

How to Build
A MARKETING SYSTEM
USING FACEBOOK

That Will Find Your Target Market, Grow Your
Email List, and Make **MORE SALES**

With
AMY PORTERFIELD

To maximize our time together on this webinar, print this workbook in advance and be prepared to use it as we dive in!

3 WAYS TO GET MASSIVE VALUE FROM THIS FACEBOOK MARKETING WEBINAR

- ▶ **#1** Print this workbook and use it on our webinar to stay fully engaged and focused throughout our time together.
- ▶ **#2** Think of one question you want answered while we are live on the webinar. If I don't answer your question during my training, you can ask it during the Q&A session.
- ▶ **#3** To maximize your time on this webinar, at the end of the session decide on just ONE action item you plan to complete in the next 24 hours. Taking action right away will give you instant momentum to start seeing big results.

IT TAKES A BIT OF A MINDSET SHIFT TO SEE CONSISTENT SALES ON SOCIAL MEDIA TODAY

7 Steps to a Profitable Marketing System (Using Facebook!)

Your marketing system does not need to be complicated to be successful. There's no need for a lot of crazy technology or super confusing strategies to make it all work.

It can be _____ AND profitable.

It can be _____ AND successful.

My job is to show you how to put these pieces together and give you a road map for action. Once you have the system and the knowledge of how it works, you can take your business as fast and as far as you want!

- ▶ **Step 1** Create your _____ to shape your marketing _____.
- ▶ **Step 2** Design a _____ that is aligned with your _____.
- ▶ **Step 3** Create an _____ to collect _____ and _____.
- ▶ **Step 4** Outline a _____ plan to find your _____.
- ▶ **Step 5** Set up a _____ list-building _____ campaign.
- ▶ **Step 6** Create an _____ that perfectly positions your _____.
- ▶ **Step 7** Design a _____ that consistently converts into sales.

3 QUESTIONS TO HELP YOU IDENTIFY A PERFECT LEAD MAGNET

- ▶ **#1** What are the top 3 questions I'm constantly asked about when I tell people _____?
- ▶ **#2** What are my audience's _____?
- ▶ **#3** What content would be _____ that my audience will say, "I can't believe that was _____!"

HOT TIP!

To create a profitable social media sales funnel, you must create a lead magnet that _____ or is _____ with the product, program or service you plan to sell.

Lead Magnet Insights and Ideas:

CREATING ENGAGING COPY INSIDE YOUR FACEBOOK ADS

Include these three copy tips to attract your perfect audience:

▶ **#1** _____

▶ **#2** _____

▶ **#3** _____

When creating an ad image, use these two tricks to make your image pop:

Ad dimensions: _____ x _____

Image Format: _____

The two easiest ad image tools are:

1. _____

2. _____

Facebook Ad Insights and Ideas:

YOUR SELLING POWER IS DIRECTLY RELATED TO THE QUALITY OF YOUR EMAIL MESSAGES

3 Types of Email Messages to Move a Social Media Lead to a New Client

▶ **EMAIL #1:**

▶ **EMAIL #2:**

▶ **EMAIL #3:**

Extra Insights and Ideas:

What's the ONE action you are going to take in the next 48 hours?
