How To Get A Lot Of Free Leads And Sales From Simple Social Posts

Even If You've never Made A Post In Your Life

By Frank Kern

What We’re Going To Do
On Day 1 (Today)

- Show you the big picture. (How this works)
- Prove this works.
- Prove that followers don’t matter.
- Simplify everything.
- Know what to say.
- Know how to get in front of perfect people for free.

Here’s How This Works

Post something cool and offer a lead magnet when they comment.

Automatically DM them when they comment, get their email, and send them the lead magnet.

Automatically follow up so they click the lead magnet.

After they click the lead magnet, mention your stuff and ask if they're interested.

Automatically follow up until they reply.

Automatically read their reply to see if they're interested.

If they are, send them a link to check out your stuff.

Automatically follow up until they click the link they asked you for.

If they don't buy, automatically follow up and see if they have questions.

Keep following up until they reply.

Answer their questions. (This is where the money is.)

WHY THIS WORKS.

FOLLOWERS DON’T MATTER.

More Chances to Break Through

Previously, in surfaces with recommended content, reels were ranked primarily based on how an account's followers engaged with them. This meant that accounts with the largest followings often saw the most reach.

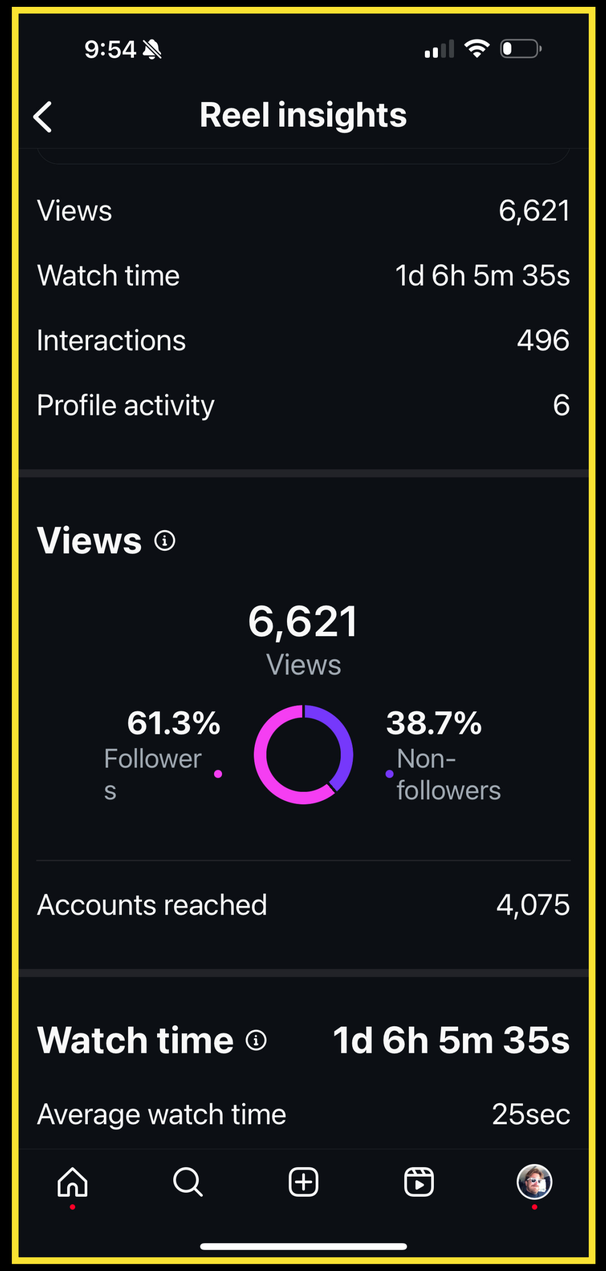
We have been working on **a new way to rank recommendations to give all creators an equal chance of breaking through**. Through this process, every piece of eligible content (e.g., content that is original, does not violate our community guidelines, has no visible watermarks and satisfies our recommendation guidelines) is shown to a small audience that we think will enjoy it, regardless of whether they follow the account that posted it or not. As this audience engages with the content, the top performing set of reels are shown to a slightly wider audience, then the best of these are shown to an even wider group, and so on.

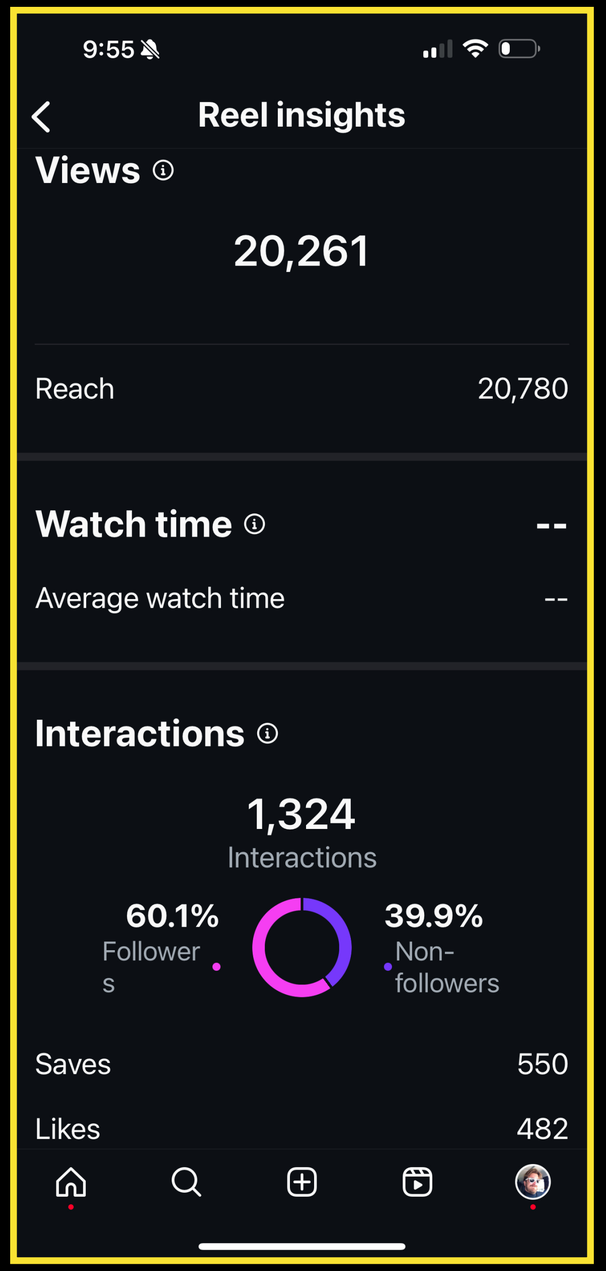
OLD

- Make content.
- Show it to followers.
- Maybe show it to people that follow others “similar” to you.

NEW

- Make content.
- Show it to some followers.
- Also show it to some people who consume similar CONTENT.
- If they consume it, it shows it to MORE people.


9:54
Reel insights
Views 6,621
Watch time 1d 6h 5m 35s
Interactions 496
Profile activity 6
Views
6,621
Views
61.3%
Followers
38.7%
Non-followers
Accounts reached 4,075
Watch time 1d 6h 5m 35s
Average watch time 25sec


9:55
Reel insights
Views
20,261
Reach 20,780
Watch time --
Average watch time --
Interactions
1,324
Interactions
60.1%
Followers
39.9%
Non-followers
Saves 550
Likes 482


9:56
FRANKKERN
Posts
frankkern
How To Get People To Click Your Emails And BUY YOUR STUFF...
View insights
Boost post
790 165 148
Liked by nataliakern and others
frankkern Let me know if you want to try the coolest email marketing software ever for free and I'll send you a link.

11:05

FRANKKERN
Posts



View insights Boost post

♡ 182 339 36

Liked by **nataliakern** and **others**

frankkern The End Of Marketing And Funnels

The “traditional” way of doing Internet Marketing (funnels and stuff) is dying.

It’s not DEAD... it’s just harder

11:06

Post insights



September 2 at 2:13 PM

225 12 10 22

Overview

Views	7,433
Interactions	269
Profile activity	38

Views

7,433
Views

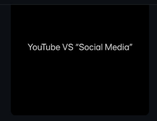
85.2% Follower



14.8% Non-

11:10

Post insights



August 9 at 12:21 PM

160 24 37 41

Overview

Views	6,452
Interactions	262
Profile activity	93

Views

6,452
Views

86.8% Followers



13.2% Non-followers

Facebook Post From February 13th

Frank Kern
Published by LeadConnector
· February 13 at 2:39 PM ·

Ogilvy's ad for Rolls Royce might be one of the greatest ads in history.

👉 Some sources say it DOUBLED sales for Rolls Royce.

👉 Others say it "only" increased sales by 50%.

💥 What's interesting about the ad is the content.

Aside from the headline and the sub headline ...

🔥 It's just a list of 13 FACTS about the car.

Then it gives the price.

Then it tells the reader what to do.

👉 I'm sharing this with you because a lot of people think you have to make HUGE CLAIMS in your copy.

Or that you have to be super persuasive ...

❌ YOU DON'T HAVE TO DO THAT.

Ogilvy proved it.

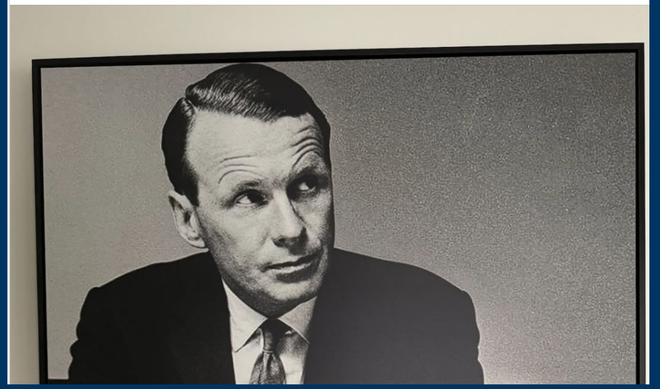
✅ If you want to write content that SELLS ...

❤️ While delivering VALUE at the same time, let me know and I'll send you my free mini-book that shows you how.

👉 You'll see a simple 5-step framework and you'll see plenty of examples.

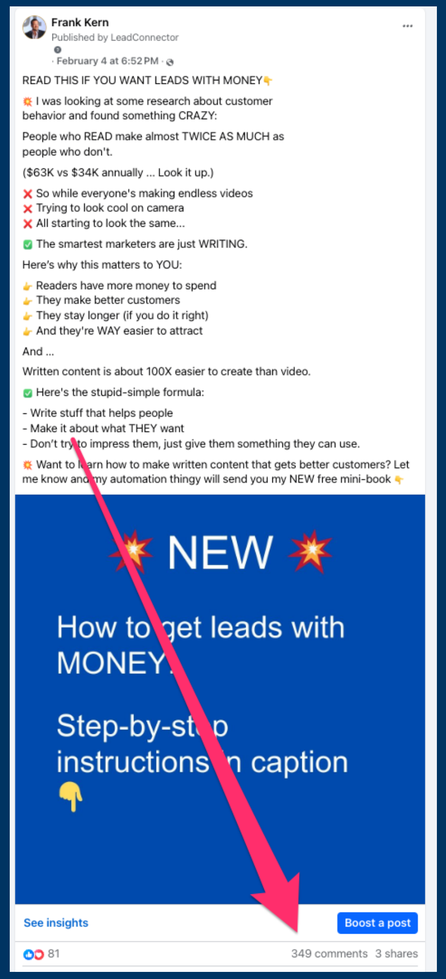
It's yours if you want it.

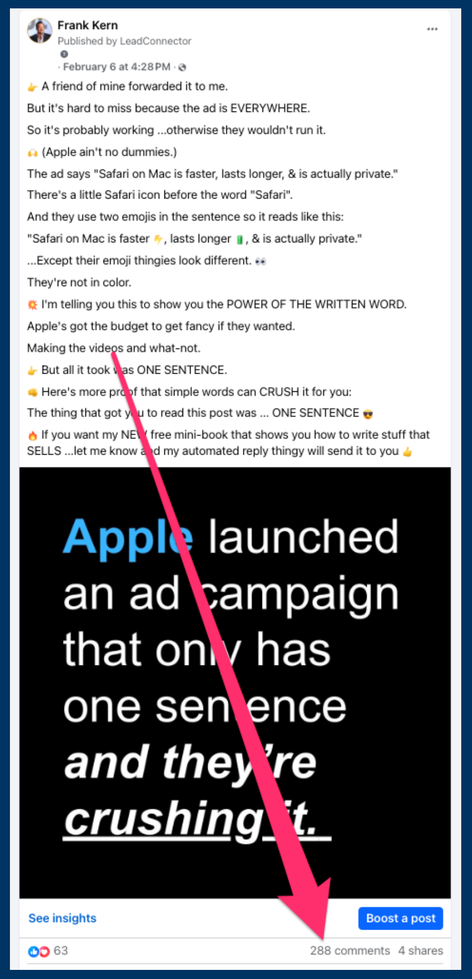
Just let me know and my automated doohickey send it to you 🙂





More Facebook Posts From November







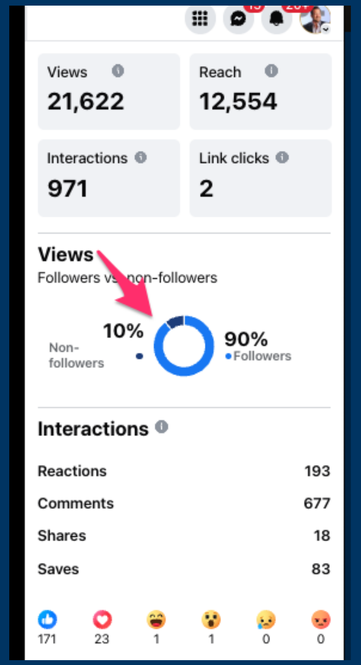


“Yeah but you have followers and stuff hmmkay…”

They Show It To Strangers!











WHY IS THIS HAPPENING?

BECAUSE THE AUDIENCE
HAS CHANGED.

THE A.I. BACKLASH 😠

- A.I. Is Awesome.
- But Marketers Are Lazy.
- They Make A High Volume of BAD Content With A.I.
- This Has Eroded Trust (And Is Creating A Huge Opportunity.)

INFLUENCER BLINDNESS.

- Everybody’s Copying Everybody Else.
- Hormozi Is Copied So Much That Video Editing Software Literally Has A Setting Called “Hormozi Captions”.
- After A While, All Butts And Boobies Start To Look The Same.
- “Oh look. Another dude with a Lambo.”

THE VOLUME MYTH.

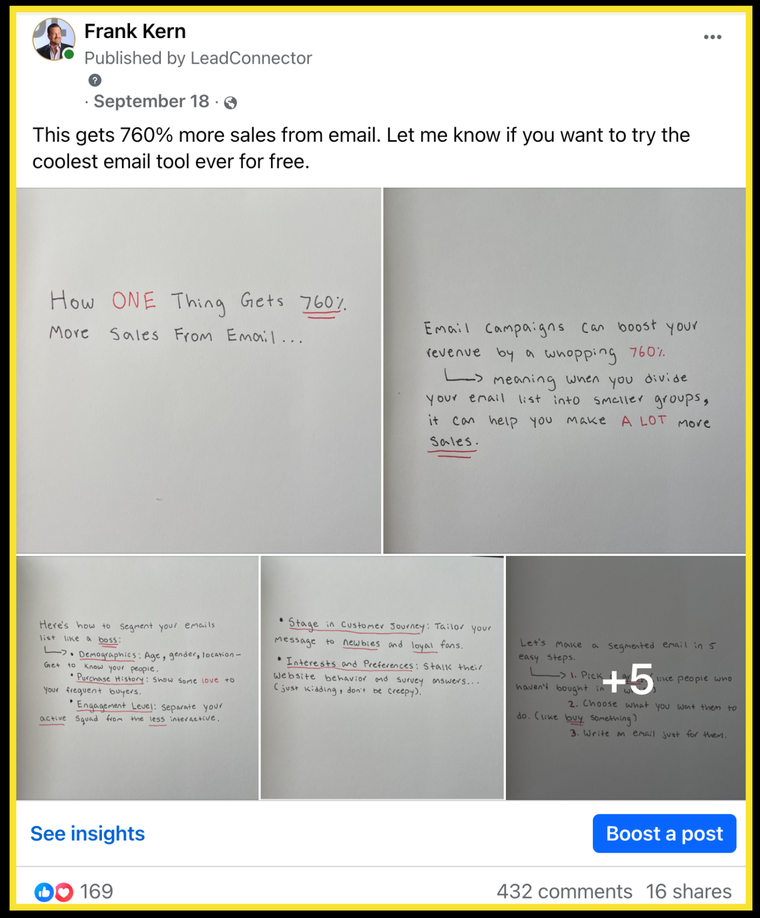
- More Content = More Money, Right? (No. This Is A Trick Question.)
- More VALUE = More Money.
- A Higher Volume Of “A Dude Who’s Copying A Dude Who’s Copying That Other Dude …”
- Fewer GOOD Posts Are Better Than A Lot Of BAD Ones.
- A Lot Of Low *Value* Content Brands You As …LOW VALUE.

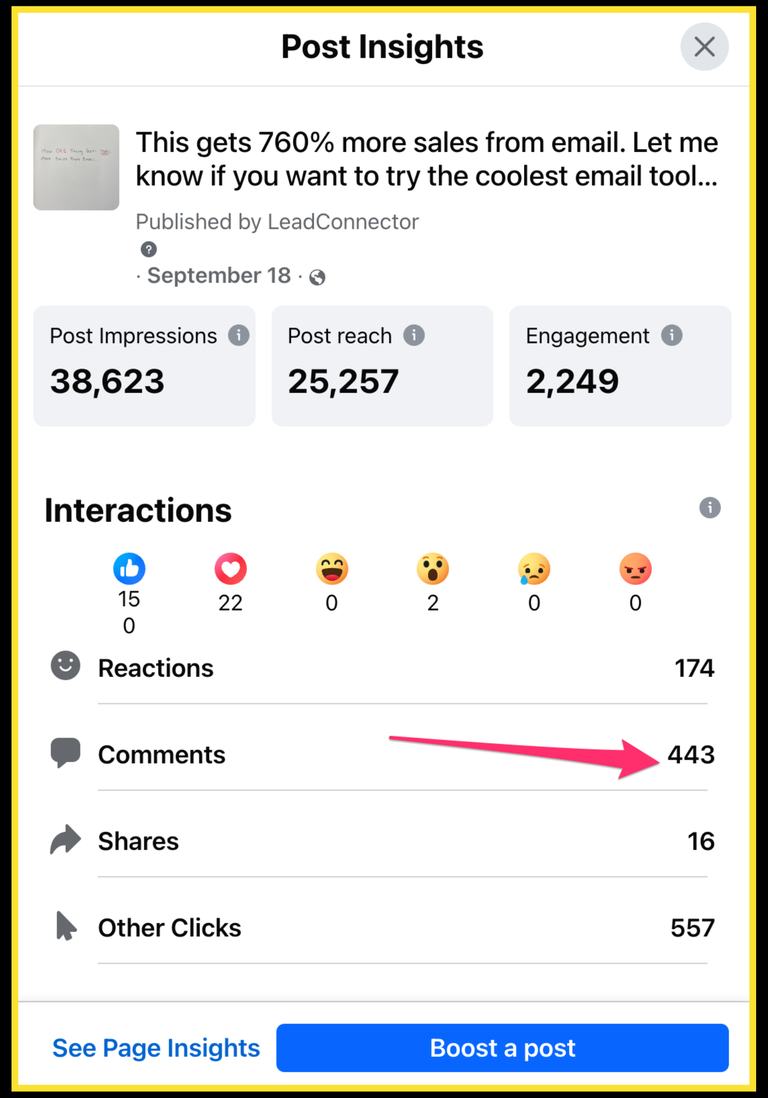
THE VIDEO MYTH.

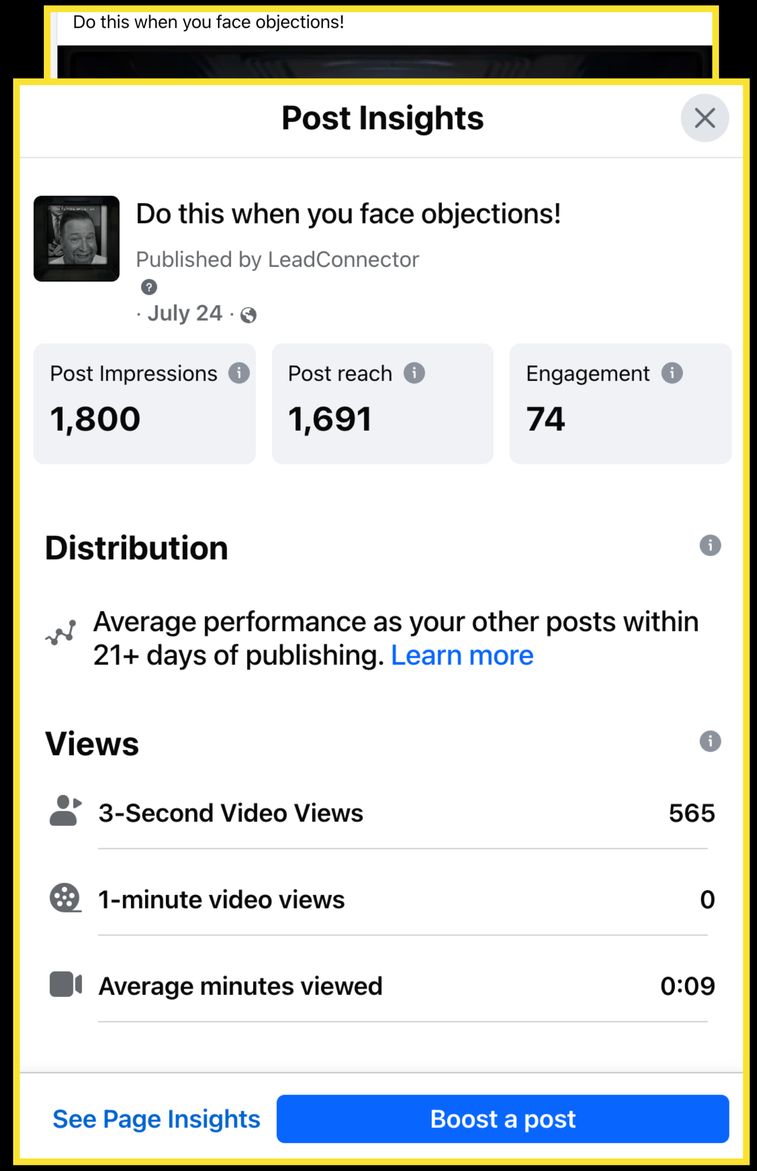
- Marketers Make Videos.
- Since That’s What We’re Seeing, We Think We have To Make Videos.
- WE DON’T.
- Long Form WRITTEN Posts Work. (If They Are Valuable.)

VALUABLE CONTENT:
“REAL” IS THE NEW “COOL.”

COMPARE TO “FANCY”







THE DEATH OF THE “AVATAR”

- Stop trying to come up with the perfect avatar and the perfect offer.
- Try this instead:
  - What do you like talking about?
  - Are there a bunch of other people who like talking about the same stuff?
  - What do they want, in general?
  - How can they get it?
  - 👆 THAT IS WHAT YOU MAKE CONTENT ABOUT.

THEME:

TOPIC:

TYPE:



- Email
- Branding
- Copy
- Ads

NEWS & REVIEWS
HOW - TO
STORIES

THE “RULE OF ONE”

- It’s important that you put out valuable content consistently.
- We think we have to be “everywhere”.
- We don’t.
- Choose ONE platform and just commit to making content there *…until it’s easy to do it every day. (For our purposes, we’ll do FB/IG because we can automate stuff.)*

Small daily actions.

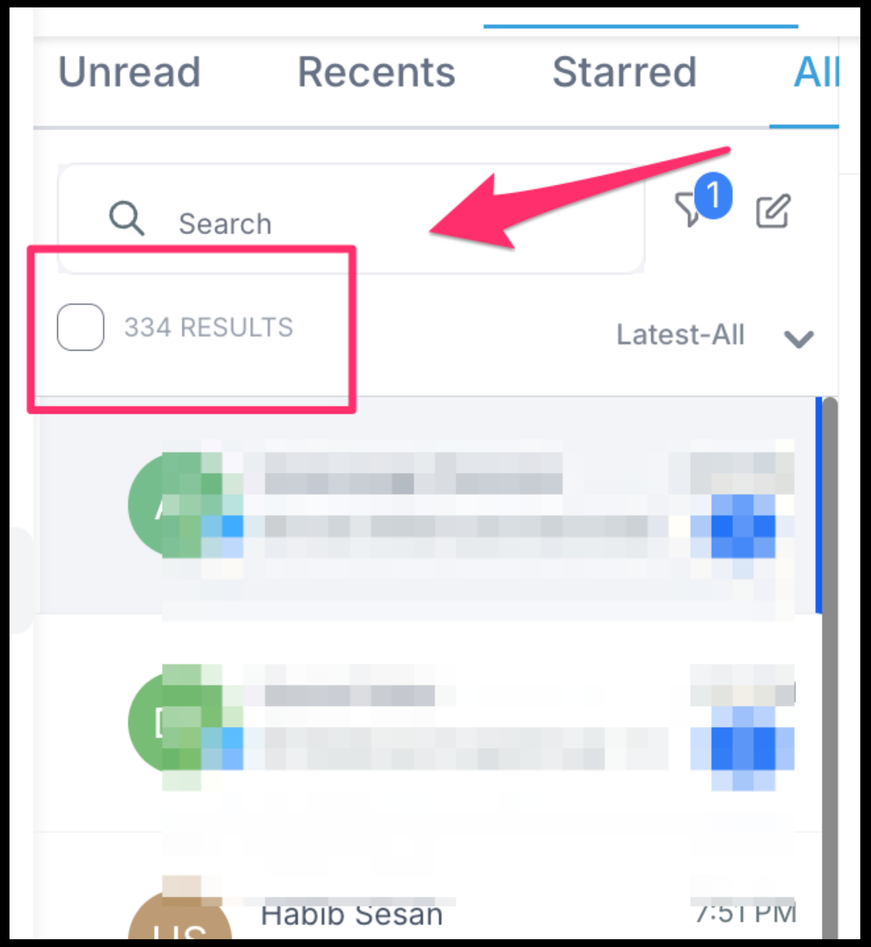
Done consistently over time.

Create Compounding Results.

LIKE THIS.

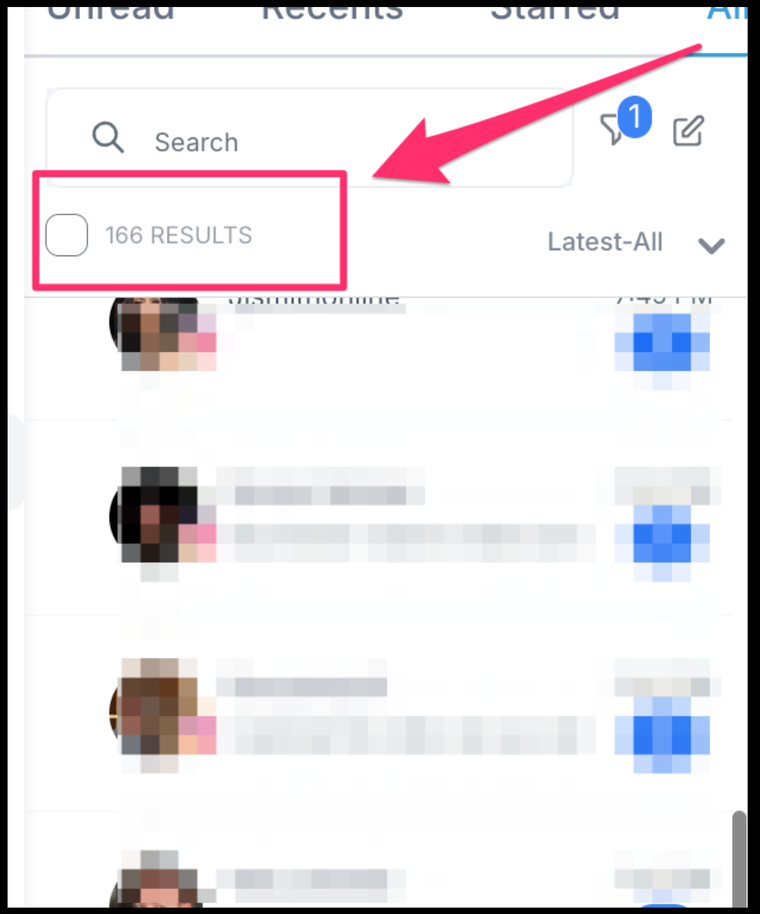
- On November 11th, I made a commitment to make ONE social media post per weekday.
- They have all been WRITTEN posts. No videos. Just words.
- This is what happened in the first three days:

November 11th Through November 14th.



500 LEADS

5 SALES. NO FUNNEL.



I AM THE WORST EVER.

- My “commitment” to one post per day lasted for about two weeks.
- Between November 11th and Feb 11th, I made a grand total of 46 posts.
- So much for perfectionism …

BUT DURING THAT TIME …

- 46 posts (same ones on IG and FB).
- 5,379 conversations started over DM from comments on FREE posts.
- 4,949 emails given from those conversations.
- 188 new customers.

Step 1: Commit. Sort Of.

- Commit to one post per weekday on one platform. (FB/IG counts as one)
- Best if the platform allows DMs. (Just use FB and IG.)
- START.
- Some days will be good. Some won’t.
- Keep going.

Step 2: Use *GROUPS!*

- Facebook Groups Are HUGE.
- As of 2022, there were over 10 million groups.
- More than 1.8 billion people use groups every month.
- More than half of those are in 5 or MORE groups.
- They’re not ALL “marketing” groups.

How To Use Groups

- Sign into your FB business account.
- Then go to Facebook.com/groups.
- Search for groups by topic.
- JOIN the group you want to post in.
- When admitted, make the post.
- It’s normal to wait for approval.
- Do this for 10 groups.

Tips For Groups

- An ACTIVE group is better than one with a ton of members.
- It’s not a big deal if your content gets rejected. Nobody is going to show up at your house with pitchforks and torches.
- Keep trying until you’re able to post in 10 groups.
- If you’re posting in 10 groups, just make the same post in each group. (It won’t show up on your main feed or anything.)

If You Actually Do This

- You will get more leads than you know what to do with.
- 5 leads per post (times 10 groups) = 50 leads per day.
- 10 leads per post = 100 leads per day.
- 20 leads per post = 200 leads per day.
- Some days will be amazing. Some won’t. It’s like that with everything.

“Yeah But”

“What If?”

“I’ll start going to the gym … after I lose a few pounds … so I’ll look better in my gym clothes.”

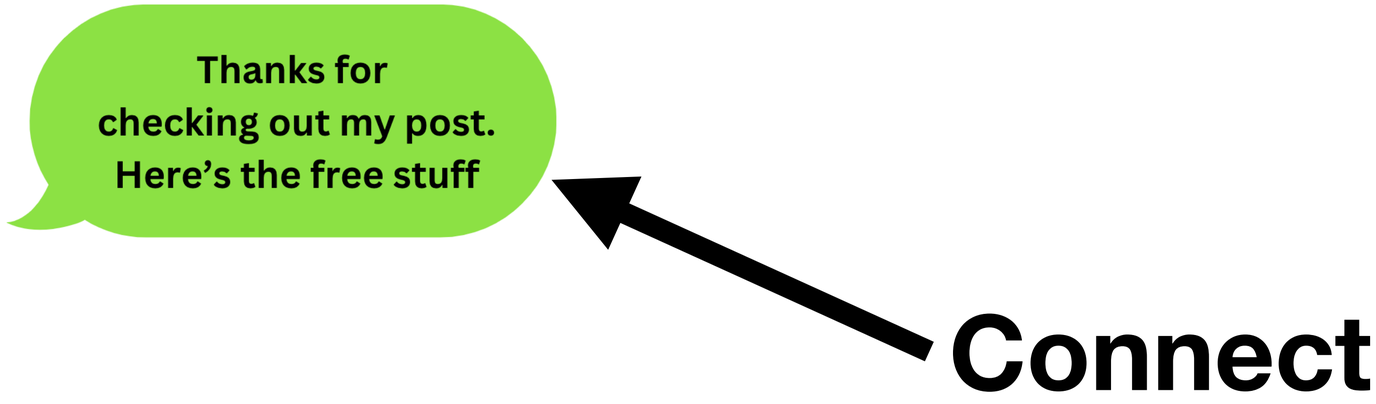


Step 3: Use The New Way

- IMPORTANT: The Definition Of A Lead Has CHANGED.
- Old: Email
- New: Any form of two way communication.
- Old: Command.
- New: Converse.
- Old: Sell them.
- New: Guide them.
- Old: One-Way Communication
- New: Two Way Communication.
- **New: ASYNCHRONOUS MARKETING.**

Connect, Converse, Compel.





Connect, Converse, Compel.



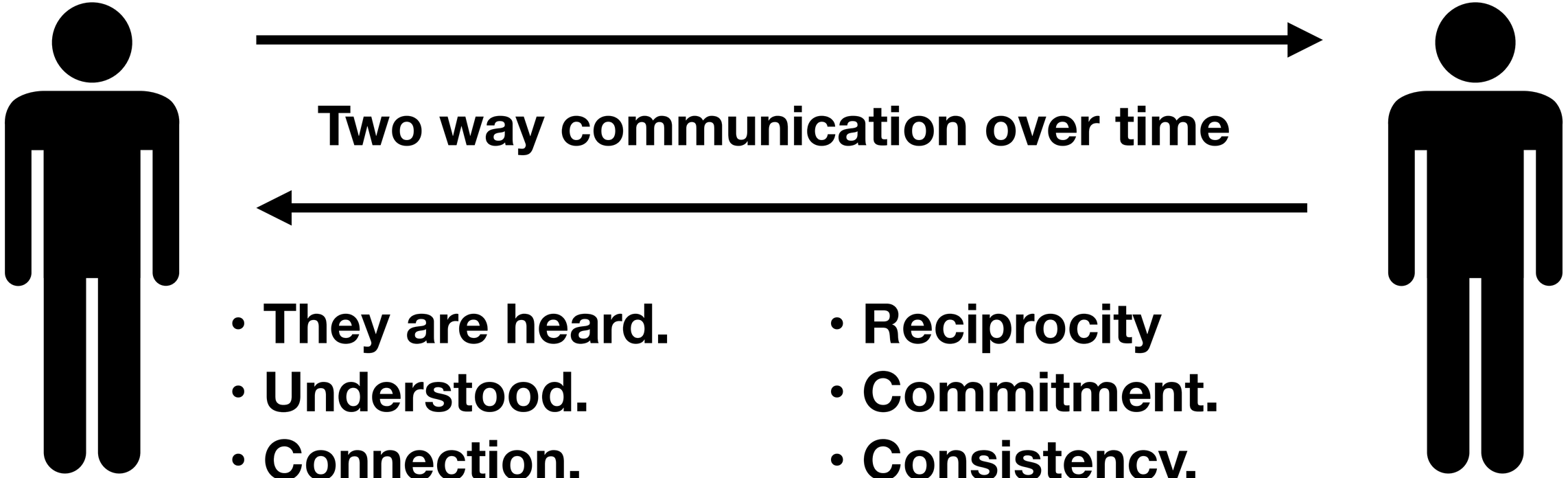
Cool! Have you ever done it before?

No. Always wanted to but never had time.



Compel

Two Way + Time = 👍



- They are heard.
- Understood.
- Connection.

- Reciprocity
- Commitment.
- Consistency.

You

Them

⚠️ DON’T RUSH THIS. ⚠️

SUPER ADVANCED SECRET WEAPON

🎯	Target	Mon	Tuesday	Wed	Thurs	Fri
⚡	Social 1					
⚡	Social Leads 10					
	Follow Up With Leads	Y/N	Y/N	Y/N	Y/N	Y/N
💰	Sales 1					

HERE’S YOUR BIGGEST OBSTACLE:

YOUR  MIND