

MODULE SIX

LIVE LAUNCH CHECKLIST

Poll Your Facebook Group

- » Poll: What is your #1 challenge right now?
- » Add 10 options
- » Allow others to add their own

Facebook Page

- » Post a screenshot of your poll
- » Include the caption

“We polled our group and I had no idea this was a challenge for people” or “We polled our group and I am surprised by the results, so far, in this poll” I’ll go live on this page next week with help on how to overcome challenge #2 and #3 + link to join the group

- » **Go Live on your page teaching how to overcome challenge #3 in your poll.**

Tell them "I'm going to do a free live training about the #1 challenge on Friday at 12pm in my group." + link to join group.

- » **Have a whiteboard behind you with the bullet points you are going to teach. This keeps people interested to stay to hear about all the points.**

- » **Repeat the above for challenge #2 the following day**

Facebook Group

- » **Create a post in the group and mark it as an announcement. You can name it "The top 3 challenges".**

- » **Update the post with links to all of the videos.**

- » **Change your cover image to promote "The top 3 challenges - Free Training".**

- » **Update the "description" with a link to the poll, link to your page and tell them that you will be answering the #1 challenge in your group on [date] [time]**

Facebook Page

- » “One of the biggest problems people are having is [challenge #1]. How would you solve this problem? I will show you how on [date] [time] in the group” + link to join group

Facebook Group

- » FB Live on challenge #1.
- » At the end of the video promote your offer.
- » Tell them what the deadline/cart close date and time is.
- » Mark the fb live as an announcement and “pin to top”.
- » Change the cover image to announce the offer and doors are open
- » Remind people to consume the videos as they are coming down on the same day as cart close.
- » Change the cover image to announce the offer ends in x days/x hours.

Facebook Group and Page

- » When cart closes delete all videos, disable your backstage pass page, change your cover image and remove announcements.

Engaged & PROFITABLE GROUPS
with Sandra De Freitas