



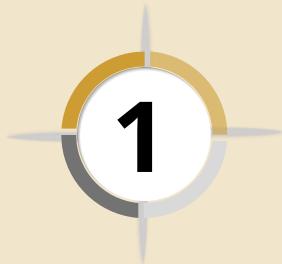
The logo features a large, stylized text 'SWEETSPOT' in gold and grey, with 'SM/DM MARKETING' in black text below it. This central text is set against a white circular background. The circle is partially overlaid by a thick, three-layered ring in gold, light grey, and dark grey. A vertical grey line extends from the center of the circle down to the bottom of the page.

# SWEETSPOT

SM/DM MARKETING

# MASTERMIND

# CONTENT SECTIONS: GROW IT



## JOIN OTHER RELEVANT GROUPS

HAVE YOUR IDEAL CLIENTS, DO ACTIVITIES



## GET THEM TO BE FRIENDS

BUILD KNOW - LIKE - TRUST



## GET THEM INTO MY GROUP

HAVE YOUR IDEAL CLIENTS, DO ACTIVITIES



## MESSAGE THEM FOR A CONVERSION

TO GET THEM INTO OUR CALENDAR FOR ONE ON ONE



## BONUS: SCRIPTS

SCRIPTS TO INVITE THEM TO YOUR GROUP AND TO GET YOUR INTERVIEW

# JOIN OTHER RELEVANT GROUPS

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## ONLY JOIN GROUPS WHO HAVE YOUR IDEAL CLIENTS

1. USE FACEBOOK - UNDER GROUPS USING FACEBOOK.COM/GROUPS
2. SEARCH USING THE SEARCH BAR FOUND AT THE TOP
3. USE KEYWORDS
4. JOIN THEM

## LIST YOUR 5 GROUPS HERE

## CREATE YOUR OWN GROUP

1. AT [FACEBOOK.COM/GROUPS](https://facebook.com/groups) CREATE A GROUP (FILL OUT POP-UP)
  - a. NAME THE GROUP
  - b. YOUR PROGRAM GROUP "APPOINTMENTS ON AUTOMATION"
  - c. MARKETING AND SALES STRATEGIES
  - d. FOR COACHES AND CONSULTANTS
2. ADD PEOPLE
3. ADD YOUR PHOTO (COVER PHOTO OF YOU IN CANVA)
4. CREATE A POST TO WELCOME PEOPLE "PIN IT TO THE TOP"

## SWEETSPOT TIP

- Take your time to investigate the group before joining.
- Consider your sweet spot... Do you feel this group could use it without infringing on the group owner?
- Your goal is to not compete but rather enhance their group.

# GET THEM TO BE YOUR FRIEND

PROVIDE A FEW SAMPLE TEXTS HERE

## 1. LIKE AND COMMENT ON THEIR POSTS

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## 2. INCLUDE A FEW 'GIVES' THAT LEAD TO YOUR SWEET OFFER

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## 3. REMEMBER TO OFFER TALENT & TIME, (EXAMPLES)

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### SWEETSPOT TIP

#### BUILD CREDIBILITY

- Give 'masterly done webinars' showing your expertise
- Use a professionally branded link hooked to your scheduler for free time
- Speak your tone, it's all part of your branding. If they like you now they will like you later when you work with them.

# GET THEM INTO MY GROUP

## AUDIENCE GROWTH (ACTIVITIES TAKE 30 MIN - 1 HR/DAY)

- Go to “other groups members section” and scroll down on them.
  1. Share valuable content in the groups
  2. Make a google form of ‘valuable content’ to use per campaign.
- Invite 25-50 per day / 5-10 /hr
- Invite those who might have a pain that you have a solution
- BONUS ACTIVITY
  - Sharing content in those groups that requires engagement
  - Answer questions in the groups.

## GROUP GROWTH (ACTIVITIES TAKE 30 MIN - 1 HR/DAY)

- Following up with people who engage on your profile with a simple message to join your group.
- Following up with new friends. Through your profile (Those recently added and invite to your group)

## SWEETSPOT TIP

### IN AN EXCEL LIKE FORM

- Track how many engagements you get on your profile posts
- track how and when you engage back
- Track when you ASK FOR THEM TO MOVE TO YOUR GROUP and percentage that do

# MESSAGE THEM FOR A CONVERSION

YOU'VE FOUND A FEW GOOD GROUPS TO FOLLOW, YOU'VE BUILT KNOW LIKE AND TRUST, GOT A FEW INTO YOUR NEW GROUP AND NOW IT'S TIME TO SET AN APPOINTMENT LEADING THEM TO YOUR SWEET OFFER.

## GETTING THE APPOINTMENT SET

- BE POSTING AND CHECKING IT DAILY
- Following up with people who engaged in group
- Track all this on a spreadsheet
- Send two to three messages... up to six days later to book an appointment.

PUT YOUR SET APPOINTMENT SCRIPTING HERE (SEE LAST PAGE FOR AN EXAMPLE)

# SCRIPT TO INVITE THEM TO YOUR GROUP

(for a new friend or if they just liked a post)

*<NAME>, I appreciate the like on my post/glad we connected! <Something you like about them or on their profile>.*

*By the way, I have a new group I just started where I share even more content about <Solution 1> <Solution 2> and <Solution 3>.*

*If you'd like, I can send you a link. Let me know!*

**AFTER THEY JOINED THE GROUP**

**NOW HOW TO FOLLOW UP WITH THE NEW GROUP MEMBERS  
(THE APPOINTMENT SETTING PART)**

*John, I appreciate the like on my last post. I'm currently surveying my friends to see how I can better serve them to become the most confident version of themselves.*

*Would it be okay if I asked you a few questions here on the chat?*

PUT YOUR SCRIPTING HERE

# SCRIPT TO GET YOUR INTERVIEW

ASSUMING THEY GIVE PERMISSION TO CONNECT MESSAGING BACK WITH 'Yeah, sure."

Okay, awesome! Right now. What would you say it is that personally drives you to want to become the most confident version of yourself?

*You're asking subtly about their personal motivations, drivers, and goals, NOT spammy. This is subtle. (So they say in social settings)*

*-You want to relate*

*-Describe how you felt in the same situation*

*Hum, interesting. I actually used to struggle a lot with social anxiety myself and I remember how powerless you can feel at times.*

What would you say has been the hardest part about becoming more confident in social situations?

*That's a good question. I guess just don't know where to start. I know I want to be more confident, but every time I'm in that situation I just can't help but feel shy/powerless. I just don't know what to do.*

I hear you, man. Well, I appreciate your answers, and definitely understand where you're coming from.

I'm actually in the process of offering a few people some free conference-boosting sessions.

If you are up for it. I'd love to personally help you create a plan to feel extreme confidence in social situations over the next 90 days.

Does that sound like something you'd possibly want to do?

Be authentic, your language, and lead into your offer after meeting them where they're at.

- You're offering the call to the direct solution to their problem.
- Share value they will get
- Time frame in it (12 weeks, 90 days)
- Does it sound like something you would like (get permission)

THEN SEND THE LINK

# SCRIPT TO GET YOUR INTERVIEW

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PUT YOUR SCRIPTING HERE