**Make Friends.**

Make Friends

*H0w to get more clients on Facebook*

*To my husband, Will. Thanks for everything.*

**Introduction**

Hello, there! I am so excited to meet you!!

In case we haven’t yet been introduced, my name is Maria Wendt. I help ambitious and passionate entrepreneurs streamline their brand so that they can scale their business, make more money and have more freedom.

I believe that making money online is simple, it just takes perseverance and consistency.

In this ebook, I am going to give you the EXACT scripts and steps that I used to make over six-figures with Facebook groups.

Now, your first question is probably going to be. “How long did it take you to make that kind of money?”

It’s a great question!

I am a huge believer in transparency online. And, even though it takes some courage, I am going to share the exact numbers in my business.

**2013:** $63.22

**2014:** $351.87

**2015:** $8,083.22

**2016:** $28,498.02

**2017:** $82,855.34 (at the time of writing)

Projected (best guess based on how I’ve scaled so far, each year):

**2018:** $150,000.00

**2019:** $350,000.00

**2020:** $1,000,000.00

So, as you can see, I would consider myself to be a fairly average business owner. Certainly no fancy, glittery numbers here.

To be honest, this level of transparency has me feeling a little bit naked. 😬

I am sure that there are many other that have scaled more quickly and perhaps more effectively. So be it.

I am sharing what has worked for me.

In this training, we are going to work through each one of my eleven steps to making money with Facebook groups and discuss them in detail.

When we are finished, you will know exactly how to reach out to people and build those relationships that will make all the difference.

Are you ready? Let's get started!

Psst!! If you aren’t in my facebook group, you definitely should be. It is a thriving community of passionate entrepreneurs who are networking and collaborating. Remember, you are the average of the five people you spend the most time with. Hanging out with the business owners in my group is a no-brainer. Join (for free) here → <http://bit.ly/passionate-entrepreneurs>

**What does this book cover?**

This book is going to teach you the secret to getting clients and making money specifically with Facebook groups.

Because there is something you don't know about getting clients on Facebook.

Everyone is telling you to promote, promote, promote.

That’s wrong. Stop promoting yourself.

“Promoting yourself” is the reason why you are struggling to find clients.

Do you know what you need to do, instead?

You need to build relationships.

That's it. Focus on building relationships and everything else will fall into place.

You will make friends. You will get noticed. You will book clients.

Ultimately, the goal is to build a brand that convinces people to trust you.

And remember this:

If they trust you, they will work with you.

**Step One: Pick 3-5 facebook groups that you love.**

There are literally thousands of Facebook groups out there. And, yeah, you could try to post in every single one and be known by every single woman out there.

But that is overwhelmingly impossible.

Instead, pick three groups (five at the absolute most) that resonate with you. They should be filled with women who are similar to you; with women who might be your potential clients.

Here are a few things I always keep in mind when I decide which Facebook groups to be in:

* **Size of group**
  + You want to find a good balance between a large group and a small group.
  + If it is too large, you will get drowned out.
  + If it is too small, you won't be reaching enough people.
  + Personally, I look for groups around 2k women. It's the sweet balance between too many and too little.
* **Type of Group**
  + You want to make this is the kind of group that will resonate with your message.
  + Personally, I don’t post in the "badass" groups. There is nothing wrong with them or that style of business, they aren't the right fit for my brand.
  + This should go without saying, but you want to make sure you're in a group where your potential clients are hanging out.
* **Interaction of Group**
  + Try to find a group that has high levels of interactions.
  + The more people are commenting, liking and contributing, the better.
  + The worst kind of groups are the groups where everyone is just promoting themselves.
  + Equally bad are the kind of groups are where two or three people are the only people posting.

Choose groups that you are EXCITED to be in!

**Step Two: Introduce yourself to each of the groups**

Once you have selected your 3-5 groups, it's time to start being active in those groups.

The first thing you need to do is write an introduction so that everyone can start getting to know you!

Below is a checklist for you when writing your introduction:

✅ Introduction should be unique for each group

✅ Introduction should include fun facts about you (this is technically optional but everyone loves fun facts...)

✅ Introduction should definitely state your name and what your business is all about

✅ Introduction should include an image of your face (it can be a selfie, just make sure your face is included)

✅ Introduction should have a call to action (even something as simple as "Comment below so I can get to know you!")

Some people can find introductions scary and that is okay! It can seem really overwhelming to put a post out there in front of the whole group, especially when it feels like they are all watching! That's okay. The important thing to remember is that A). Everyone is just really excited to meet you and B). Now is a great time to face this fear head-on, like the brave woman you are.

Remember, most women on the Internet are amazing souls who really just want to make friends. The sooner you reach out to them, the sooner you can start building those relationships!

**Step Three: Friend request each person that interacts with your introductions.**

This is the step where everyone stops me and has a million questions.

*Why would I friend request them?*

*Won't they think I'm a stalker?*

*What if we don't have anything in common?*

*What if they think I'm weird?*

*What if I want to keep my Facebook account for just my personal friends?*

Well, ladies I have answers to all of your questions.

**Why would I friend request them?**

You want to friend request them because the point is to get to know them better. You obviously can't do that if you aren't interacting with one another.

**Won't they think I'm a stalker?**

Most likely, no. Friending business contacts has become very common over the last two years. In the entire time I have been doing business, I have only gotten ONE negative response from a lady.

**What is we don't have anything in common?**

You're both women who are starting or own your own businesses. Trust me, you have a lot in common.

**What if they think I'm weird?**

Again, they won't. Most women are just crazy excited to be making friends and building connections. They are always SO grateful when you are the first one to reach out.

**What if I want to keep my Facebook account for just my personal friends?**

Well, tough luck, buttercup. I understand your concerns, but here's the thing. For women running businesses, you have to think of Facebook as another Linkedin. It's a business networking tool. Sadly, I am seeing less and less of my personal friends' feeds anymore. It's just the nature of online businesses and I personally testify to the power of Facebook as a tool for getting clients.

You can have a personal account or you can have clients.

I don't think you can have both.

**Step Four: Start a conversation and make it about them.**

And now we come to the most important part of the whole process: the part where you send them a message and start a conversation.

You could have done everything right up until this point but if you don't get this step right, it will all be for nothing.

So, in order to help you, I am providing my exact scripts detailing how I start a networking conversation. Take these and make them yours.

MY EXACT INITIAL REACHING OUT SCRIPT

**Hey [NAME]! So glad we could connect! I would love to get to know you better!! Tell me about yourself and your business! What are you passionate about?**

Alright, so let's dissect this:

1. Use their name. They want to feel like you are speaking directly to them.
2. Express how happy you are that you have connected (sending them warm vibes).
3. Show that you are interested in THEM (sending them even more warm vibes).
4. Take it a step further and tell them that you are not only interested in them but also their business (you are sending amazing vibes at this point).
5. Finally, ask them about their passions. (People can talk forever about the things they love.)

Look, ladies, there is a reason why we aren't starting a conversation with, "Hi! How are you?". This is a networking conversation and you have to be strategic.

You have to shape the conversation and guide it towards the other person. People love talking about themselves and the BEST thing you can do for your business is listen to other people. You will learn their dreams (and you can add that to your sales copy). You will discover their pain points (and you can create products around that). You will also get a really good feel for the dynamics of the online world and start to get to know who's who.

Compliment them. Be sincere. Don't talk about your business, unless they ask you.

(Remember, this is ALL about them.)

**Step Five: Post helpful content to those 3-5 Facebook groups**

Once you have introduced yourself to those groups and you feel like you are starting to get to know people, you are ready to move on to the next step.

The next step is to start posting helpful content to those 3-5 groups.

Hold nothing back. Give value and give value and then give more value.

Your free content should be SO amazing that you stand out and you are noticed.

Too many people go to the Facebook groups and they are afraid to share "their best content".

Don’t be afraid to share your best content. Focus on giving. Always focus on giving.

For good or for evil, people ultimately care about the problems you can solve for them. They are worried and stressed about a million things and if you can take away some of that worry and stress, they will love you for it.

If your content helps them with a little problem, they will start to see you as the solution to their big problems.

Below is an example of a helpful post I have shared in Facebook groups:  
  
**YOUR BRAND IS WHY THEY LOVE YOU**

**The most important thing any business owner can realize is this:**

**You are not selling products, packages or services. YOU ARE SELLING YOURSELF.**

**People don't love YOU because you are a business coach. There are a million business coaches.**

**They love YOU and you "happen" to be a business coach that delivers incredible results.**

**You have to brand YOURSELF. Not your business.**

**And your brand is why they love you.**

**So make sure your brand is authentically YOU.**

**Step Six: Friend request everyone that interacts with your helpful posts.**

This is similar to *Step Four*, the only difference being that you are now reaching out to EVERY women who comments, likes or interacts with EVERY one of your helpful posts.

Since we already clarified WHY we should be doing this, (a.k.a: to build friendships), I want to take the time to explain in-depth why YOU need to be the one to reach out.

Building relationships takes WORK. It takes WORK to reach out and get to know literally hundreds of women.

Yes, it takes WORK.

But you are running a business.

Business = connections.

The average woman on Facebook won't reach out to you. She probably won't friend request you. She won't send you a message.

But *you're* not the average woman. You are a business woman with goals, dreams and ambitions.

And that's why YOU have to be the one to initiate the friendship.

So roll up your sleeves and start reaching out!

**Step Seven: Continue the Conversation**

Imagine this:

*You decide to go to a big networking event so that you can make connections and promote your business.*

*You purchase the ticket, reserve your hotel room and book the flight.*

*When you arrive, you step into a room and realize that you are going to be networking with almost every female entrepreneur.*

*You suddenly understand what a huge networking opportunity this is -- and you don't waste a minute.*

*Metaphorically, you roll up your sleeves and start networking.*

*Your goal is to talk to every single woman in the room.*

*You start networking and you start building relationships.*

Obviously, you know where I am going with this.

Facebook is your networking room. It is the biggest opportunity get your name out there, build relationships and promote your business.

I want to give you an example of an EXACT networking conversation I have had, so you can get a better idea of how this all works:

*Hey Kelli! So glad we could connect! I would love to get to know you better!! Tell me about yourself and your business! What are you passionate about?*

**Hey Maria!! Thanks for connecting as well ;) I’m glad to meet people beyond groups! Where are you located? Im in Long Beach, CA! I'm a Christian Wellness Educator and help women with personal development where I focus with their mind,body, & soul (all faith based). How about you??**

*Ohhh long beach!!! So cool!!! I want to visit SO bad!! And wow, Kelli, your work is SO needed. It is SO important to focus on all three areas of development: mind, body AND soul!*

*To answer your question, I help ambitious and passionate entrepreneurs streamline their brand so that they can scale their business, make more money and have more freedom.*

**Awesome girl!! Your work is so needed as well...that's one area I've recently been trying to work on is branding & consistency! I’ve gone the slower route with creating everything myself lol How long have you been doing this?**

*Thank you so much, how sweet of you to say that, Kelli!! I have been in the creative industry for ten years but I've owned my own business for two.*

...more of this type of conversation until the conclusion...

*It's always such a privilege for me to get to meet such amazing women doing SO many amazing things. It's humbling and inspiring .*

**Ahh girl, you're so awesome for reaching out!! I'm all about people connecting, esp how cool it is now online! I just checked out your page & everything looks awesome -you're very talented! I'll think about things further (I'm out of town til tom) but will look at it closer to see if now is a good time [for branding]. Thanks again for connecting!!**

*Oh, of course!!! I honestly believe that everyone connects for a reason. Please, let me know if you have any questions! Like, even if you decide not to do branding right now, still feel free to ask questions!!*

So, let's dissect this conversation:

1. First and foremost, look at how much she appreciated me reaching out.
2. I listened to her and what she was passionate about.
3. I was super friendly and complimented her on what she was doing.
4. I ended it with an offer for further conversation.
5. I also ended it with an invitation for her to reach out if she ever needed help.

This is just one example of the literal hundreds of networking conversations I have had.

Kelli and I are now great friends - and I am SO glad I reached out to her.

Don’t underestimate the power of Facebook for building relationships.

**Step Eight: Make Everything About Them**

There is going to be a huge temptation to make this about you. You are going to want to talk about how amazing your business is. I can totally relate. Here's what goes through my head sometimes:

*"I just put a ton of effort into reaching out to twelve or thirteen women, so now I deserve to talk about myself and my business. How else are people going to know what I do?!"*

Well, let me assure you; people are polite and they almost always follow up with a "How about you? What do you do?" -- which is the perfect opportunity for you to talk about what you do.

However (and don't hate me), even when you talk about your business you STILL need to make it about them.

Relate your business to THEIR goals. Talk about the results you can help them get.

Below is my EXACT script I use when talking about my business:

**To answer your question, I help ambitious and passionate entrepreneurs streamline their brand so that they can scale their business, make more money and have more freedom.**

Notice how I focus on how working with me will take your business to the next level. The focus, even when talking about myself, is still on them and their needs.

If you just yak on about how amazing your business is, no one cares. Seriously, no one cares.

Make it all about them, always.

The reward is that you will stand out for being genuinely helpful and caring.

You will be remembered.

You will be trusted.

And people buy from the brands they trust.

**Step Nine: Get them on the phone and start selling**

Most of my sales have been made over the phone.

There is nothing quite like talking to someone on the phone. They are able to immediately get answers to any questions -- and you can make the sale right there.

My goal has always been 5-6 sales calls a week - which is insanely moderate compared to some people.

I have a fairly good sales conversion rate, though, which allows me to book less calls.

"But," you may be wondering, "how do I get them on the phone?"

It's simple.

Offer free calls to talk about their business and their goals, tailored to the way your business can help them.

Personally, I offer free brand strategy calls. I offer a TON of value on these calls and almost every time, my ladies are curious about my packages. I let them initiate questions about my packages and my services.

This is why I have such a high conversion rate: I don't really "sell" my services.

I provide value and they love me for it.

Want my EXACT scripts for how I book these calls? I gotchu covered.

*(This is a script I send to women I have been talking to:)*

**Hey [NAME]! Just wanted to reach out and let you know that I have that one spot open for my free brand clarity calls.**

**My brand calls are always SUPER helpful to women that have any and all questions about branding. We can talk about topics like choosing colors, evoking emotions, and building a brand that your potential clients trust.**

**It's a no-obligation call that is TOTALLY on me; I just thought of you and wanted to see if you would like the last spot?"**

*(This is a script I posted to one of my FB groups:)*

**FEELING OVERWHELMED ABOUT LAUNCHING A WEBSITE?**

**You have been wanting to launch your website but you've been hesitant.**

**You know you need a website but you've been stalling.**

**I totally get it!! Deciding how, what and when to get a website can be SO overwhelming.**

**You have a lot of questions but you don't want to have to PAY someone to get the answers you need.**

**Maybe you've waited because you don't know what kind of website you need. You could be overwhelmed by the price point. Perhaps you feel like you don't need even need a website.**

**If you're struggling with clarity around moving forward with your website and looking for answers to help move you forward, this call may be just what you need.**

**I'm opening just 3 spots for my FREE 30 min website clarity sessions.**

**Comment YES below or send me a private message and let's get you on the right track this week- it's that simple!**

Again and again, I want to stress that everything you do should be about your client. You really have to get out of your own way and just be helpful to them. That is how you will achieve all your business goals.

**Step Ten: The Actual Sales Call**

Once you have the call booked, it's time to prepare for the call.

Here are a few things I do before each of my sales calls:

1. Give them a pre-call questionnaire that really hits their pain points (ex: *Why do you hate your website?*)
2. Make sure to see if they have any questions before you talk.
3. Get their Skype/phone/email address.
4. Have the sales call and be super helpful.

Below is an explanation of the structure of my brand strategy calls. This will give you an idea on how to structure your own sales calls:

1. **Section One: Getting to know you and your business**
   1. I make sure that I really know you, your business, and your business goals
2. **Section Two: Any questions you have for me**
   1. A lot of times, people have no idea where to start with their questions, so I guide them towards answering any questions they may have.
3. **Section Three: Talking about your brand**
   1. Here is where I assess if this is going to be a sales call or not. Most people are not fully satisfied with their brand.
4. **Section Four: Selling my packages**
   1. Here is where most people ask me about my packages - I start my sales pitch here.
5. **Section Five: Closing the sale**
   1. If they are ready to move forward, I talk about what the first step is for reserving their spot in my calendar.
6. **Section Six: Finishing up the call**
   1. This is where I answer any last minute questions and make sure to end the call on a warm footing.

Each section is really no longer than 4-5 minutes. This allows me to have a lot of sales calls in one day, if I so choose. (My record for calls in one day is 8. Let me tell you, I was wiped by the end of the day, haha!).

Be graceful on your calls. Don't be pushy. Put yourself in their shoes; how would YOU like to be treated?

**Step Eleven: Repeat until you are booked**

Sales is a game of numbers.

Every "no" takes you closer to your "yes".

The first thing you have to realize is that a "no" is almost never personal.

Most times, people choose not to work with you for financial reasons.

That's fine, they aren't your clients, yet.

So, keep your head up and keep reaching out.

Keep providing value.

Keep being there for everyone.

Keep going.

The more women you talk to, the more chances you have of getting your “yes”.

I know one woman who invested $15,000 in her business and hasn't made a sale yet. And she's not even discouraged. She is continually refining what she is doing and SHE KEEPS GOING.

Getting the first client is always the hardest.

Once you have the first client, your confidence skyrockets. You tell yourself, "Alright, I can actually do this."

It's an amazing feeling.

I want you to feel like you can do this. Because you can.

If you have any questions, feel free to reach out! And come say hi to us over here → http://bit.ly/passionate-entrepreneurs

Warmly,

Maria