the Facebook group, this is a great place to put it, right in your files. Just upload that file.

Last but not least, we're going to talk about this in the growth module, but you could also **put your freebies for joining your group** here.

One of the strategies is, create a freebie, and they only get the freebie if they joined the group. Where do they find that freebie? You put the file in your Facebook group files. You can then mark this, it actually creates a post, you can mark that as an announcement, or create an announcement with a nice graphic picture that says where they can find the freebie, and link to it. Actually, the more you can link to something, even better.

Files for Paid Groups

Okay, so, files for your paid group. Again, start here. This is a little bit more detailed than the free one, because you want them to do a bunch of things and make sure they can log in. Your Facebook Live archive is actually really important in your paid group. Remember, these people are paying for your stuff. They want to be able to access and find things pretty quickly.

Facebook Live archive, a file where they can go and see all your Facebook Lives, even better.

Calendar of events, so powerful for a paid group. What I like to do is, I like to put in all the dates that modules are going to be released, for instance, and put that in a file. I'll say, like, "January 1st, this is coming out, January 8th, this is coming out," and I list all the Q&As too so they have those. If the Q&As are every Thursday at, like, 1:00 p.m., I might just mention that one time, but people like to see it, especially if there's an implementation week and they don't know if there's going to be a Q&A or not.

Then, also in your paid group, you might want to put in some **bonuses** too. Whatever your bonuses are, you can either email it to them or put them in your paid group, but I would actually do both so that there's two spots where they can find those bonuses. Now, that's only if the bonus is for everyone and if the bonus is in a file itself, so a PDF, let's say.

Okay, now, these ones I really love. **FAQs**. Now, you're going to get to a spot where people are going to be asking the same questions over and over again. That's when you go back to your FAQs and you add them.

One I want you to have ready off the bat in a paid group is the **support and account FAQs**. In here, you're going to have things like how to contact support, how and when will they be billed (every 30 days, or if they paid full, they're not going to be billed that way). How do you change their credit card information? Something like a shopping cart, like ThriveCart, they can log in, they can go in and actually change their credit card information, if need be.

Other FAQs are a **program FAQ**, so, what is a URL for their programs so that they can login? What other links are important that they need to know about? Links to important posts within the group. If they have a link to book a call with you, put that in. If there's a link to apply for a hot seat, or even a link for them to ask questions for your next Q&A.

That's it for files. Don't forget to check out the HT video where I show you how to use and create files.