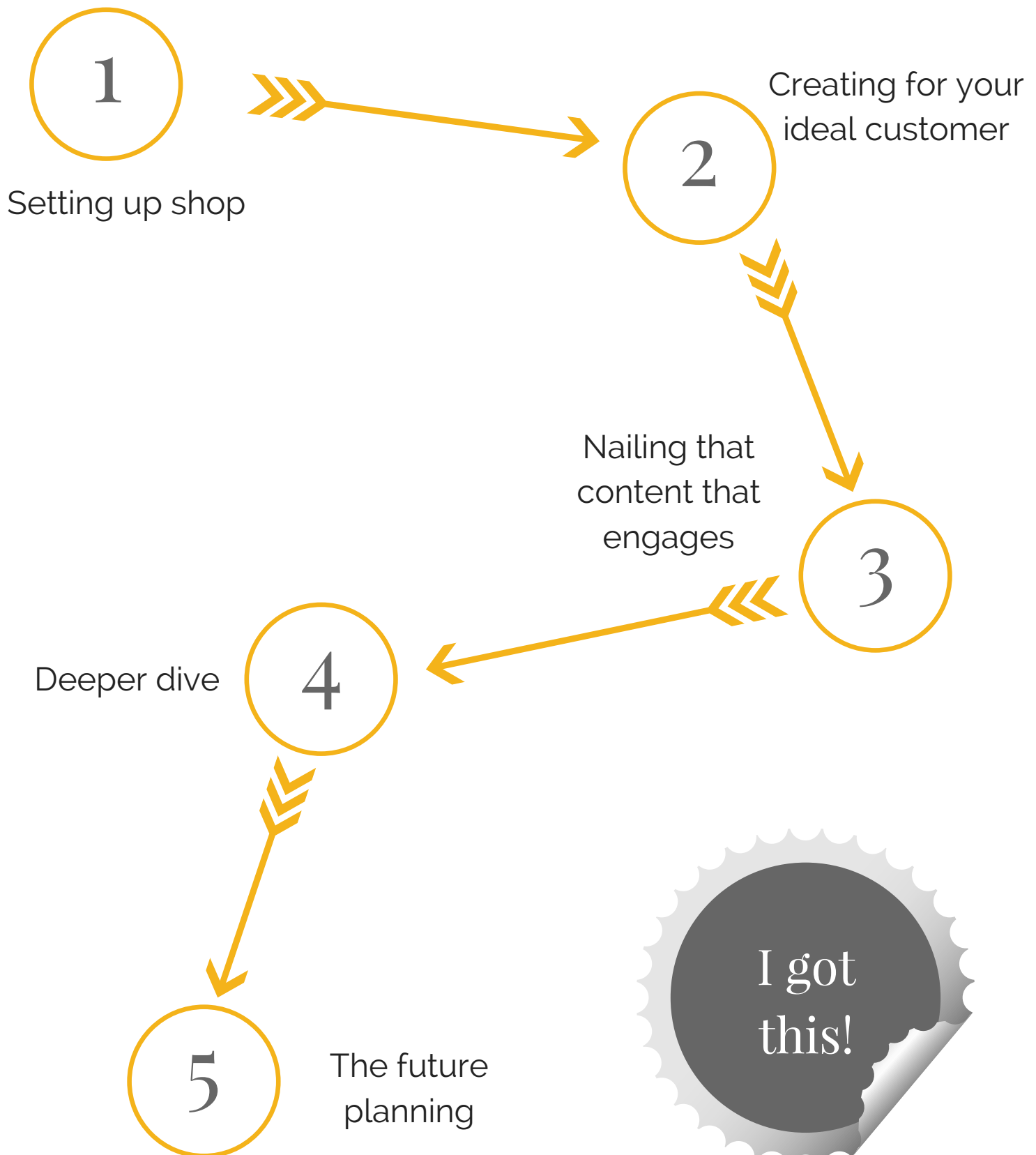


Facebook success ROADMAP



Step 1: Setting up shop

Alrighty! Ready to clean up your house? Make sure everything is in order for those new viewers? Let's get started!

When you're starting your FBU journey, the first step is to start with making the best of what you have already.

Making sure that your house is in order, your Facebook shop window is doing its job, and that you have all the key areas covered.

In the next stages you may revisit some of these, but with a new found knowledge and I want you to take your time to do the work, so whilst that's happening in the background, step 1 is all about ensuring that your Facebook page is doing the best it can do in the meantime.

Here is a checklist of the key areas you need to focus on, and tick off for Step 1, with help from the FBU content.

- Watched the FBU introduction
- Watched "Understanding Facebook" section
- Facebook shop window updated
- Story section updated
- About section updated
- Consider your Facebook footprint
- Watch the Canva tutorials
- Create your 8 week plan

Step 2: Creating for your ideal customer

So your Facebook page is in hand, you have all your bases covered for those new viewers and the next step is learning WHO your business is perfect for then tweaking your page to suit.

Learning who your business for is a crucial and mega important step.

It's totally normal to find this section hard, to feel it's overwhelming and you **will** need help with this.

No you're not "dumb" or "not getting it", this is the work most people DON'T do and why their business continues to stay small, or be a hobby. So "yey" you for doing the hard work!

Remember to reach out for help and support in the private Facebook group - we're all there to guide you through this.

- Watch the Ideal customer section
- Complete the ideal customer reminder
- Watch the branding section with Sashka Hanna-Rappl (expert sessions)
- Storyboard your brand (colours, fonts, feel etc)
- Review your Facebook shop window and tweak
- Review your about section and tweak
- Review your story section and tweak
- Do you need to streamline? Up your product photography? Get more familiar with Canva?
- Tick off any of your 8 week plan goals

Step 3: Nailing that content that engages

Now you know WHO your business is perfect for, it's time to start thinking about WHAT you're saying on your Facebook page to light them up and hook them.

Content is king.

You can have the most beautiful products, photography, branding and social media images....but if your words are not speaking to that ideal customer through your Facebook page, building your know, like and trust, your business will suffer.

Think of upmarket supermarkets or luxury brands and how they speak ONLY to that consumer and build their brand all around them. Even down to Waitrose (upmarket supermarket in the UK) calling their "cheap" range "Waitrose Essentials" whilst Sainsburys (middle of the road supermarket in UK) will call their range "Sainsbury's Value". It's the same thing, but the words they use are for their ideal customer.

Time to start working on that for your business.

- Watch the "Killer content" section & "more reach & engagement" section
- Watch both video sections
- Follow brands on social media who inspire you / your ideal customer
- Brainstorm content that will make them laugh, engage or feel inspired
- Commit to X number of FB Lives per week and map them out (so you're feeling prepared)
- Begin to create a plan to schedule your weekly content
- Watch "Facebook insights" section and diarise to keep on top of this monthly
- Start joining FB groups where your ideal customer is hanging out

This step is all about bringing everything together and beginning to create a plan that allows you LESS time on Facebook and brings in MORE results.

Step 4: Deeper dive

You've been scheduling content, your likes and engagement are growing, your bank balance should be feeling more healthy, now for the next step - diving that teeny tiny bit deeper.

It's easy to sit back on you laurels after step 3 and think you have it all under control.

You're making videos, you're scheduling content, your likes and engagement are growing and it's feeling goooooood.

But, as social media, trends and seasons change, we need to be ensuring we are staying ahead of the curve.

Doing more of what DID work and less of what didn't.

Step 3 was about testing new things, step 4 is about analysing.

- Review your insights - what worked and didn't work over the last month? Analyse any commonalities and themes you can see.
- Consider adding an email list to your marketing plan (Contact me for details of my Mailchimp course)
- Is it time for a collaboration? How can you grow your business buddy black book?
- Review your copywriting - test and tweak when you recycle old content that worked.
- Facebook Groups - do you need to join others / more or spend more time in those 1/2 that will yield results?

Whilst this is a step in our roadmap, this is a step we always need to be doing and revisiting, especially the first tick box.

Step 5: The future planning

Whoo hoo! You've made it to step 5 and this is all about your super exciting future and dreaming big with your Facebook page (and biz!)

Having a future plan is ALWAYS a good idea.

I'm a firm believer in running a business proactively rather than reactively.

You should now be feeling super in control of your business, feel you know your ideal customer better than your BFF, be spending less time on Facebook and reaping more rewards and the best bit yet, everything you've learnt here you can apply to other social media channels, emails and face to face communication.

So this stage is simply about writing audacious goals down below. Dream big my padawan, reach for those stars. Don't hold back. It's yours.

My goals for the next 3 months are.....



Facebook page likes



of sales

And I'm going to achieve these by doing.....

