

LUKE HAWKINS

FB GROUP CHAT
SEQUENCES TO
START, GROW & SCALE



- Page 3:** Engagement Flow Chart
- Page 4:** Design Your Personal Facebook Page
- Page 6:** Post Content on Others Facebook Groups
- Page 7:** Private message those who engage with your facebook group content
- Page 8:** The 8 types of posts to do in your facebook group
- Page 9:** Chat Sequence Templates
- Page 10:** Follow Up Chat Sequence #1-For FRIENDS That Join Your Facebook Group
- Page 11:** FollowUp Chat Sequence #2- For NEW Friends That Join Your Facebook Group
- Page 12:** FollowUp Chat Sequence #3- For People Who Like / Comment on Posts in Your Group
- Page 13:** Follow Up Chat Sequence #4- For People That Say Yes to Your CTA Post / Irresistible Offer Post / Lead Magnet
- Page 14:** FollowUp Chat Sequence #5- For People Who have Received Your Free Content
- Page 15:** FollowUp Phone Sequence #6- For When People Give You Their Phone Number in Facebook Group Pre-Approval Questions
- Page 16:** FollowUp Chat Sequence #7- For People Who Like / Comment on your Posts in other people's Facebook Groups
- Page 17:** FollowUp Chat Sequence #8: For People that Don't Answer Any of the 3 Pre-Approval Questions
- Page 18:** 'How to Join the Group' Screenshot Examples
- Page 20-25:** '1 Sentence Question' Post Examples

The following flow chart is used to demonstrate how you can use a facebook group and post engaging content to increase the size of your facebook group and transition people from being someone who's interested in your content to becoming a paid client. Ultimately we want to direct people to a strategy session to sell them our programs/ products/services.

Make your Personal Facebook Profile
Demonstrate authority in what YOU do
Design your Personal Page
(see how to do this on the next page & in branding section)
Constantly update as required!

Follow up all those who engage with your content with a Private Facebook message within 24 Hours!

Build YOUR network by POSTING engaging content with high quality images (that can have quotes on them) in other's Facebook Groups and invite those that engage in your post to join your facebook group!

Post ENGAGING content with high quality photos in YOUR Facebook Group!
(see how to do this in the Facebook Group training section of manual)

1. Design your Personal Facebook Page...

a) Have a FB Banner that is a clear photo of your face/upper body/whole body and the program you offer/problems you solve (e.g. weight loss/anxiety/confidence/ depression/quit smoking etc.) It must look professional

Example 1



Example 2

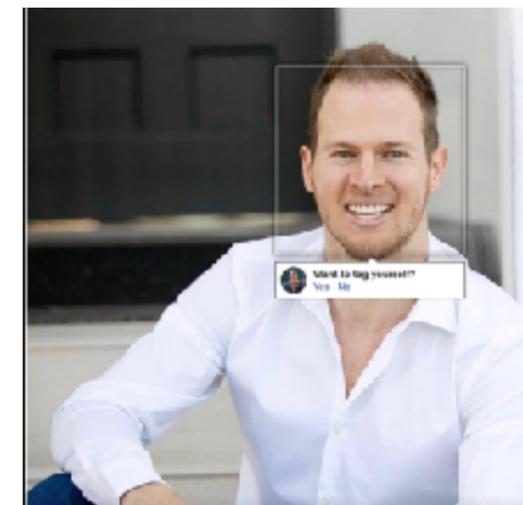


b) Have a profile pic that is clearly showing your face and/or your upper body as well that looks professional and warm. Shows you are the owner/operator/CEO at your company name.

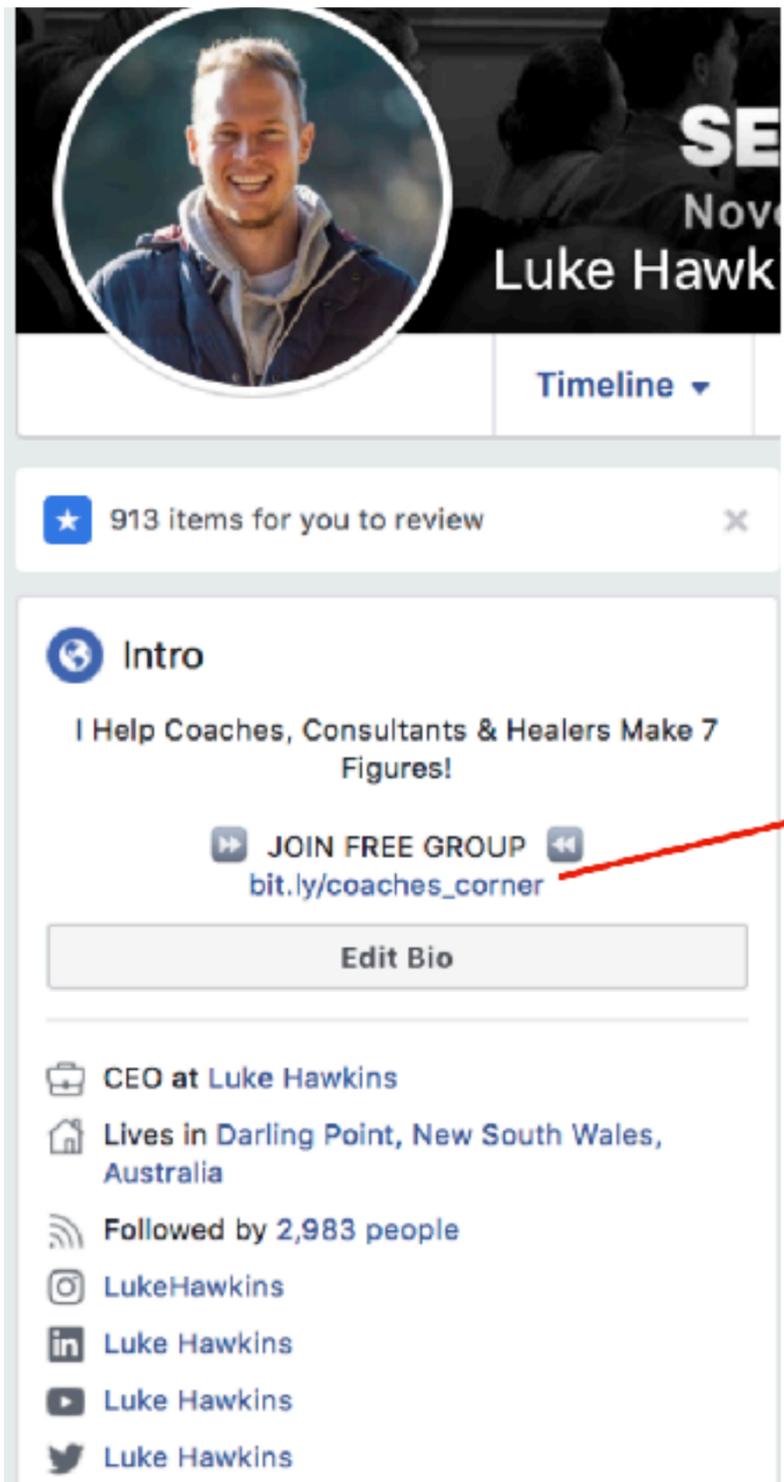
Example 1



Example 2



1. Design your Personal Facebook Page (continued)...



This URL was copied from my facebook group and converted into a billy URL by going to bitly.com

- CEO at Luke Hawkins
- Lives in Darling Point, New South Wales, Australia
- Followed by 2,983 people
- LukeHawkins
- Luke Hawkins
- Luke Hawkins
- Luke Hawkins

Edit Details



Edit Featured

Click on 'edit featured' to put in a photo of your facebook group. We created this pic on canva. If you click on the photo you will see it includes a link direct to the fb group too.

2. Post Content in other Peoples Facebook Groups to Build your network and group... LH

We explain how to do this in the FB Group Training Section of the Manual called 'How to get people to join the group' in step number 5 and 6.

You can also see the type of content to post in other's groups in the copywriting section of the manual.

Note: You must comment back on each comment you get and follow chat sequence number #7 or you can just wait for people to add you as a friend or write you a message and take it from there. The goal is to get people into your facebook group.

3. Private Message Those Who Engage With Your Content in Your FB Group Within 24 Hours!

LH

Follow up all those who engage with your content (a like, love or wow response or a written comment on the post) with a Private Facebook message within 24 Hours!

You want to follow up with a Facebook Message to all those that engage in your content. Follow chat sequence number #3 for this. We want to get their phone number and transition people into a strategy call so we can call them and put them through the Sales Process. Use the **Strategy Call Script** to sell them into your program.product/service.

4. Post engaging content in your facebook group to build and monetise the group

You can see the types of posts to do in the content section of the ‘How to Maximise Engagement in the Group & Monetise the Group’ section of the manual. We go through all the different types of posts you can do and there is also some more examples of one of the types of posts we Recommend at the end of this document called ‘1 sentence question’ posts. You can use and adapt those types of posts or choose any of the 8 types of posts we recommend.

The 8 types of posts we recommend which are broken down in the manual are:

Value added posts

1 Sentence Question posts

Social proof/testimonials posts

‘Story’ posts

Funny/humorous posts

Celebration posts

Knockout/Irresistible offers

The following chat sequences are all just guidelines of things to write based on what has worked for me and/or our students in the past to generate consistent paid clients and by no means are they a guarantee. They are there to help and support you.

Follow Up Chat Sequence #1-For FRIENDS That Join Your Facebook Group

Private Message Them as soon as you can after they have joined (within 24 hours)

Hey _____(name/brother/mate/bro/lovely)! Thanks so much for joining my group. How you been? 😊

Chat normally for a message or two...

Awesome! When people join we love to give them a piece of free content to help them with their goals and current challenges. Have you got some goals in mind or something you'd like to see happen?

Okay, I definitely have something that would touch on that...if you'd like me to go through something that's fully personalised to your needs, I'm happy to give you a call if you're around sometime today or tomorrow?

If yes....

If no response: love their posts a few times and see if that triggers them to write back.

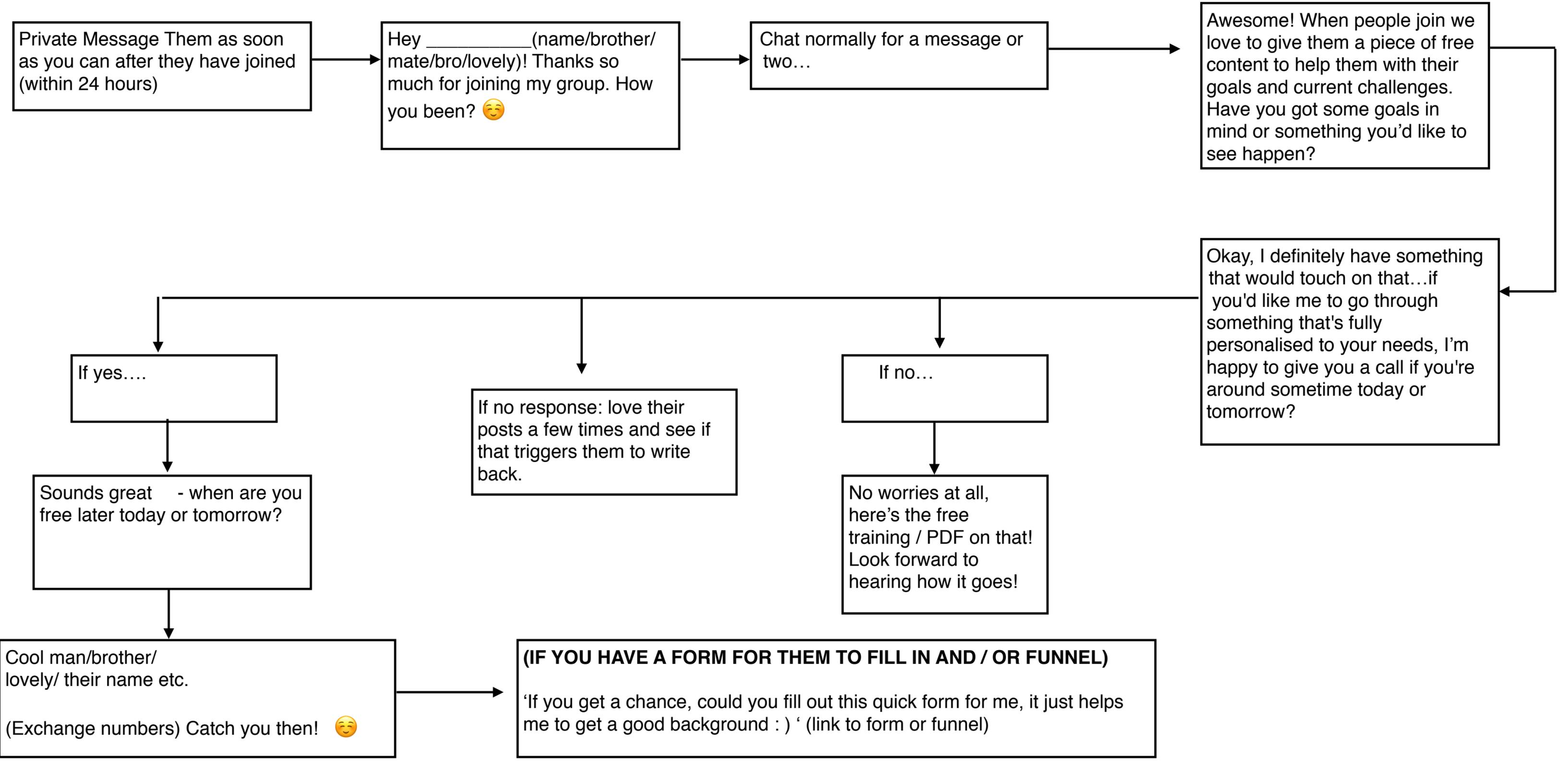
If no...

Sounds great - when are you free later today or tomorrow?

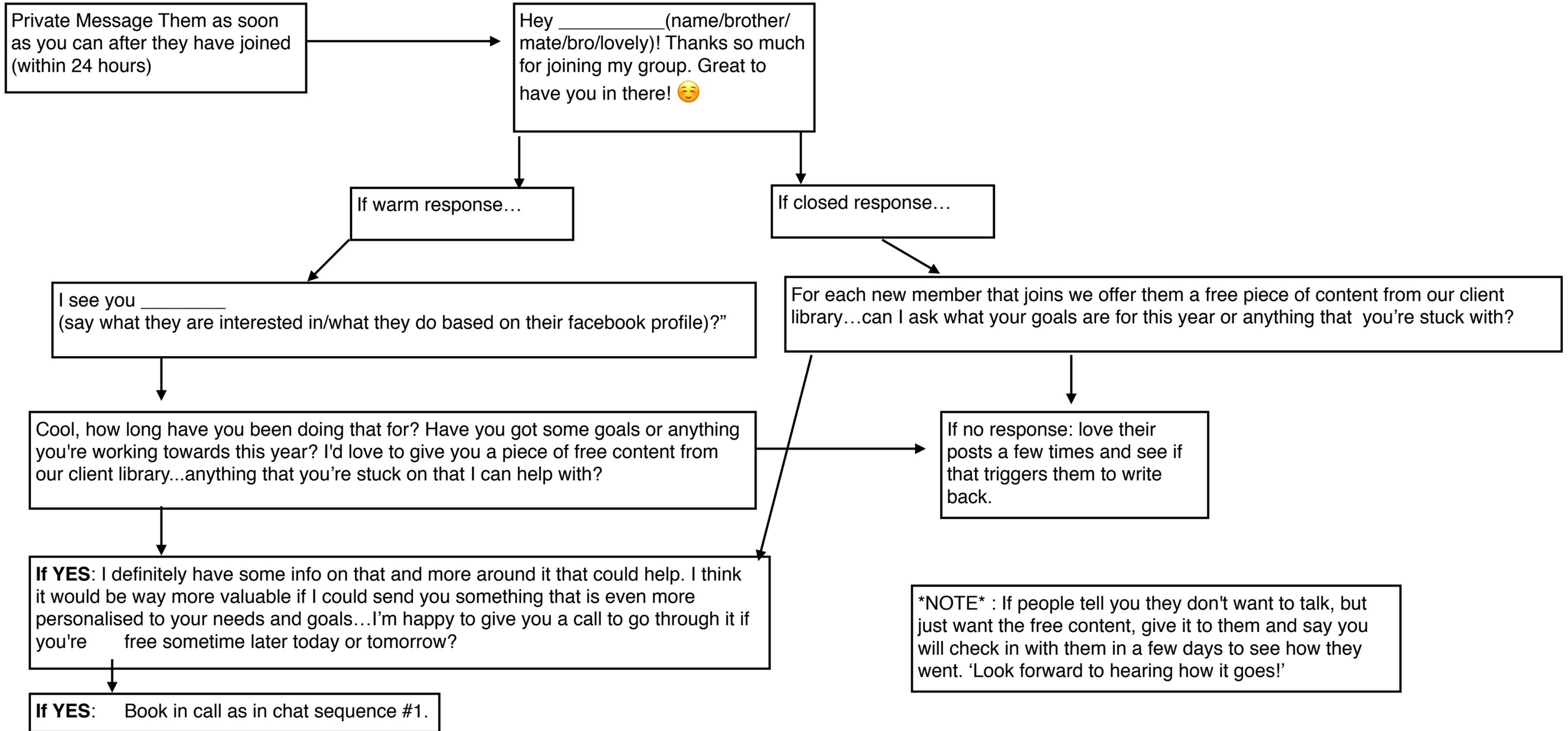
No worries at all, here's the free training / PDF on that! Look forward to hearing how it goes!

Cool man/brother/lovely/ their name etc.
(Exchange numbers) Catch you then! 😊

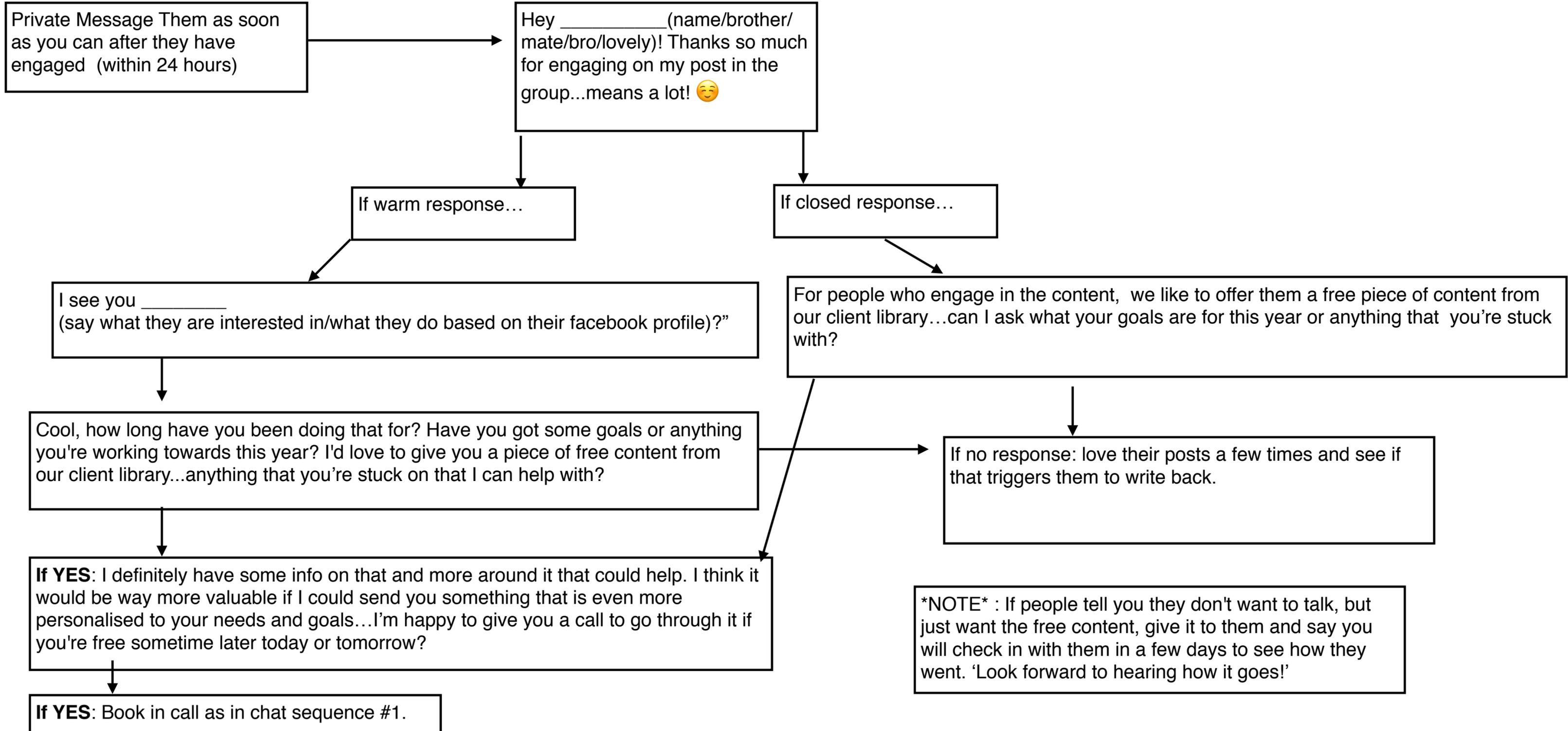
(IF YOU HAVE A FORM FOR THEM TO FILL IN AND / OR FUNNEL)
'If you get a chance, could you fill out this quick form for me, it just helps me to get a good background :) ' (link to form or funnel)



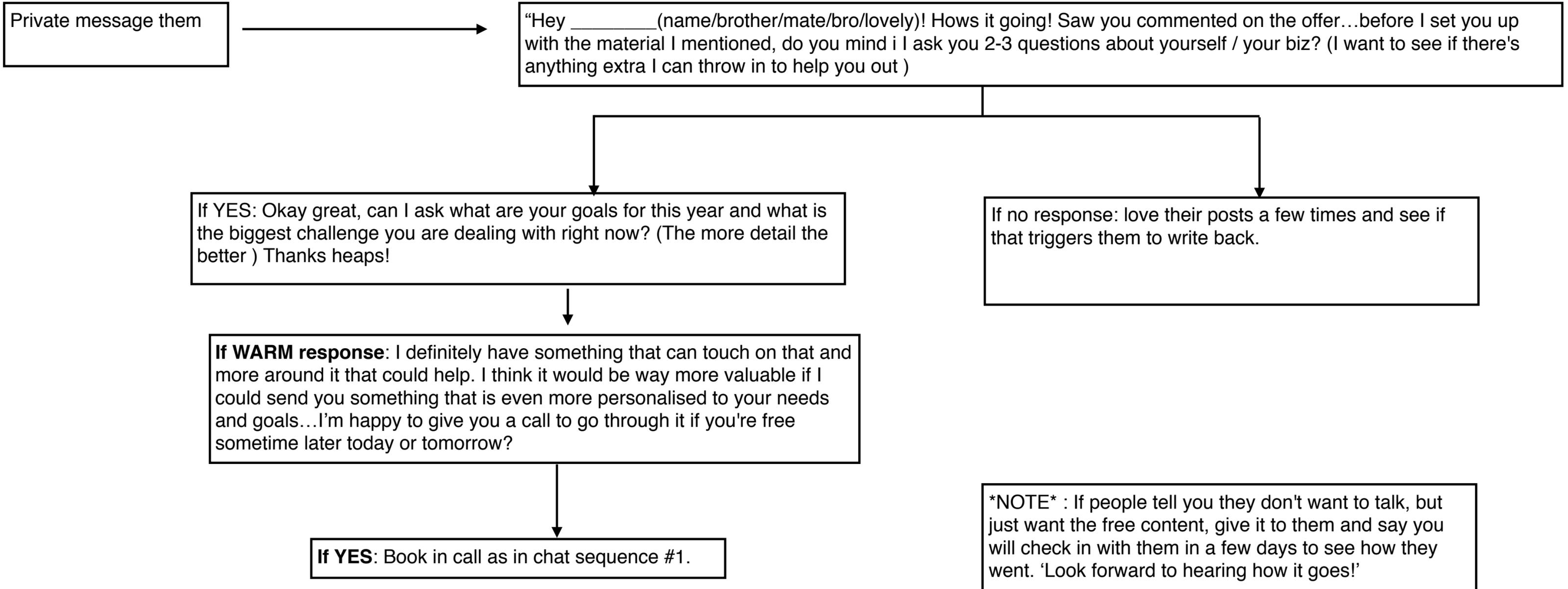
FollowUp Chat Sequence #2- For NEW Friends That Join Your Facebook Group



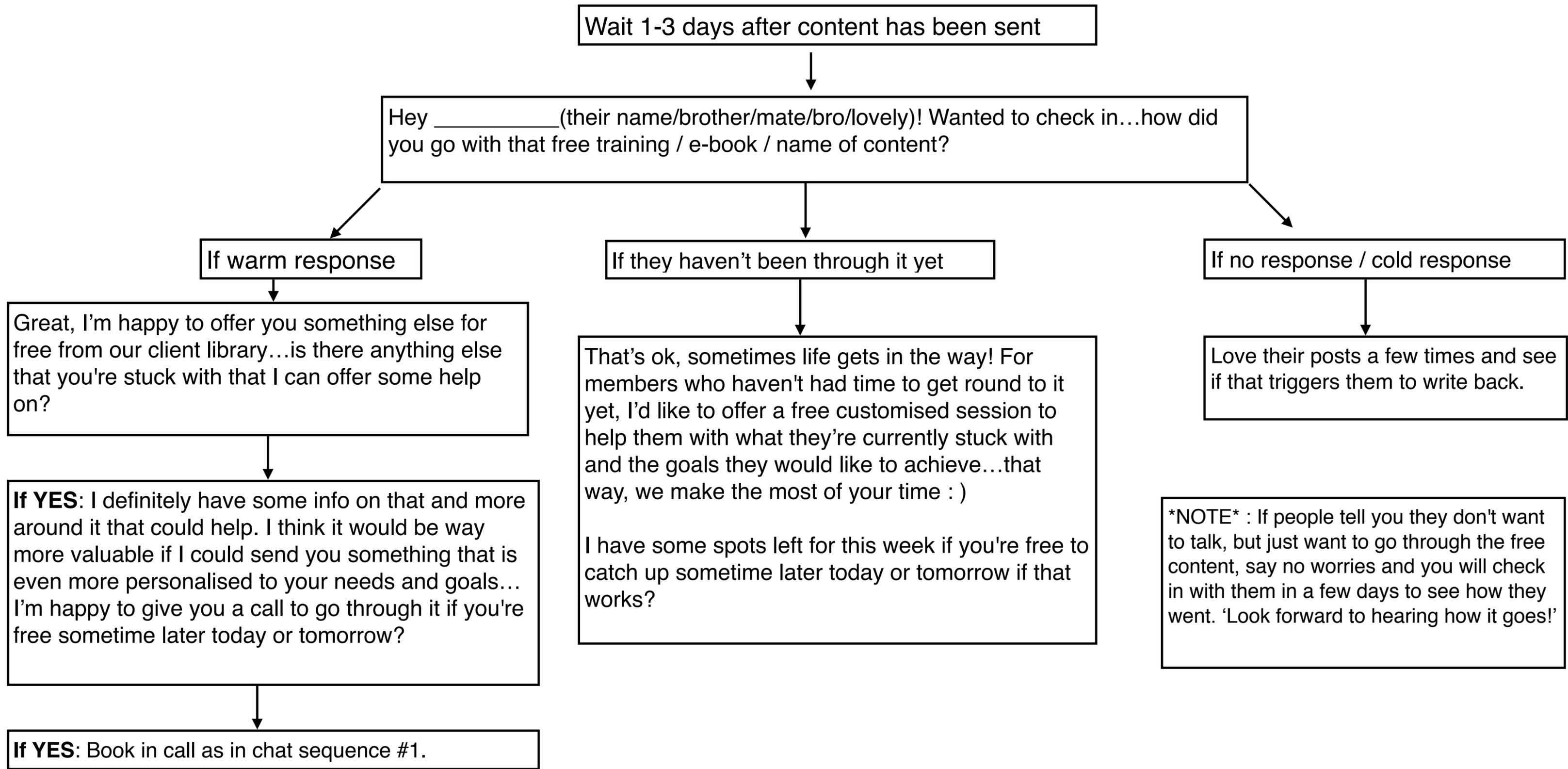
FollowUp Chat Sequence #3- For People Who Like / Comment on Posts in Your Group

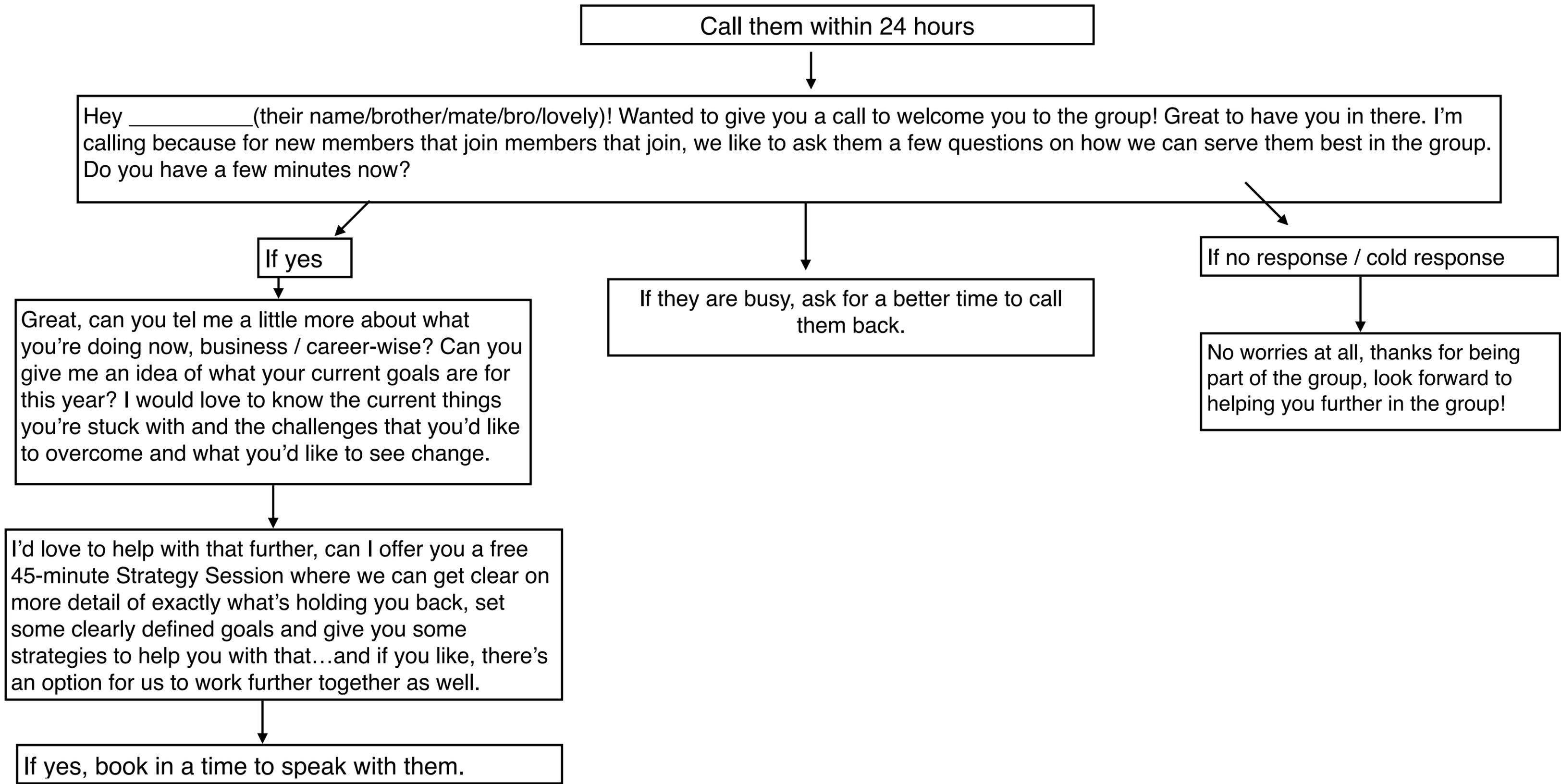


Follow Up Chat Sequence #4- For People That Say Yes to Your CTA Post / Irresistible Offer Post / Lead Magnet



FollowUp Chat Sequence #5- For People Who have Received Your Free Content





Call them within 24 hours

Hey _____(their name/brother/mate/bro/lovely)! Wanted to give you a call to welcome you to the group! Great to have you in there. I'm calling because for new members that join members that join, we like to ask them a few questions on how we can serve them best in the group. Do you have a few minutes now?

If yes

Great, can you tel me a little more about what you're doing now, business / career-wise? Can you give me an idea of what your current goals are for this year? I would love to know the current things you're stuck with and the challenges that you'd like to overcome and what you'd like to see change.

I'd love to help with that further, can I offer you a free 45-minute Strategy Session where we can get clear on more detail of exactly what's holding you back, set some clearly defined goals and give you some strategies to help you with that...and if you like, there's an option for us to work further together as well.

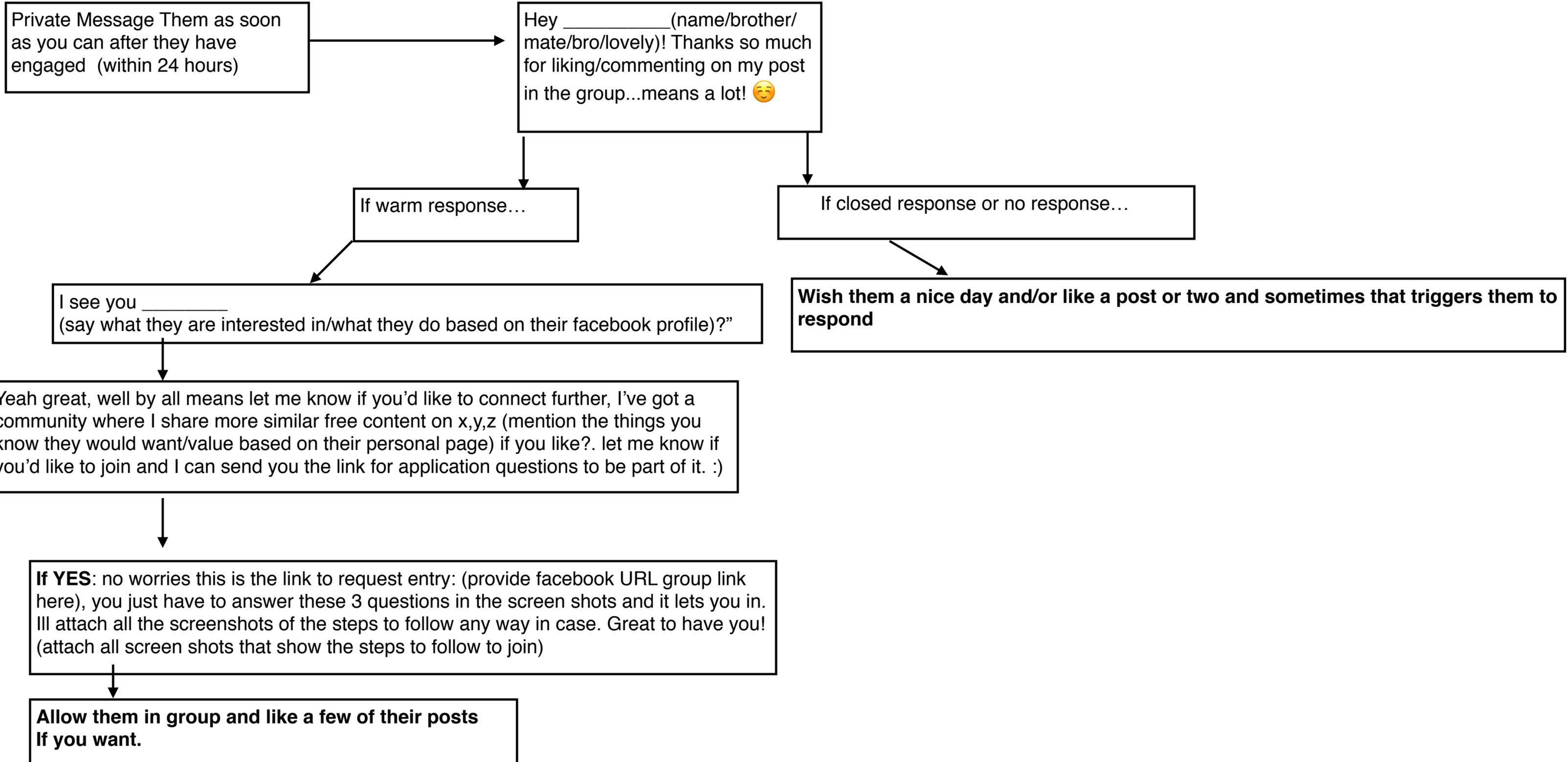
If yes, book in a time to speak with them.

If they are busy, ask for a better time to call them back.

If no response / cold response

No worries at all, thanks for being part of the group, look forward to helping you further in the group!

FollowUp Chat Sequence #7- For People Who Like / Comment on your Posts in other people's Facebook Groups



FollowUp Chat Sequence #8: For People that Don't Answer Any of the 3 Pre-Approval Questions

Message them within 24 hours

Hey _____(their name/brother/mate/bro/lovely)! How's it going? Saw your request to join the group and thought I'd reach out...love to have you in there, I just don't know if you saw that for members to join, we just need those 3 pre-approval questions to be answered and click 'agree' to the group rules and you're in! You just missed (question 1 / question 2 / question 3 / accepting the group rules / the 3 questions and rules). I'm just going to go ahead and cancel your request so you can answer the 3 Questions and request to join again :) I will put the link to join the group and the screenshots below of the steps to follow for your request to go through smoothly. Look forward to having you in there, let me know if I can help with anything and if that's all okay 🙏

If yes / warm response, wait 1 day for them to request to join, and then if they still haven't joined, say the following:

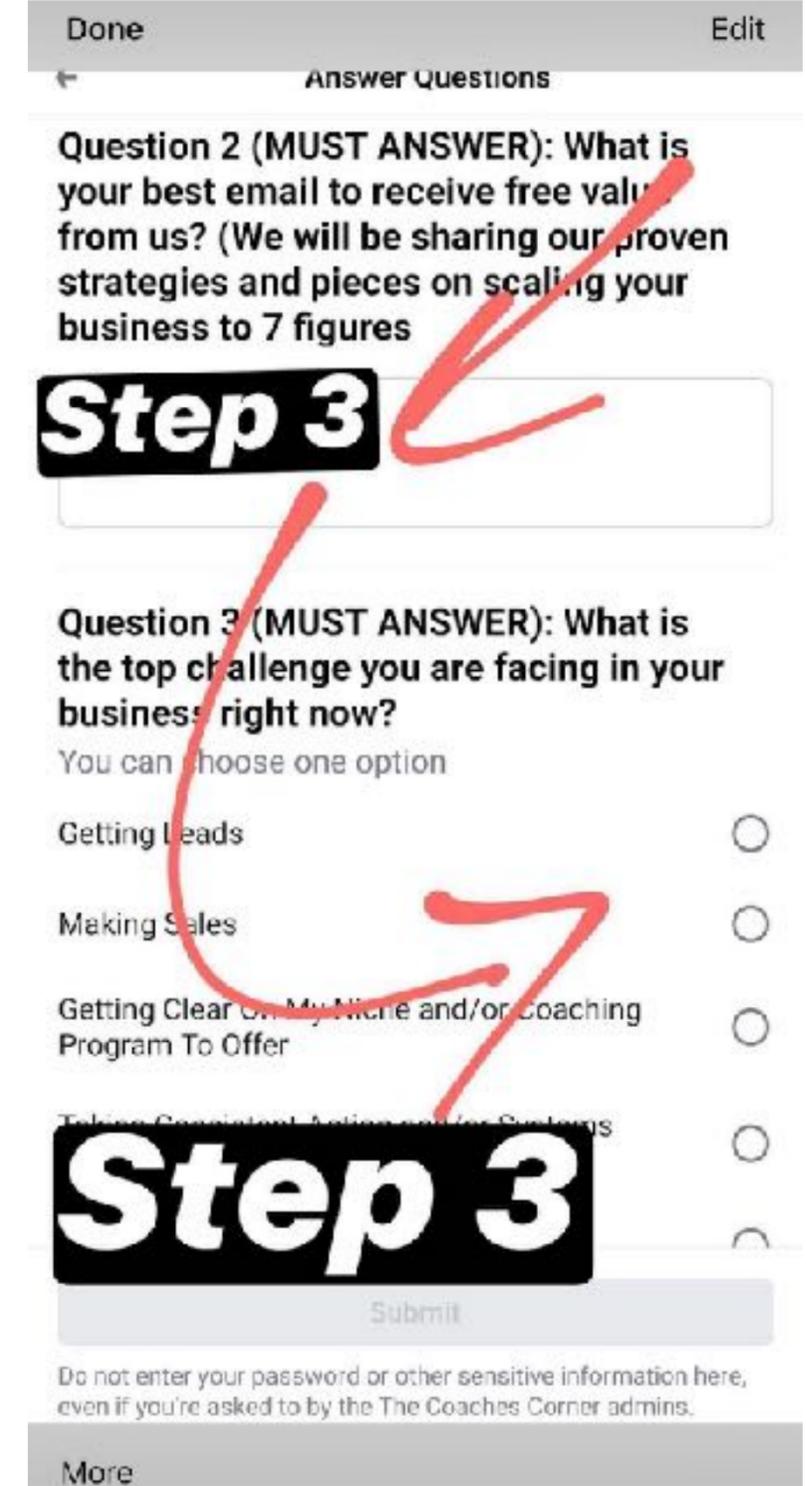
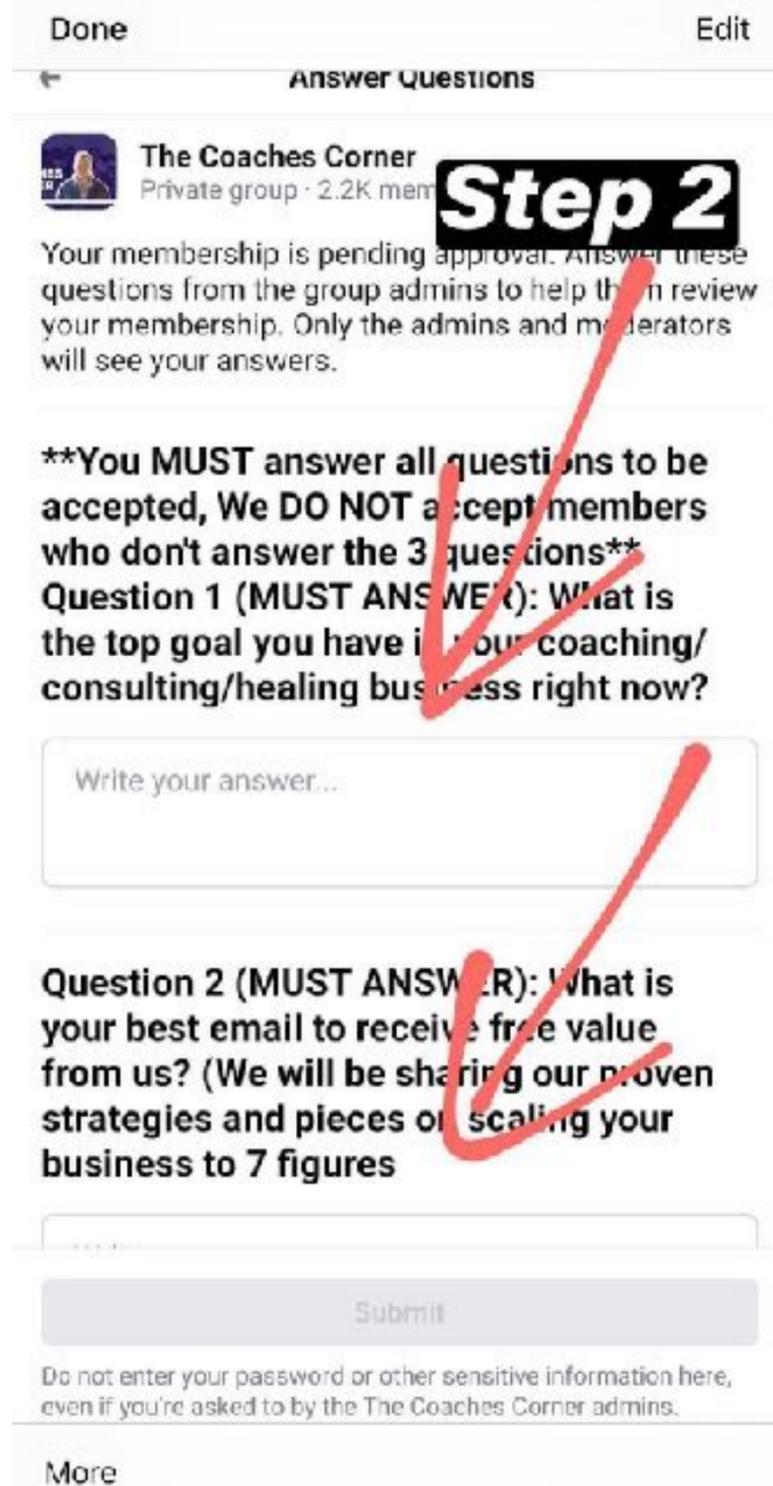
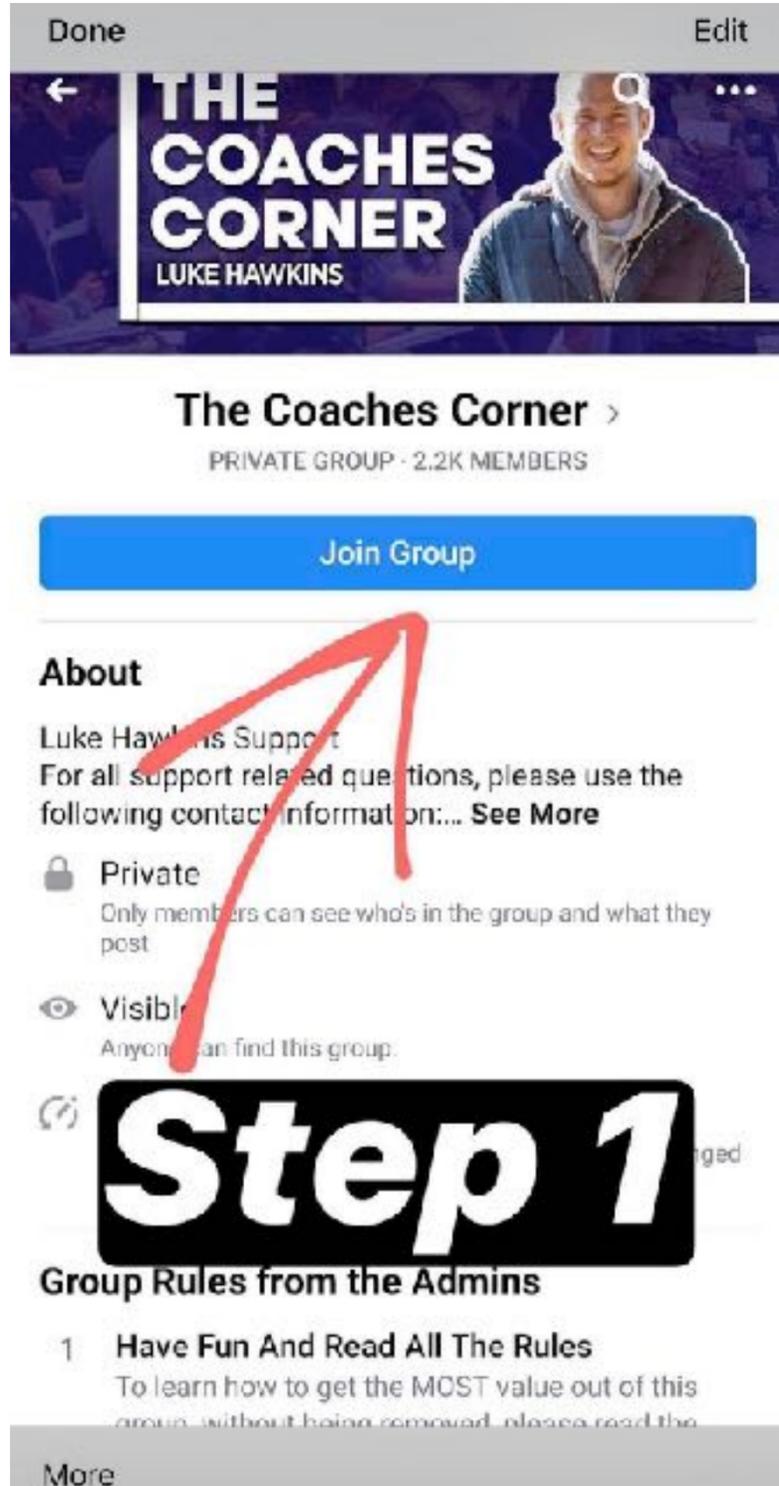
Hey _____(their name/brother/mate/bro/lovely)! Wanted to check in and see if there's anything i can help with to assist joining the group? Would love to have you in there.

'Here is the URL for the group: (NOTE: paste URL of your facebook group here, you can find it when you click on the group and go to the address bar at the top of the facebook group, EG. <https://www.facebook.com/groups/thecoachescornerlukehawkins/>) and here are the steps to follow to rejoin.'

*Send the screenshots that outline the steps to request to join the group, and the URL for the group (See screenshots on the next page)

If cold response, love their posts a few times and see if that triggers them to write back.

How to Join the Group Screenshot Examples



How to Join the Group Screenshot Examples

Done Edit

← Answer Questions

Program to Offer

Taking Consistent Action and/or Systems and/or Scaling my business

All Of The Above

Group Rules From the Admins

I agree to the group rules

1 Have Fun And Read All The Rules
To learn how to get the MOST value out of this group, without being removed, please read the rules below and you'll be all set up for success in this community. You MUST accept these rules to be granted entry.

2 Be Kind and Courteous
Make sure everyone feels safe to express themselves in this group. Bullying of any kind isn't allowed, nor degrading comments about appearance, sexual orientation, or religion.

3 No Promotional or Spammy Posts
Posts with links to a blog, articles, business pages, affiliate offers, spam or any other kind of solicitation of fellow group members.

Submit

Do not enter your password or other sensitive information here, even if you're asked to by the The Coaches Corner admins.

More



Done Edit

← Answer Questions

or solicitation of fellow group members (including asking for likes/shares/followers) are not permitted.

4 No Poaching Members
No "DM me" or "PM me" comments or posts. Posts requesting for private messages inside the group are not allowed.

5 No Solicitation
No solicitation of fellow group members (including asking for likes/shares/followers) are not permitted.

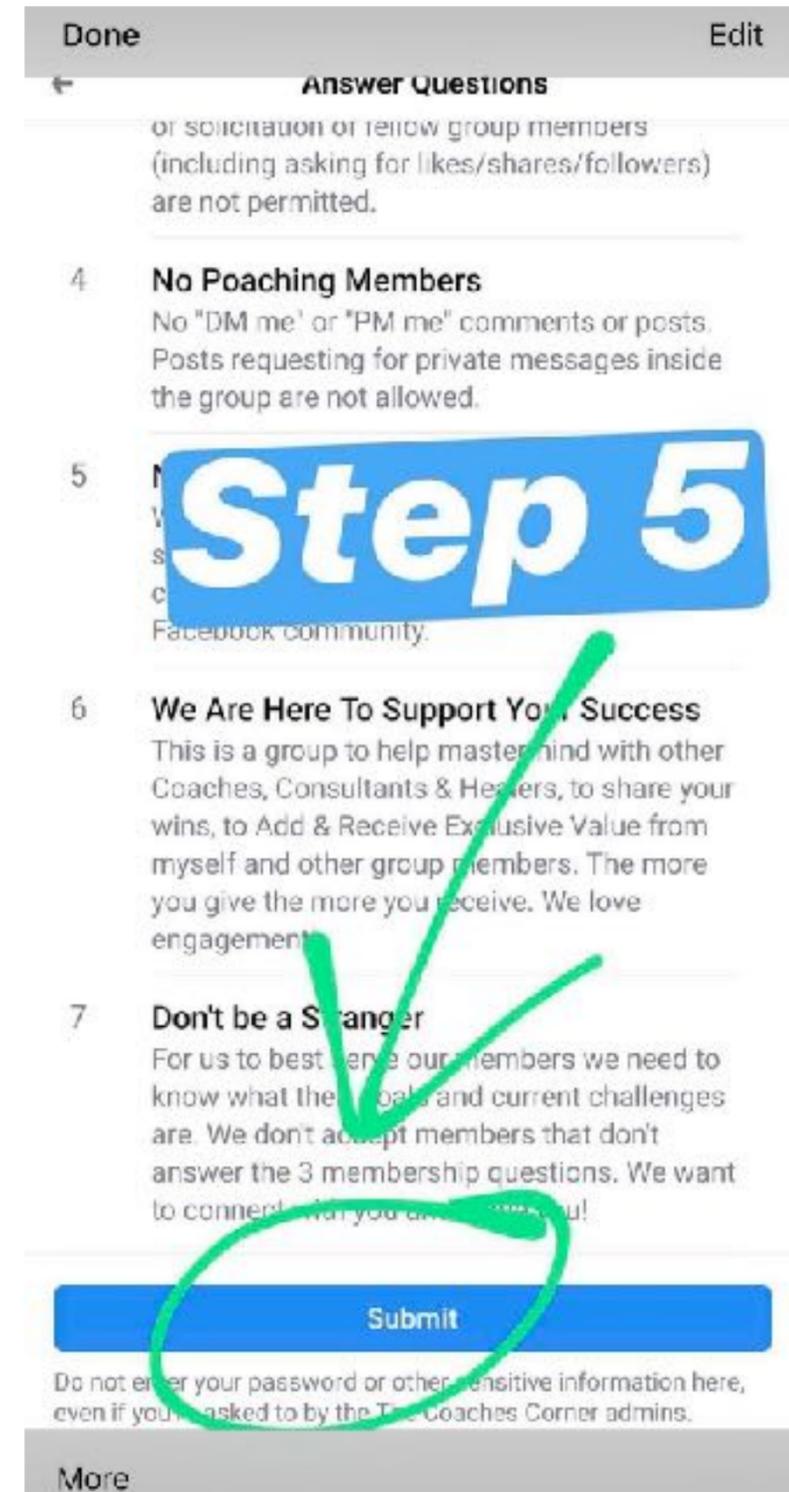
6 We Are Here To Support Your Success
This is a group to help mastermind with other Coaches, Consultants & Healers, to share your wins, to Add & Receive Exclusive Value from myself and other group members. The more you give the more you receive. We love engagement!

7 Don't be a Stranger
For us to best serve our members we need to know what their goals and current challenges are. We don't accept members that don't answer the 3 membership questions. We want to connect with you and help you!

Submit

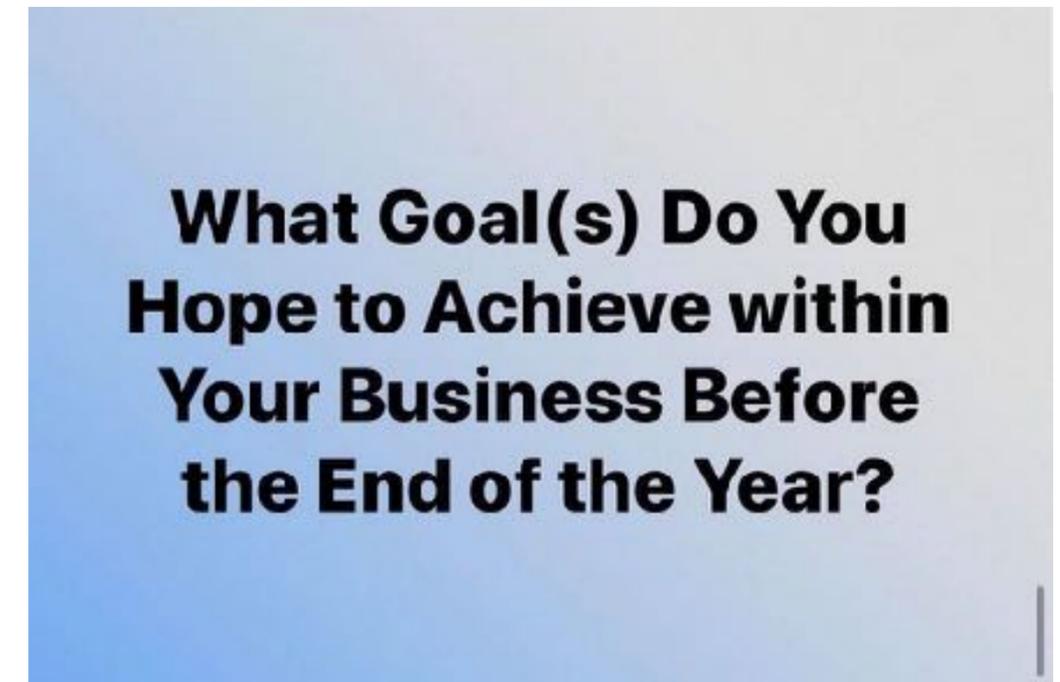
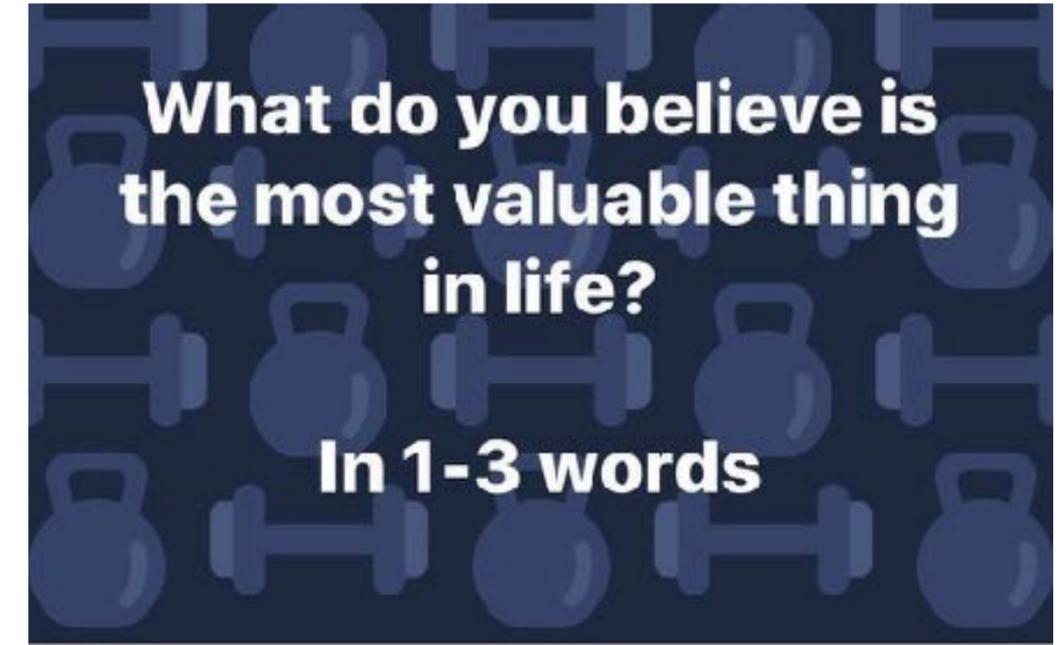
Do not enter your password or other sensitive information here, even if you're asked to by the The Coaches Corner admins.

More



Please find below some examples of all the different types of '1 Sentence Question' posts you can do in your facebook group to boost engagement in the group....

1 Sentence Question Posts: Examples



1 Sentence Question Posts: Examples

**WHAT DID YOU DO TO
OVERCOME ROCK
BOTTOM?**



**If you could wake up
tomorrow having
gained one quality or
ability, what would it
be?**

**What Goal(s) Do You
Hope to Achieve within
Your Business Before
the End of the Year?**

**What's something
about you that attract
others to wanna be part
of your life?**



**Knowing what you
know now what advice
would you give your
younger self?**

**How you do one thing,
Is
How you do everything
Do you agree?**

 43

162 comments

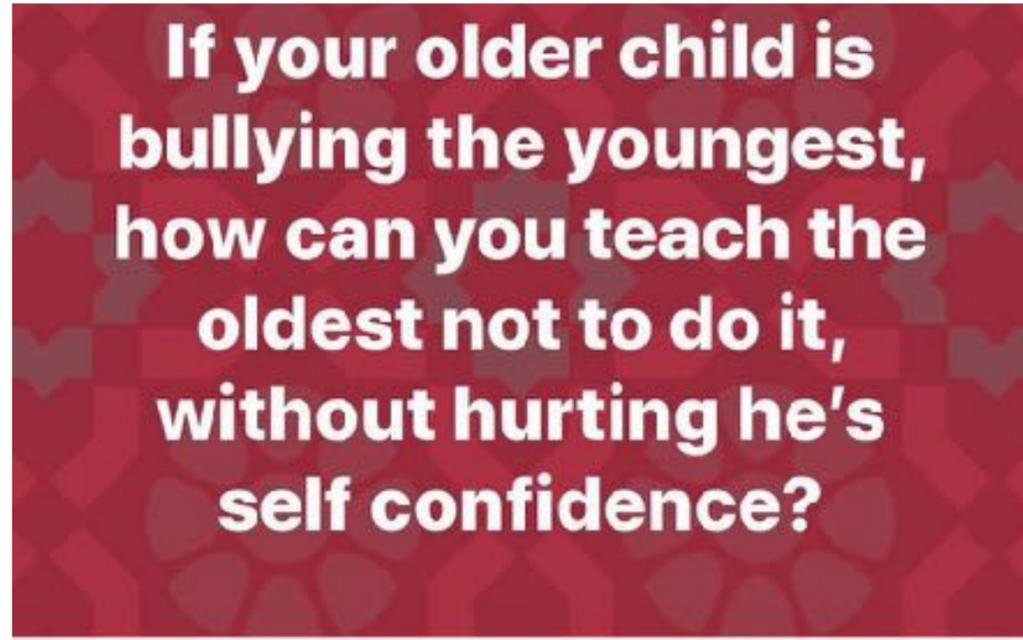
1 Sentence Question Posts: Examples



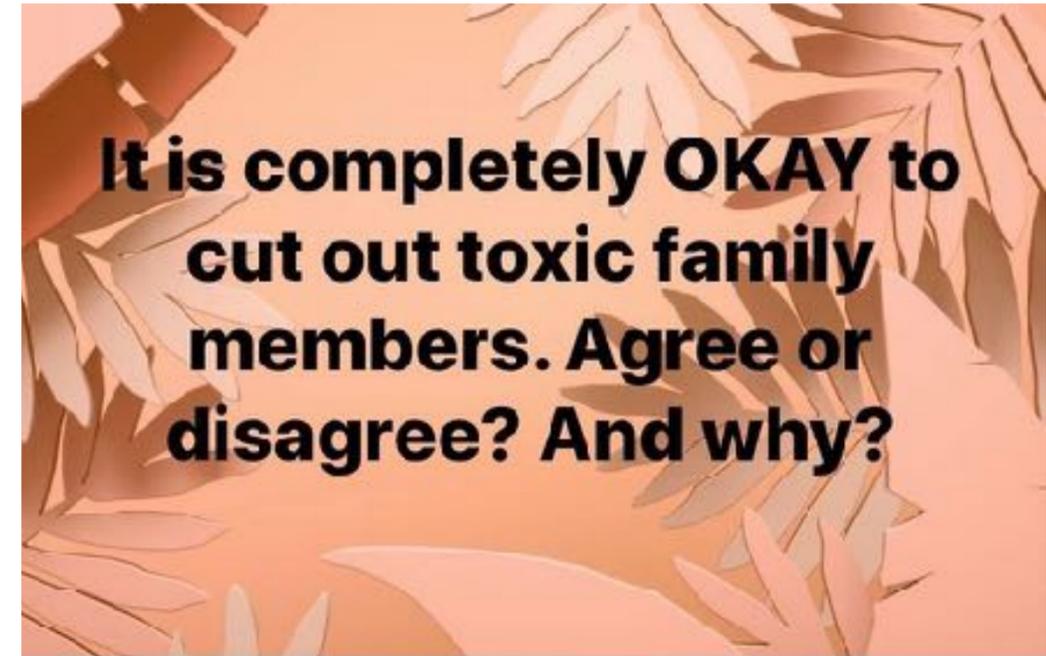
1 Sentence Question Posts: Examples



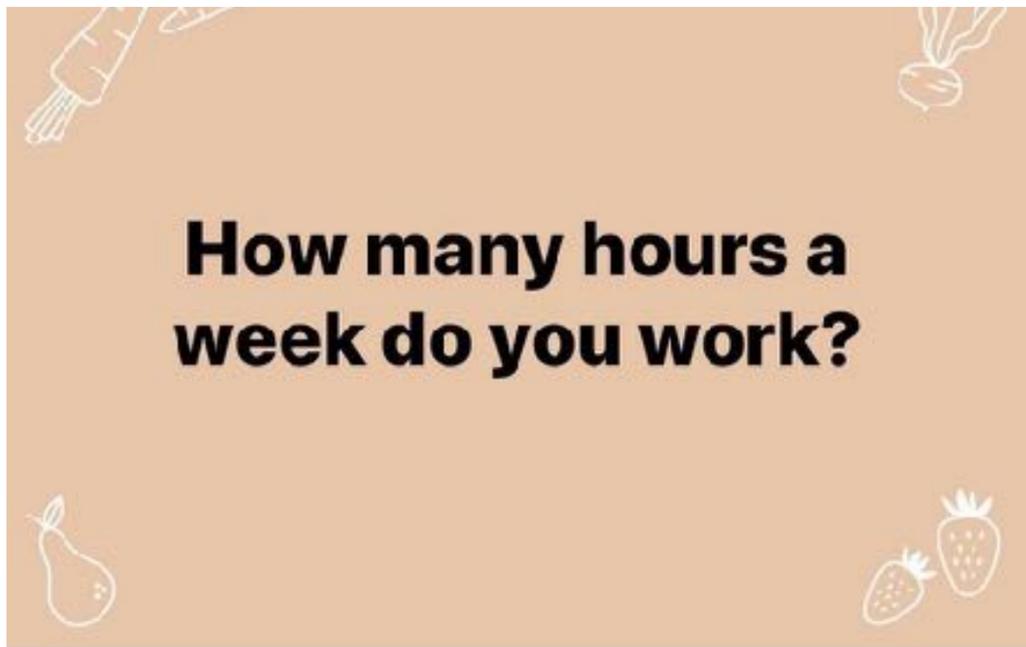
74 574 comments



49 409 comments



12 12 comments



1000 1000 comments

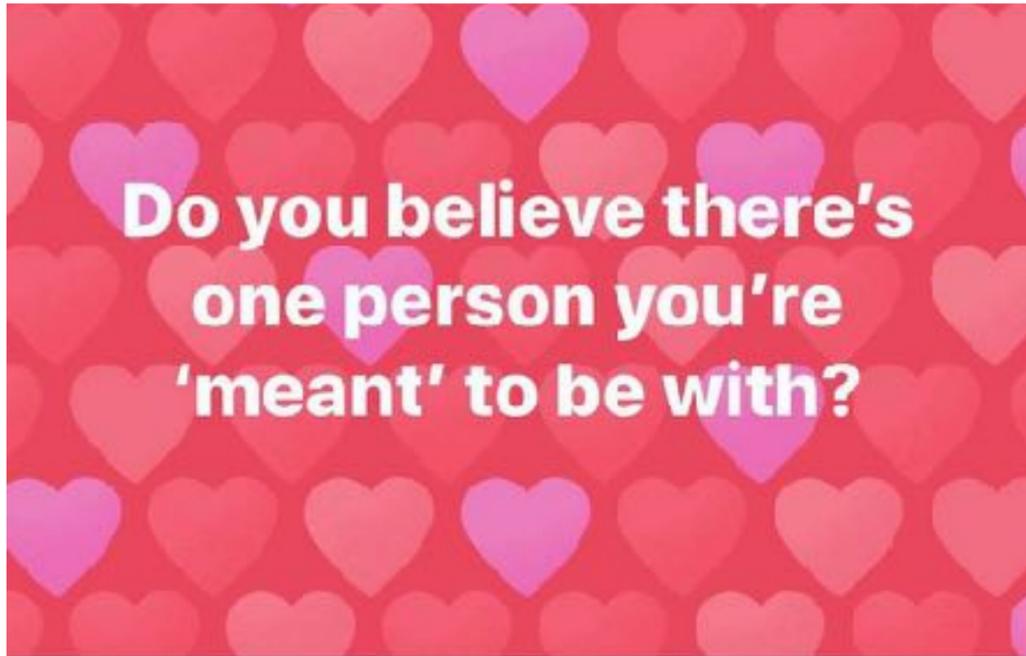


1000 1000 comments



1000 1000 comments

1 Sentence Question Posts: Examples



25

111 comments

