

Engaged & PROFITABLE GROUPS

with Sandra De Freitas

M5L19

Guest Experts

In your free group or on your paid group, you can ask your members what they need help with and who do they want to hear from? So basically, what guest experts they'd like. So for instance, if you're running a group on Herbs, and there might be someone who is creating a product specific to people who grow herbs, grow things in their garden maybe there's a new product that has come out. Well, maybe a product expert can come on and show them, give them a demo. But the more you can bring on a guest speaker, the better.

Now for your free groups, this helps you grow your free groups because they're going to let people know that they're being interviewed in this group. But if you've got a guest expert, either that you have in mind or they're asking for, bring them into your group to talk about a subject that is not competing with what you do but instead compliments it and is not something that you could talk about. This shows that you're connected to other people, that you're open to having other people in your Facebook group. But it is also increasing engagement because now it's a new topic and when it's a new topic, more and more people are going to come on to watch what it is and they want to see who the speaker is, they're curious. Especially if they've asked for this speaker, they're going to be excited about watching the speaker, guest expert in your group, paid or free. All right.