

M3L15

Share our Group with Others

Now there's two types of contests I'd like you to think about in your group. There is the "please share this with your friends" like Rebecca did. So Rebecca did, "Hey, we would love to show this group off to more doulas. Can you please share this and other groups that you're in?" As you can see here. There's that contest, there's also another contest, and the contest was called, "Hey, when we reach..." Well, it really doesn't have a name, but when we reach a thousand members of the group, a hundred members in the group, 10,000 members in the group, everyone gets a free copy of my book or everyone gets a whatever, or I'll do a free training on this hot topic. Make it really juicy. But also you have to say, "Now that just means that if everyone in the group introduces this group to two more people, we would hit a thousand. Or if everyone in this group just asked one person to join, we would hit a thousand."

This way, the group doesn't think, the individuals don't think, "Well, someone else will do it. I don't have time or I can't be bothered, or I don't really know anyone." But when you say that specifically, if every single person contributed, then they're going to start thinking, "Okay, where can I post this? Who can I tell this strategy to?"