

M3L05

Creating your Promo Page

Okay, let's look about what I call your 'one page promo'. So this is a page on your website that talks all about your group. We're going to use this on social media, we're going to use this on our website, we're going to use it in our newsletter. And the reason why I created this page is because when you go to a group, you get some information. You get to see part of the description. You get the cover image. You might get a tagline, but I want to tell people more about the community and why they should join. And also, when you're being interviewed on podcasts or in other places, you don't want to say, okay well everyone join my group, facebook.com/groups/blah, blah, blah. Right?

So instead we can say something like engageworkshops.com/thegroup. And that's easier to say. It looks more professional. It also shows that you have a website and it promotes your website at the same time.

All right, so what aspects do you want to have in your group?

- So you want to have the **name of your group**. So here we go. *Groups for entrepreneurs* up at the top.
- You want to say **who it's for and what the purpose of your group is**.
- You want to **add this icon** here that we've given you in the program. So it's the social icon.
- You want to **add screenshots of your mission** of either **what's going on in the group** or **happy members**. E.g. "You can see our happy members here".
- The **link to the specific group** in case they don't get that they're supposed to click this link up here so they've got a specific link.
- And then are there **any other announcements**? So for instance, I was going to be going live in the group from October 7th to the 10th we're going to be teaching a lot, etc. Plus any **other perks**.

So, in this example: *I'll be going live once a month to answer questions. As a member of the group, you'll be notified of any special training or freebies that I publish and I'll be showcasing clients' stories in there. So there is some training, there is some exclusivity, you know, you'll be the first to know and you'll get the case studies too.*

- Now you definitely want to add **your picture about yourself and your bio.**

In summary: so you got your name of your group, who it's for, the purpose of your group, screenshots of what's going on in your group - *optional, always good - With permission, of course* - perks of joining, why you hope they join you. Your about you, a bio about you, your picture and screenshot of happy members. And last but certainly not least a link to join the group here.

All right, so I hope that's helpful. We're going to be using this page a lot in the next few lessons. So we're going to use it to promote our group on our website, in our newsletter and in social media. So once you've got this going and you can model after mine all that you want, then you're going to go in the next few lessons, I'm going to show you how to use those in those areas to promote your group as well.