

Engaged & PROFITABLE GROUPS

with Sandra De Freitas

M3L12

Q&As

Okay, well, you guessed it. I love doing Q&A's with my group. And of course, what I do is I create an event in the group, I tell them when the event is, of course that's all set in there. In the description I say, "Come with your questions," and I also say, "Hey, this is a great opportunity for you to ask me questions about creating your community, getting your group to engage or how do you launch in your group the next time you launch." Now what I'm doing there is I'm giving them specific examples of what they can ask me about in the Q&A. Normally when there's a Q&A and there's nothing surrounding it, what happens is people don't come or they don't have any questions and you're sitting there twiddling your thumbs.

Now what I do suggest too, is to have a teaching topic, something that you want to teach them with three points. Teach that first and as you're teaching it, questions about what you're teaching or questions about what they're looking at and thinking of are going to come up. So then you've got questions queued up for when you're ready to take that Q&A.

All right, enjoy.