

M3L09

## Welcome Gift

One way to get more people to join your Facebook group, and to honor those that are already in your Facebook group, is to offer a welcome gift. Now, this welcome gift could be a demonstration video, it could be a template, it could be a script, it could be a fill-in-the-blank script. It could also be things like a coupon. Now, this is not something that is available somewhere else. If I joined your newsletter and I saw it there and I joined your group and I saw it there too, not a good feeling. I'd want it to be exclusive to your group only.

I want you to meet Chris. She is the Facebook owner of Joybilee Farm's DIY Herbal Fellowship, and Chris took my advice and did just this. She's offered a coupon for any of her courses in Thinkific for the month of October. How do they get that coupon? They have to come into her group. So she emailed her list, told them about the coupon and that they had to come into her group to get it.

Now, when you do this in your group, you're going to have to do two, maybe three, things.

1. If it's a file, upload it to the file section. And then we'd like for you to create a post specifically on this gift that you're giving, and pin it to the announcements.
2. Now if you're offering something else as well, like perhaps you're doing a challenge the same month, what you could do is also create a hashtag for it. So for instance, #octobercoupon, create that hashtag.
3. And then when you email people about it, make sure to tell them that they'll see it in the announcements and if not, to search for the hashtag #octobercoupon. Easy, like that.

So we want to make it exclusive to your group, we want to make it easy for them to find it, and we want to give them alternative ways of finding it in case they can't find it the first time around.

Awesome. Good job. Go get them.