

LUKE HAWKINS

FB CHAT SEQUENCES
TO START, GROW &
SCALE YOUR
BUSINESS



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The FB post breakdowns & flow charts in this doc are used to demonstrate how you can use your Facebook page to book strategy sessions and generate paid clients. Once you have the principles in order you are going to take someone who either a) You add as a Facebook Friend or they add you as a friend, b) Engages with your content on your personal FB page (by liking/hearting/commenting/sharing) and/or c) Asks to take you up on one of your offers/lead magnets to becoming one of your paid clients. I will put a summary of principals below to monetise your personal FB page, then give you the chat sequences to use and then breakdown my top performing FB posts, Enjoy!

Engaging Content

There are 8 main types of posts you should do on your Personal FB page to get maximum engagement. Sequence of posts is also important. See this section starting on page ____ in this doc.

Brand Authority

Design your personal FB page so it demonstrates authority in what you do. Follow the next page & Brand section of the manual on how to do that.

Highly Effective Chat Sequences

You will see the chat sequences below to follow up people within 24 hours so that we use to generate strategy calls from our content.

A Funnel with a booking call link

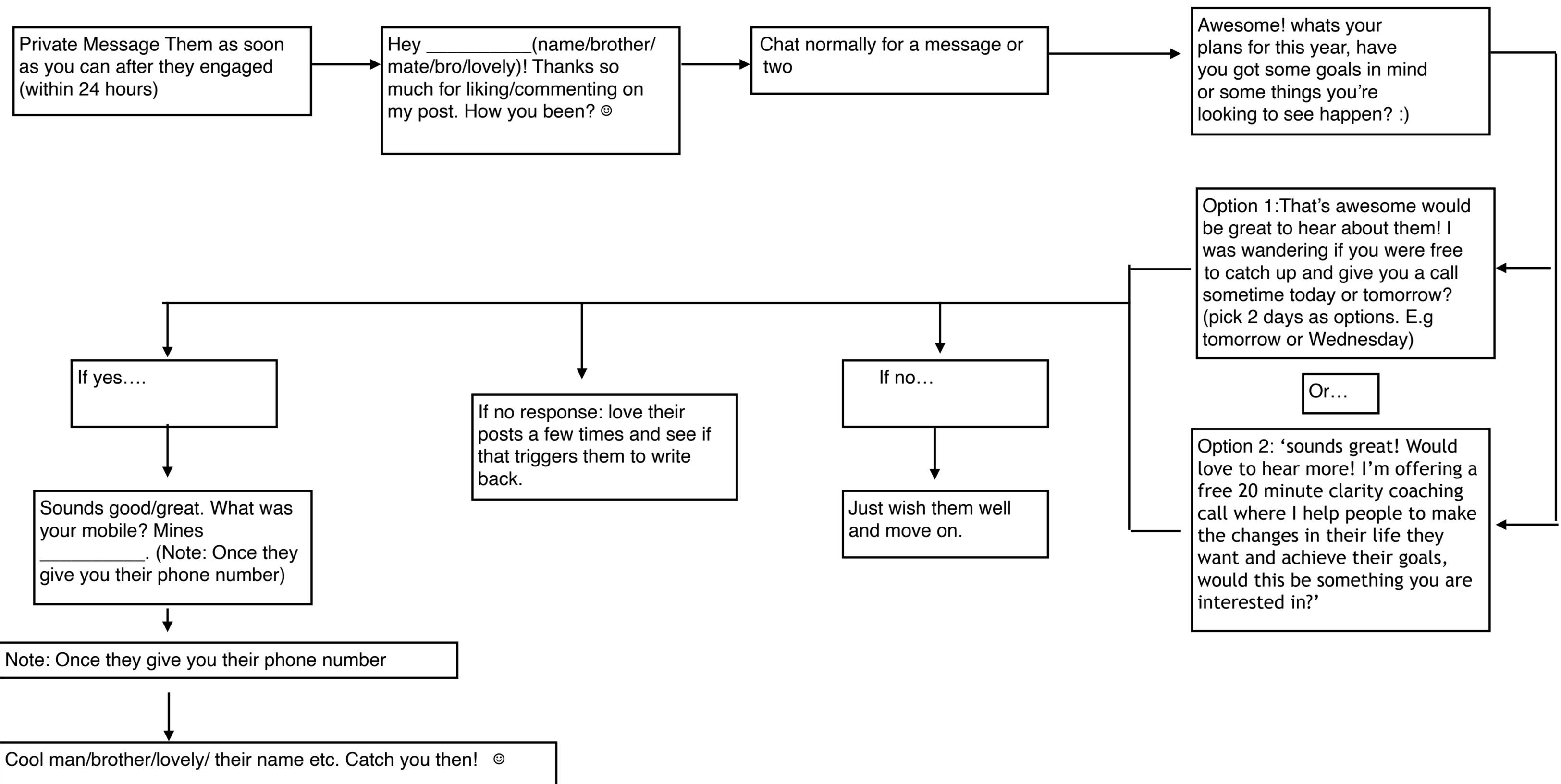
If you have this you can have them fill out a form before they speak to you and book a call through a booking call link or they can book with you manually. A funnel is more advanced.

Build Your Network

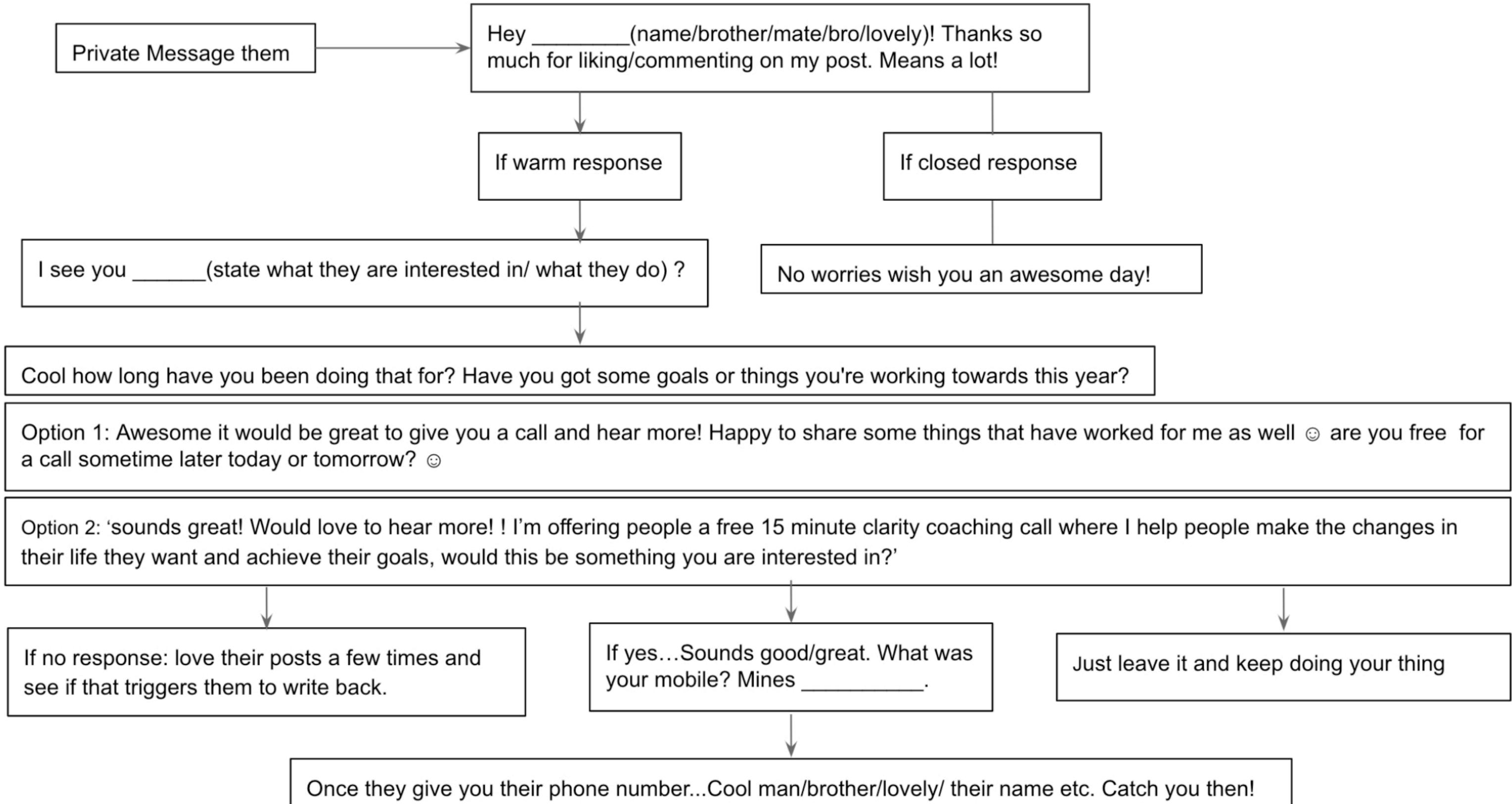
Build your network by posting in 15+ facebook groups/day is ideal and then funnel people

The Following Chat Sequences are for purpose of using your Personal Facebook page to generate immediate strategy sessions.

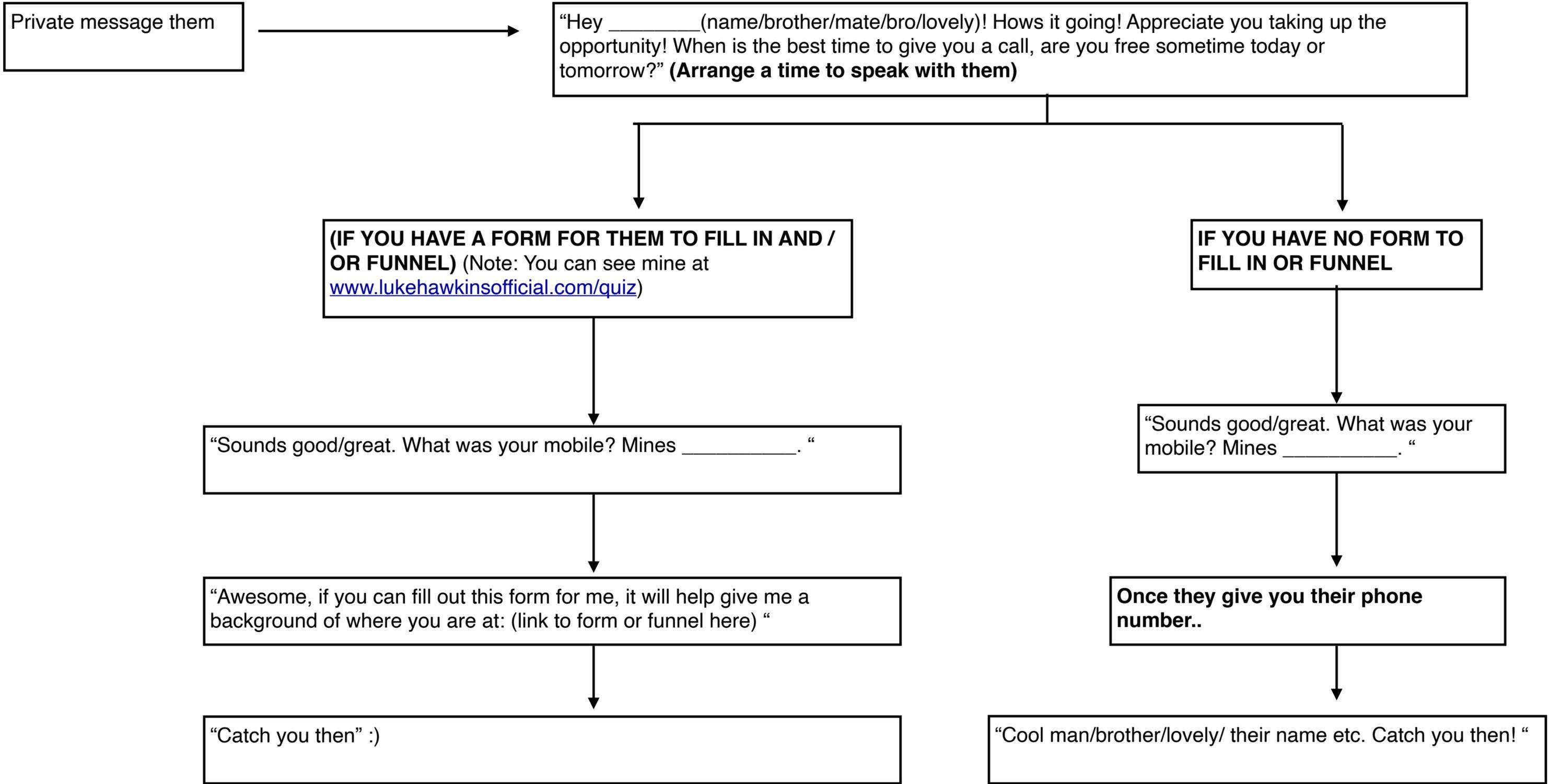
FollowUp Chat Sequence #1-For FRIENDS You Know That Engage In Your Facebook Post **LH**



FollowUp Chat Sequence #2- For NEW Friends That Engage In Your Facebook Post



Follow Up Chat Sequence #3- For People That Engage In Your CTA Post



Private message them

“Hey _____(name/brother/mate/bro/lovely)! Hows it going! Appreciate you taking up the opportunity! When is the best time to give you a call, are you free sometime today or tomorrow?” **(Arrange a time to speak with them)**

(IF YOU HAVE A FORM FOR THEM TO FILL IN AND / OR FUNNEL) (Note: You can see mine at www.lukehawkinsofficial.com/quiz)

“Sounds good/great. What was your mobile? Mines _____.”

“Awesome, if you can fill out this form for me, it will help give me a background of where you are at: (link to form or funnel here) “

“Catch you then” :)

IF YOU HAVE NO FORM TO FILL IN OR FUNNEL

“Sounds good/great. What was your mobile? Mines _____.”

Once they give you their phone number..

“Cool man/brother/lovely/ their name etc. Catch you then! “

FollowUp Chat Sequence #4- For People That Friend Request You

Private message them

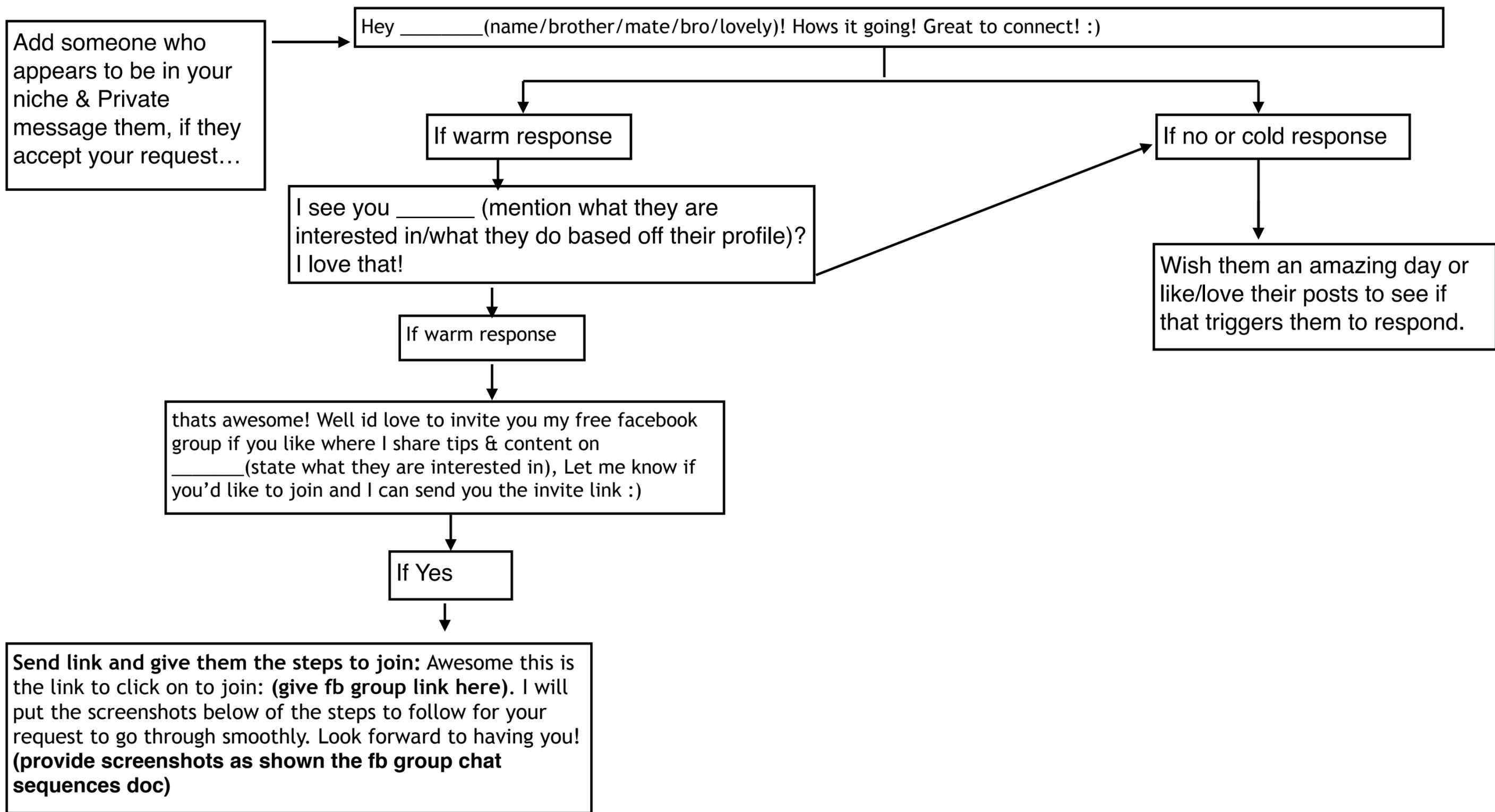
Hey _____(their name/brother/mate/bro/lovely)! Hows it going Great to connect! I see you _____ (say what they are interested in/what they do based on their facebook profile)?

“Cool how long have you been doing that for? Have you got some goals or things you’re working on?”

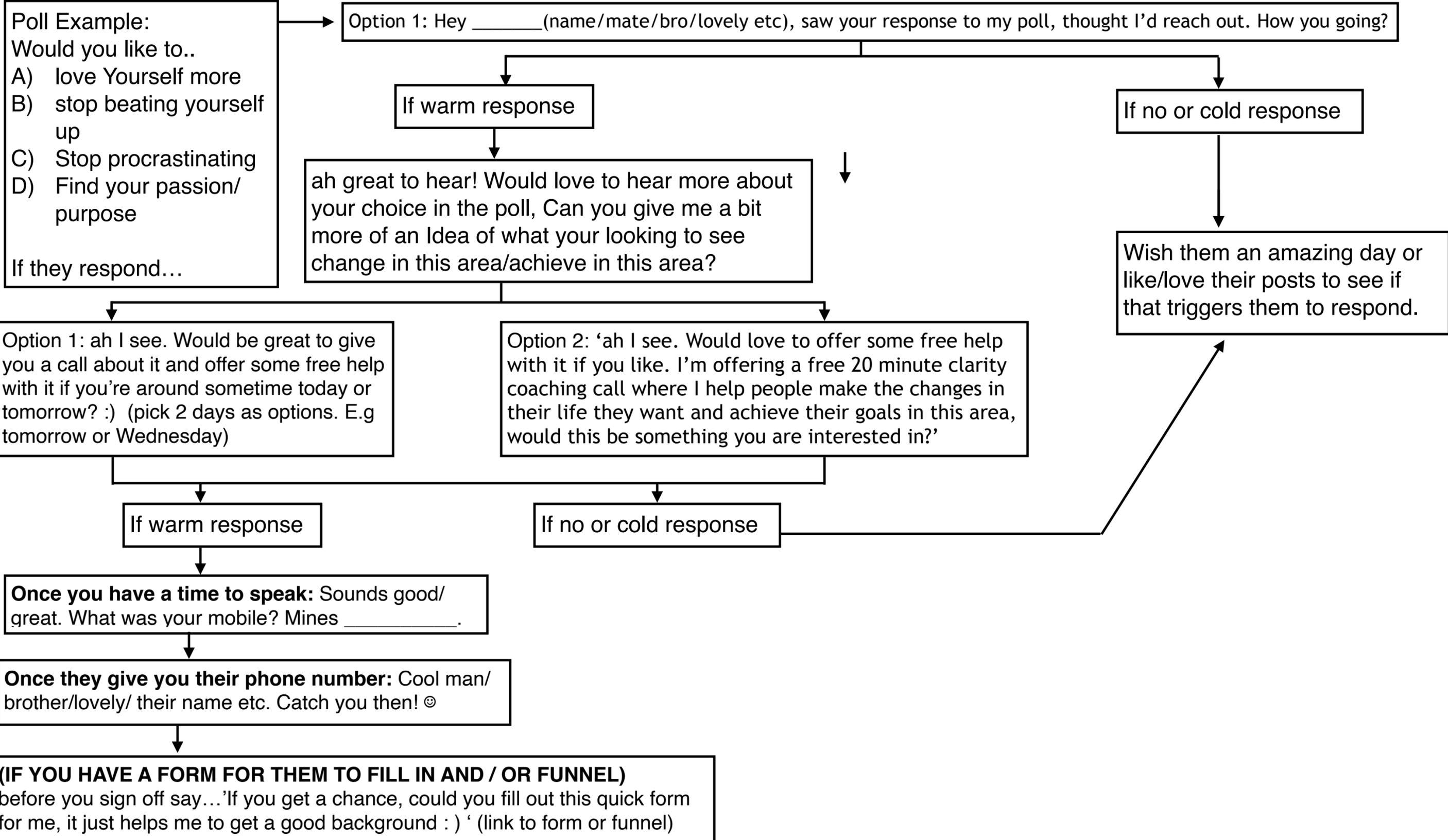
Start from Option 1 or Option 2 of Chat Sequence #1

Note: This chat sequence works however it will probably be more effective to message them after they have engaged with your posts first.

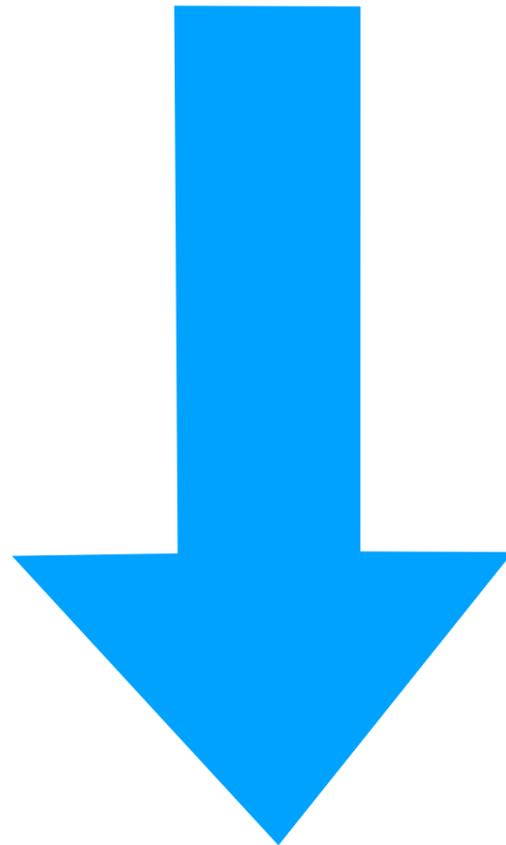
FollowUp Chat Sequence #5- For People That You Friend Request



FollowUp Chat Sequence #6- For People That Respond to your FB/Instagram Polls



See the pages below for the headlines, copy, images and breakdown of the 8 types of posts that get the highest engagement on facebook.



RELATABILITY POST EXAMPLE 1 (I Used To/Before To Now I/After)

Part 1

This [redacted] Course is the most powerful thing you can do!
I COMPLETELY Transformed my life and you can too.
Back then I ...
-Was in a toxic relationship that I was too scared to leave
-Used to get drunk every weekend to escape my problems
-Had such low self esteem couldn't look myself in the mirror
-Actually wanted to check out of my life
-Was in a job doing teaching that was unfulfilling for me
-Lived in my Mums house on the Central Coast because I was too scared I couldn't survive financially on my own
-Had just enough to get by
-In fear every day of whether I would get enough money to survive
-Had no goals or ambition
-Had settled for a life I didn't want
-Lacked confidence without drinking when meeting new ppl
The turning point for me was when I realised I had the power to change my life.
All I had to do was take full responsibility for my life and decide to know the only person who was going to change my life was ME! Since I realised I could decide who I wanted to be, I decided to learn [redacted] to create the person I wanted to become.
I started with a Vision for what I wanted my life to look like
I decided to lose all my excuses for not having the life I wanted and spent money I didn't have to learn [redacted] to change myself.
I slept in my \$1000 Van to learn [redacted] took showers at the

Benefit headline: This headline is designed to get attention and inspire curiosity so a lot of people click to read it.

Pain section: This part is designed to go through all the past negative behaviours/problems I had that relates to what some of my target audience are experiencing now so I can relate to them.

Breakthrough moment: I put in a valuable lesson here which gives value. This is the truth I want my audience to get so they make the same decision I did so they follow what I want them to do.

Once again I am telling them my breakthrough through the power of my story. If they relate to it they will adopt the same belief/breakthrough realisation as me.

RELATABILITY POST EXAMPLE 1 (I Used To/Before To Now I/After)

Part 2

I slept in my \$1000 Van to learn [redacted] took showers at the beach and ate raw vegetables to survive to go to Personal Development Courses

I Helped myself so I could help other people

I hit the streets to find people who wanted to quit smoking and change their life with me

Created a peer group of like minded people who supported me and were playing life at a higher level

Now

- ▶ I have quit drinking on weekends to escape my problems
- ▶ Left my old job behind
- ▶ Eat healthy nutritious foods and train my body daily
- ▶ Moved from my mums house to living in an apartment looking over double bay and the harbour bridge
- ▶ 100% committed to self mastery
- ▶ Love and care about myself
- ▶ Own and have confidence in who I am
- ▶ Invested in 4 Properties

I show hardship here to squash their belief that they cant change and make their excuses look silly. I also show vulnerability here to show what I went through.

This was the solution that I want them to buy into. Its more ambiguous than specific but because I mentioned the course at the beginning and because I mention it later the solution is clear. I want them to make the same decision to buy into this solution. When they see the pleasure/ desired situation I created because of this solution they will want it too.

Here I show them the life I am living now. This is the 'pleasure' section. I put things here that are as close as possible to the desired situation they want.

8:12

4G

- ▶ Given 10's of \$1000's of dollars to charities
- ▶ Respect and value myself and make decisions based on knowing I'm worthy of having what I want
- ▶ Living my passion and purpose
- ▶ Have a Multi Million dollar coaching and training business
- ▶ Traded In my Van for a Mercedes Benz
- ▶ Fly first class when I want
- ▶ Travelled the world running empowerment events helping 1000's to change their life
- ▶ Created the fastest growing NLP Training company in Australia that holds the biggest trainings in Australia

Sharing more of the things I know my audience wants. Note: Just know if you haven't 'raked in millions' yet just share what you can. People relate to the internal changes you have made more than the external ones, so just share the internal changes if that's all you have for now.

I did NOT believe any of this was possible just over 4 and a half years ago. But I did have faith that life could be better. All I did was burn the boats and go ALL IN on changing my life.

Pacing what my audience is thinking as they read it. I know they may be thinking 'i can't do that'. Great copywriting involves writing what your audience is thinking as they read it so they feel you 'get them.'

You really can change your entire life in a heartbeat. All it takes is a decision. I gave up all my excuses for not having the life I want and found reasons to change who I was.

Using the brand power/authority of Oprah to reinforce what I'm saying. This is optional to use a strong brand to reinforce yours.

As Oprah said "The magic comes when you just surrender to your creators dream for you and say 'okay'"

Never Settle for less than you can be, do , give, share or create. You have magic inside of you. You are master of your fate. You are the captain of your soul. A BIGGER life is waiting for YOU! Its your duty to honour that.

Sharing something inspirational here to connect to their spirit.

Part 4

8:12

4G

I would love to have you for our [redacted] Course this March 6-10. I can tell you that it will be the most Powerful thing you have ever done in your life. The magic, the energy and the transformations that happen in this room are beyond words. If you are looking for a soul awakening and mind transforming and heart opening experience then give yourself this gift. I promise you this will be the ticket your new life. This is not just about [redacted] for me, this is about a commitment to create massive change in people's lives. I have attached a video to capture the magic that happens inside the room. I hope to serve you in your journey! Please PM me now if you are interested in creating your New life.

EVERYTHING is possible when we say yes to ourselves!!

35 days to go!!!

Love and Light,
Luke

Call to action: Now I am inviting them to my course to demonstrate this is the answer to get to their ideal situation which I now live. This is optional this part. You will probably get more likes if you dont mention your course but I went for it. Then at the bottom use hashtags of your course or what your brand is about if you want. Notice in this paragraph also I make it about something greater than myself. This boosts likes even more because you are showing its not about significance, its about contribution.

Stating the number of days left till my course starts to create urgency. This is optional too.



Showed a pic of me before to prove and give evidence of where I was

Showed a pic of me celebrating with a big class to show evidence of where I



I put a promo video of my event in the post as well

RELATABILITY POST EXAMPLE 2

 **Luke Hawkins**
20 May at 12:42 · 🌐

Part 1

It all started with an idea.

Just over 6 years ago I remember driving to my school teaching job after a relationship breakdown thinking if I should check out.

I felt I had no purpose, no direction, little self esteem and with no money I was wandering how did I get myself in this position.

Something had to change.

I had to be 100% honest with myself.

So I spent the rest of what I had and borrowed money from my parents who bless them lent me the resources to do some courses that would change the direction of my life forever.

Then this happened....

My first year of coaching I started by helping people to quit smoking, lose weight and get rid of anxiety and depression. I made \$60k that year doing this.

My second year I started working with network marketers, people in real estate, various mental/emotional challenges and ran my first live event. I remember it clearly because 3 people showed up. And boy were they going to get my all. This year I made \$100k doing this.

Then in my 3rd year I realised how small I was playing and decided to put more energy into doing 1 to many events and had 76 people turn up to my event in March 2017. In my 3rd year I made \$1 Million dollars which was more money than I had seen in my entire life! The fulfilment I felt from helping that many people I couldn't describe!

Now I had a lot of lessons to learn.

I had no idea...

- How to sell
- How to market
- How to automate systems and processes in my business
- How to generate leads
- How to hire in the right way
- How to build a culture
- How to do accounting
- And the list goes on.

Captivating headline

Am setting the scene, like a movie.

Key lesson/piece of value I want them to get

This is to demonstrate challenge/hardship that may relate to my audience

This is to share parts of my journey I know they would be interested in based on what they value

This is all the things I know my audience needs to learn from me and I am proving by my results I have learnt it.

Part 2

However I DID have a purpose and I DID continue to invest in myself and continue to learn the skills I needed.

Someone once told me 'Luke the more you invest in yourself the wealthier you become'

Well last year I had invested in 4 properties to build a multi million dollar property portfolio.

My business did also did \$3 million Revenue.

And we ran our largest event of 143 people who showed up to completely change their life.

In 3.5 years I have trained over 1200 people, many of which are in the coaching space and in entrepreneurship. Many of them you probably see on social media who are doing very well.

I have also had the opportunity to give back where just this year I saved 15 girls from Sex Slavery through Operation Underground Railroad.

And today in the midst of this crisis that is going on I stand tall...

Still showing up

Still giving my all

Still seeing the people who work with us go out and make a difference and create incredible results.

Still creating a healthy growing business regardless of what is going on.

Anyone can turn their life around.

I am so grateful I made the decision to become something more.

You never know what life has in store for you when you decide to grow.

And you never know who you could help by who you choose to become.

Love and light from me.

This is exactly what my audience would feel and I am stating through my story what I want them to do.

I want my audience to see me as authority. So I share a belief from a mentor, now I will back it up with evidence/proof

Evidence/proof of my statement

Now linking this to an altruistic purpose that demonstrates this is not amount money or myself, its about service and contribution. This builds greater connection with my audience.

Sharing words of inspiration and truth to help them recognise this power in themselves they have.

final statements to summarise the main lessons I want them to get so they can relate to me, see me as the authority and choose to invest with me.

Part 3



   Reg Malhotra, Michael Culkoff and 344 others 191 comments 3 shares

 Like

 Comment

 Share

LIFESTYLE POST THAT HAS RELATABILITY EXAMPLE 1 (Showing Holidays/Trips/Lifestyle etc) LH

2018... the year that was!

Part 1

On my way home now and reflecting on my trip and this past year that so many blessings, lessons, challenges, gifts all rolled into one.

I always like to feel honoured by the size of the problems that are faced as it forces greater growth because of it. And that's what our soul is here to do. If you walk a path that few walk you have lessons to share that can change the destiny for many. I thank the 100's of Lions we served last year and all of the support from everyone. Seeing the ripple effect of change has inspired me beyond words.

Some of The greatest lessons of the year I found...

- 🌟 If you want to build self confidence then honor the commitments you make to yourself. Staying true to your word to yourself is the only thing you have to create the future you truly want.
- 🌟 Your gifts will be found to the extent of the unknown that you can deal with.
- 🌟 Acting only on what you want will give you the life you want. However you must go all in.
- 🌟 Consistency is the greatest law of growth.
- 🌟 You are not defined by what you have or by what you do, but by how you treat yourself and how you treat other people.
- 🌟 We are all worthy of love, this is where we have come from and it is who we are.
- 🌟 When we allow ourselves to be supported we become of greater support to others.

Here's to a great year ahead, of giving it everything, of living with compassion and giving more to life than ever before. Let's be kind to one another. May the truth guide you

people.

🌟 We are all worthy of love, this is where we have come from and it is who we are.

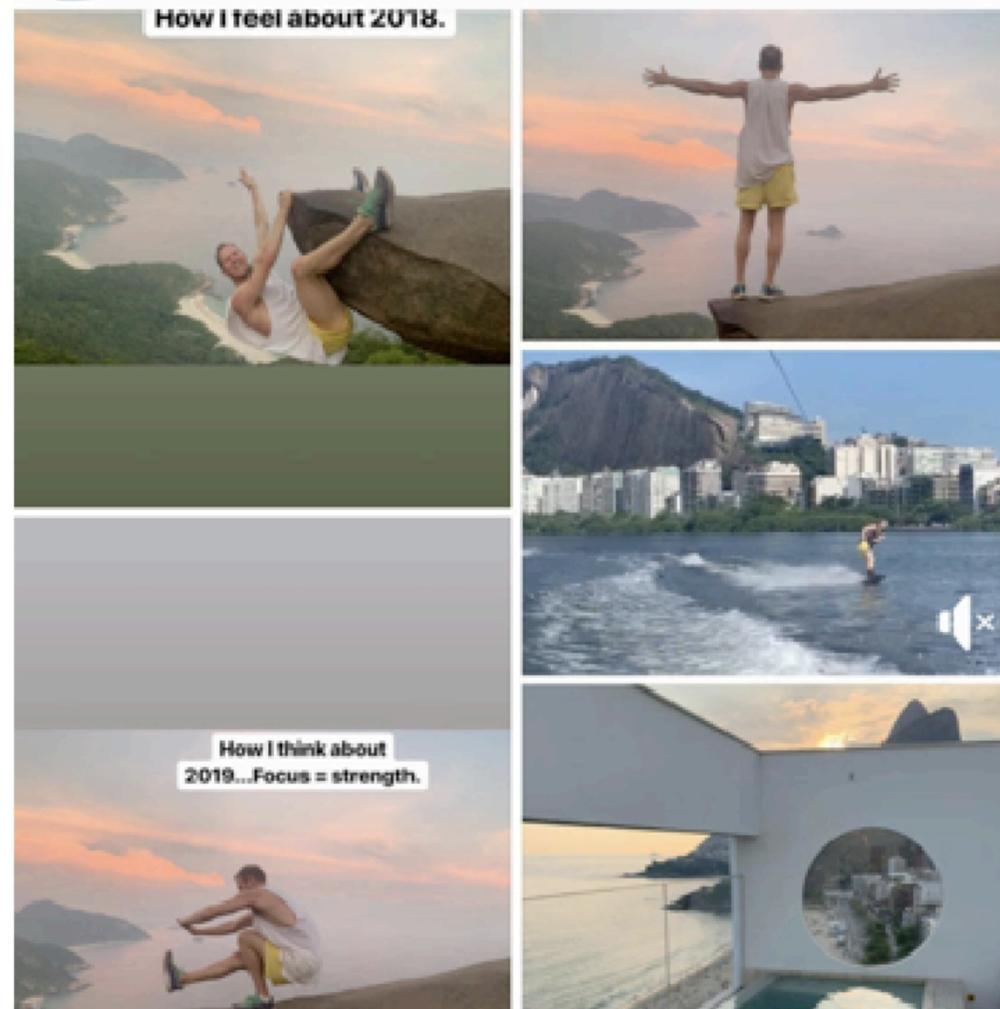
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Here's to a great year ahead, of giving it everything, of living with compassion and giving more to life than ever before. Let's be kind to one another. May the truth guide you always.

Here's some snippets below of Brazil 🇧🇷 🤔

#freedom #hungrylions

Part 2



 Luke Hawkins is at Hawaii.
20 October at 11:51 am · 🌐

Part 1

Just went surfing Hawaii Styleeee 🏄

This past week I have had more coaching from the big man (apparently the universe loves to put me here)

And have such another level of deeper understanding of why humans do what they do. I truly believe in life relationships are everything.

And the most important relationship in your life is the one with yourself. Because your relationship with every other person is a reflection of that. You cannot honor another human being more than you have honored yourself (because it's not there to give) and you will not allow yourself to receive anything deeper from another human being than what you give to yourself.

It all starts with you. Depth in yourself is what fills the soul.

5 years ago I slept in my van to hear about this Tony Robbins platinum program, and feel things have grown because when you truly care about people and want to serve them and help them you are supported.

Know that Who you become is the most important currency there is.

Not how much is in your account, not what car you drive or the house you live in. These things produce temporary happiness. But true happiness and fulfilment is found by having a beautiful relationship with yourself and giving to others in a way that serves them and brings them closer to experiencing who they truly are.

If you can do that and if you can live that way, you've won.

Part 2

If you can do that and if you can live that way, you've won.

And the more inner work you do, the more you develop your own consciousness, then the more you free your mind, heart and spirit. And now you're in alignment with yourself.

What if true freedom was found in the internal?
You were born free, it's time to return to it.

****There is going to be new exciting things coming, Look forward to sharing it all! ****

Love and light and a big Aloha from Hawaii!



ROLE MODEL POST EXAMPLE 1 (A Photo With You & A Role Model/Authority/Celebrity/ **LH**)

****Not investing in yourself is the MOST expensive thing you can do****

Headline is designed to capture attention

Your mind creates everything in your life. Every single thought you have creates an effect. And it's not what you see that holds you back, it's what you don't see!!

Paragraph to add value & inspire

This was a dream for me to be in an intimate room of 170 business owners & get coaching today from someone like @Tony Robbins and @Jay Abraham who have grown multi billion dollar businesses and changed millions of lives.

Using some relatability by sharing a story

I am committed to being the absolute best I can be to serve the world. And our team have been doing incredible while I'm away growing our mission!

Who I am & what I stand for. Making it altruistic, about a purpose greater than myself that people can connect to.

****One conversation with a mentor can completely change your entire life direction****

Powerful quote

Coming home tomorrow. Next level we go!!

We have 4 spots left for our [redacted] course July [redacted], if you want in on this PM me and join 100 other hungry growers!

Using urgency & scarcity

#thecommittedway #hungrylions



ROLE MODEL POST EXAMPLE 2 (A Photo Just Of You)

The greatest gift to be able to be here tonight.
Tony Robbins 60th birthday.
From sleeping in my van to invest in his courses 5 and a half years ago to being at the front of his celebration event.
Tonight I'm here for an experience of the spirit.
We are more than our past.
We are more than our limitations.
We are more than anything that could ever happen to us.
If there's anything I could share right now, it's to listen to the language of the soul, not the fear from the mind.
We are all here to walk each other home.
Here's to an experience to celebrate it all.

This shows exclusivity given the size of the brand and to be at a perceived exclusive event.

1 sentence to show the before and after- from 'nothing' to 'something'. This creates relatability and connection.

3 inspirations statements my audience also believes and would resonate with, if someone agrees with something the like it.

2 inspirational quotes that my audience would also resonate with. I finish with a final sentence to magnify the significance of what it meant.



This one got over 500 likes and 230 comments. It was:
-Altruistic (about something greater than myself)
-Relatable (from nothing to something)
-Used a strong brand to link to mine
-Shows authority (it's expensive to be at this event & I'm on a red carpet)
-Gives value through inspiring words
-Is vulnerable- shows me being human.

VALUE ADDED POST WITH CTA (Call To Action)

I've learned anyone can smile when things are going well.
But when you're looking in the eye of the storm how you respond determines everything.
Anyone can quit, anyone can give in, anyone can say it's too hard.
But there's a force in you that can smile at any challenge and rise beyond it.
Enjoy this roller coaster of life. It has lessons to teach you and gifts to bring you that can be felt and shared with the world.
#thecommittedway #livefree

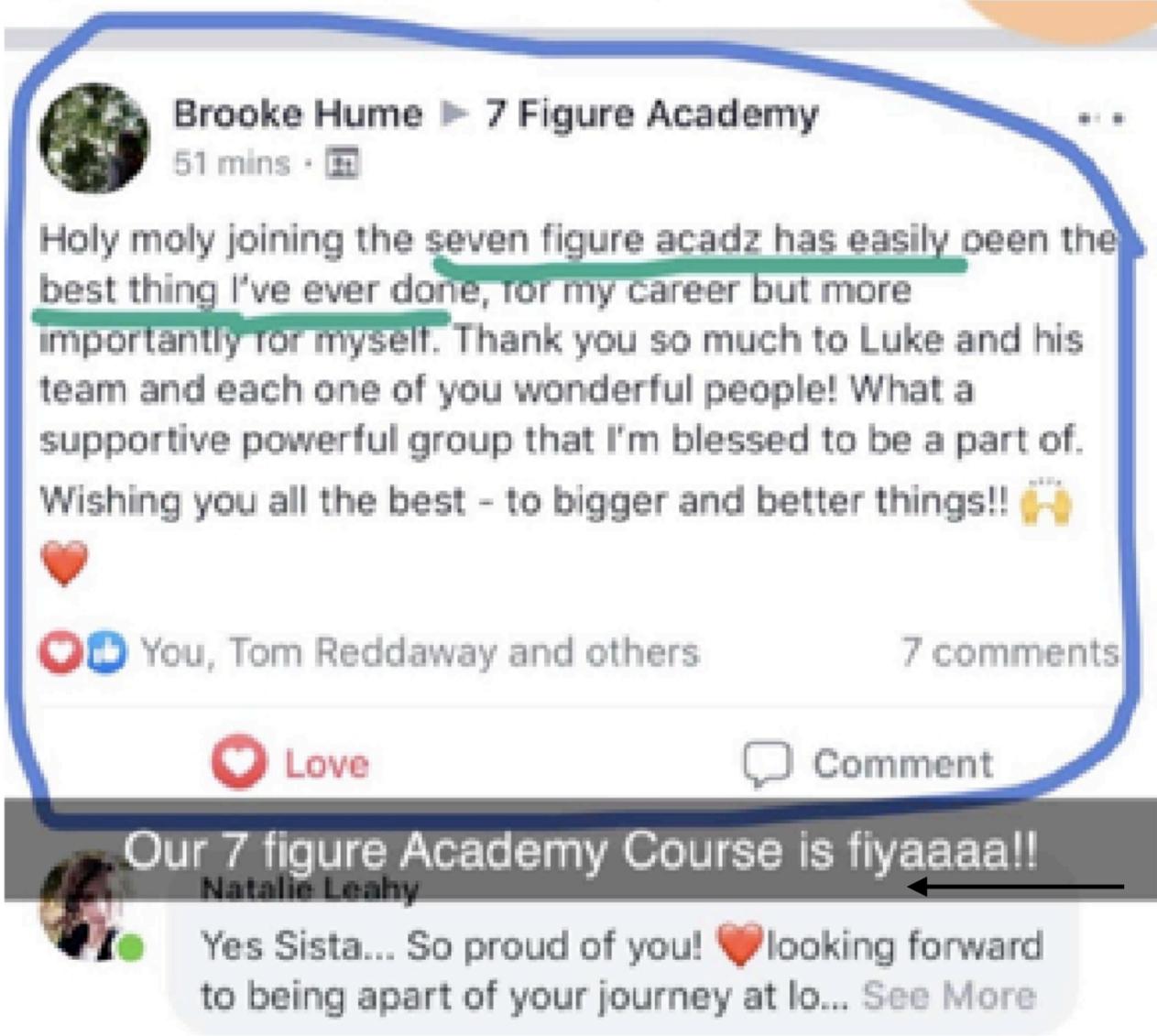
Inspirational quotes that would resonate with my audience as they value Growth and they believe in overcoming challenges.

A 'high chunk' hypnotic sentence that causes them to reflect inside of themselves what that force may be

Final lesson and piece of value my audience would agree with and make them feel good about themselves

I'm just missing a call to action here, but a call to action would be:
"I've got 2 Spots for a clarity coaching call to remove the sabotage of the mind and awaken the potential of you through your spirit!
Message me or comment 'Success' below to jump on this!"





I do other ones where I get the person to send me a Facebook Message, then I:

1. Upload it on Snapchat and underline the most powerful words and then put a dark circle around the post by shrinking it with my fingers after I have uploaded it as a story.
2. I put it as a Facebook Post, then in my Facebook and Instagram Stories.

CELEBRATION POST (When Someone Signs Up To Your Product Or Service)

Want to say big Congrats to @Luke [redacted] who has just gone ALL IN to change his life!!!

[redacted] ALL IN!

That's is how you create your future!

This guy has a big mission and we are super excited to support him!!

Bring on the amazing journey ma man! 🌟🔥🎉👏

#thecommittedway # [redacted]

First sentence designed to capture attention and energy.

A lot of my audience Also believe they have a big mission so this will resonate with them



Notice I grabbed some balloons to capture attention

CELEBRATION POST THAT'S FUNNY TO GET ATTENTION

Can you freaking believe it!!

This 7 Figure Academy Course is selling out quicker than toilet paper!!

I have utilised what is going on in the world when everyone was buying toilet paper to create humour and attention.

3 spots confirmed yesterday, now just 2 spots left!!

I am Showing urgency by how many spots I am selling

We are on at the Rydges Hotel Sydney Central!!
March 12-15!!

This course is for anyone who's got the shits staying where they are 😬and Actually wants to create a 7 Figure Business!!

Using a play on words to create humour. You want to mix it up and not make every post you do serious.

You will...

- ✓ Master money
- ✓ Master marketing - we teach you Paid FB Ads!!
- ✓ Master Sales!!
- ✓ Remove all the self Sabotage and inner blocks!!

Sharing what they will get out of my course which is what I know my audience would value

Ya'll msg me to get some info on this fire!!

Another play on words because I knew my audience would like this and it aligns with my 'humorous' sales theme.

Time to Drop it like it's hot 🤩🔥

Posts with photos always generally do better on posts like these.



CTA POST GIVING AN IRRESISTIBLE OFFER EXAMPLE 1

!!! Today only!!!

I am giving away 2 Free 15 minute Discovery calls to scale your business.

This is the criteria:

- You must live in Australia.
- Have not studied with me before or be enrolled already in a course with me.
- Be serious about growing your business- whatever business you have.
- Be willing to take action to grow.

Feel free to TAG someone who could benefit.

The first 2 to inbox me get the session!!

Headline designed to capture attention

Scarcity

Qualifying my audience who it is for

Creating urgency and scarcity



Photo shows me as an authority with an audience in front of me. There is also a headline to get attention for what I want my audience to do.

CTA POST GIVING AN IRRESISTIBLE OFFER EXAMPLE 2

Note: Here I didn't say specifically what the irresistible offer was but it is implied when I ask a question of what my target audience really wants. I later messaged the ones that commented and sent them a link to book a call and fill out a jot form that qualifies them.

The image shows a Facebook post by Luke Hawkins, dated 14 May at 20:23. The post content is a purple rectangle with white text: "Im looking for people serious to get to \$300k a year or more, who's out there?". Two annotations with arrows point to the text: "Irresistible offer for my target market" points to "\$300k a year or more," and "Call To Action" points to "who's out there?". Below the post, it shows 63 comments and interaction buttons for Like, Comment, and Share.

THE 'JOINT FB LIVE' PROMO POST

This is a mock post I created for everyone so you could see what I would post if i was promoting a hint facebook live. I plan to do these in the future and I believe they would help you gain mass attention and really connect with your target audience. I also believe it would generate a lot of interest from your target audience in what you do. You simply need to do these with your past or current clients, or someone who has a mass following and they have a lot of your target audience on their social media. The only thing that is missing in this post is. a photo of myself and the guest and our names and the time of the live. I recommend you create a photo like that on canvas and include that in the post. I would also promote this on all my stories on both insta and FB and all social media platforms.



Luke Hawkins

Just now · 🌐

How 1 man went from struggling in his coaching business to going all in to awaken his true purpose and a 5x increase in income and impact in 8 months!

Introducing, Tim curry, a leading force in men's transformation work who specialises in taking men from broken and powerless to awakening their true masculinity and power.

He is one of my Inner Circle 🚫 clients who has done extremely well in a short period of time from earning less than \$700 a week in his coaching business to earning high \$10k plus weeks and now making a massive impact.

He is going to share since working with me...

- ✔️ How he transformed his income from \$700 a week to \$10k plus a week
- ✔️ How he has sent up joint partnerships with mass 8 figure world class brands
- ✔️ How he helps men to awaken who they truly are.
- ✔️ Things he has never shared before publicly that have been the key drivers of his success

I'm so excited to have this live conversation with someone who has come such a long way in a short period of time and share his journey!

This is for anyone who wants to know what it takes to awaken true masculinity and create a raging successful coaching business!

Here are the details:

When: this Thursday @7pm Sydney time. (AEST time)

Where: Right here on my Facebook page!

Look forward to going deep and seeing you all there! 😊



Headline includes the desire of my target audience to grab attention. I used 'lingojam.com' to use a different font to stand out.

Give this person mass authority & credibility.

Share enough of his journey to make him relatable to my audience and say what program he is doing to

Share exactly what your audience is interested in and what your audience would value. Spark curiosity.

Build excitement & anticipation.

Say who this is for so it calls out your audience

Give the details of the live and say where it is. You could also do these in a FB group and give them the link to your group so they can catch it live there and join your group.