M2L13

Free vs. Paid Content

Okay. So you're probably wondering, "Hey, what do I post in my free group versus what I post in my paid group?" And you're probably wondering, "What do I post in my free group during a launch?"

So the purpose of your free group, well, there's a number of things. You want to build an audience, established your credibility, develop relationships or re-establish relationships, create a safe environment for others, and develop a new platform for you to use for future offers.

Let's talk about the content in your group. So the content in your group will be posts to establish relationships, posts to increase engagement, posts to create conversation and connection between you and your members and also between your members as well. You're going to do this by showing your leadership and expertise through things like teaching. So you're going to teach through Facebook lives, or you might want to teach through pre-recorded videos. Maybe it's a zoom call. You may have resources, PDFs, freebies, other links for them to your blog posts or other resources that you may have. You might do challenges to help them get from point A to point B. You might also give them other ways to get small wins and results, making them feel really good about themselves, like they're really accomplishing something within the group. Definitely answering their questions, making their life easier for them. All of this will show them that you care and you actually adore them.

What to post in your Free Group

So what should you post in your free group? Well, I want you to start by posting **three engaging posts** in your group. So this might be questions, polls, or other content to keep them going and to get them to develop that conversation, and to establish the relationship between them. You're going to ask questions to get to know your audience outside of your group content. So here's some engaging posts ideas for you.

- What are your goals for this month?
- What was your favorite TV show growing up? Mine was, etc, or mine is in the comments.
- What have you crossed off your bucket list recently?
- And this one's one of my favorites: if I give you $1,000 to invest in your _____, (business, house, education, family, etc) what would you do with it?

These really get conversations going with people. And they really, really go for it, and they really make a lot out of it. So go ahead and try those out.

So another thing about engaging posts is that people like to give their feedback and opinions, so go ahead and ask for them. So you can do a poll, like ask them what tools and apps they like to use. So start them off with a few options, and allow them to put in their own options as well. Which _____ do you like best?

So I did this, this was before Facebook groups, but I had a book. I had three versions of the book, three editions of the book, I should say. And I had three different covers that it came down to. I had the one that I loved, but I really wanted to get some engagement and get feedback from the people who were going to be buying the book. I think at the time I had a blog. So I went into the blog, and I posted the three images, and I went into my newsletter, and asked them saying that I'm looking for their feedback, can they go to my blog and give me their feedback. So that was the most popular blog post I've ever had because people always want to give their feedback. And do you know that the one that I chose for my book cover was not even one of the top two out of the three. So it really showed me that I was looking in the wrong direction for my book cover because the people who were buying it were looking for a different direction in the book cover. Okay. So you could do the same.

A friend of mine did this with her logo recently, and it was the most engaged post in her group. You could do this with a logo, a book cover, a name of something, whatever it is. Get people to really tell you what they like best.

Okay. Other engaging posts, include things like:

- What is your favorite _____? What is your favorite non-business app? What is your favorite business app?
- What is the best book you've ever read?

So these are in their own opinion, no one could take their opinion away from them, and their feedback based on what they love and do.

Okay. Other things to post in your free group. So two to four times a month, I want you to **post content that's relevant to your group**. So this could be a video of you demonstrating how to use a certain tool. This could be a link to someone else's content that is going to be helpful for them. It could be news or updates. It could be a link to one of your blog posts, you name it. But content that is related to your group.

Okay. And then I want you to **teach one to two times a month**. Now, one time is plenty, two is great, but I really want you to teach them something that they can implement right away and get a win. So this could be a Facebook live Q&A. It could be a challenge. It could be a coffee date, which we will talk about more in the growth module. I love coffee dates.

What to post in your Paid Group

Okay. What is the purpose of your paid group? So the purpose of your paid group is to develop a relationship with your paid members, create a safe community for others to share, and deliver on the promises you made in your offer. So the content in your paid group would be posts that will help establish your relationships further, posts to increase engagement, posts to create conversation and connection between your community members and yourself.

And the content in your paid group would be posts to communicate with your members that you were delivering what was promised. So in a previous video, I showed you that I was posting where people can go to get the monthly strategy that I'm teaching in my membership. So that would be something that I would create as an image, "Hey, we've just delivered the monthly strategy. Go and take a look at it." And it really helps communicate with people that you are delivering on what you've promised, not for them to come back at you a month or two later going, "Hey, you promised you deliver this, where is it?"

And then other things in your paid group are I want you to put comments and Facebook lives from you and your team to help people implement and understand and get unstuck. So for instance, if you put in a lesson on a particular thing and they're stuck on it, I want you or you and your group to go in and help them out. That is really important in a paid group.

Okay. So what to post in your paid group.

- So the announcements and reminders of the new content that was released
- Posts and/or reminders of upcoming events
  - So you're going to post that there's an event and then a reminder that there's an event coming up
- Posts to get members to share their wins, assignments and progress.
  - So if you have a particular lesson that people are creating something, whether it's a chart or maybe a calendar or a spreadsheet or drawing, create a new post, asking them in the image of the post and the caption of the post is saying, "Here is where ... please post all your launch calendars here." And so then people can post screenshots of their launch calendars or whatever chart or whatever homework you made them do. And it really helps get engagement going in your group. It also gets those that are not doing the homework to go in and do the homework because they're like, "Wow, these look amazing. And now I have so many examples to work with."

The content in your paid group will also be static engagement posts, keeping engagement going up, keep it going. So I say, **one to three a week**. But if you could do one every week, particularly on a Sunday as your group is about to get rolling. So a Sunday evening is always good. If you have multiple time zones, just go with whatever your time, your evening is.

So really high engagement posts are like:

- Where is everyone from?
- Show us your furry family members.
- You might do a bio on a team member or a bio on a member of the month.
- What is your favorite hot beverage? And ask them to show pictures or use a gif to do so.
- What is your favorite cold beverage? Another popular one. They can either take a picture of their favorite cold beverage or just use a gif to show which one it is.
- And then here's another one. When working through the course or membership material, do you prefer to work in silence or in background noise? And if background noise, which music do you like to listen to, or music or TV show do you like to listen to work to best?

Okay, so other paid group ideas. So other content that you can put into your paid groups, and this could be your course or your membership or your group coaching program.

Sneak peeks, so, "Hey, guys, I'm working on this. Wanted to give you a little look of what's inside." So if you're creating a book, show them screenshots or give them the first chapter or two so that they could take a look at it. Give them a backstage pass. You're about to launch. You might want to create a way where they can come and watch your launch, if that is something that is of interest to you. Or perhaps it's going grocery shopping with you, if that's part of your membership or your paid program.

Q&A's, definitely shorter Q&A's. You could answer a couple of questions a day.

If things are really intense in your group and you're getting a lot of questions, you could do **implementation challenges**. So, if you have an implementation week where people are supposed to use that week to catch up or do some work within the last few modules that you released, create a challenge. So maybe it's, "Day one, okay, watch all the videos in module one. Day two, now go in and do this piece of homework from module one. Day three, do this piece of homework from module one. Day four, now go and watch module two videos." So you can create a challenge to get people going in and looking at your content and doing more work with it.

Okay. So what do you pose during a launch in your free group? So I don't want you to post those engaging posts during a launch time. You're already increasing engagement. Let's not. We're going to be posting a lot of other things. And when they see all these notifications coming through, I want them to pay attention to them, rather than think, "Oh my gosh, another post from this person in this group. What's going on?" So remove those engaging posts, all those polls and questions that I told you to post. Instead, I want you to post announcements or reminders of the new launch content that's being released, or perhaps all your Q&A's and what's coming up in your group, in regards to your launch. So maybe you have a webinar, or Q&A's, there's a live cast, when close cart is. That's definitely a good one too, to post. And then post to get participants to share the wins, assignments and progress during this time, during your launch so that people in your free group get to see the results that others are getting. All right, that's it. That's what you can post in your free group, your paid group, and what to post during a launch.