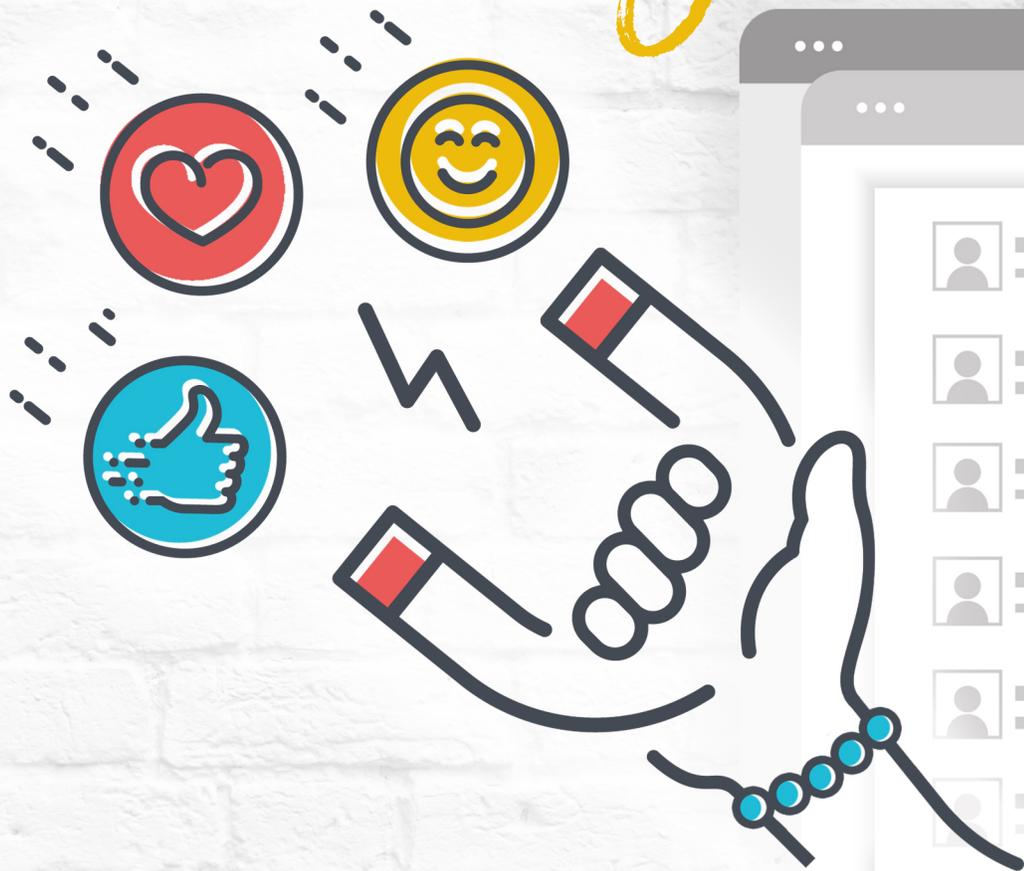
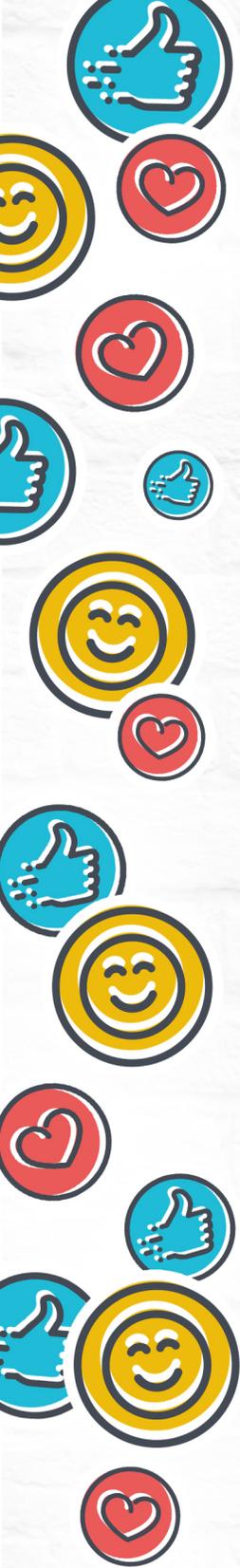


Facebook Group Magic



10 STRATEGIES FOR
MIND-BLOWING ENGAGEMENT



Hello, I'm Christie

A lot of health coaches struggle to find clients online, but luckily I cracked the code to attract hundreds of my own clients every year. One of my favorite strategies was leveraging Facebook Groups to build a ton of trust, increase engagement, and ultimately bring in more clients.

If you feel like Facebook is a waste of time because nothing you post seems to gain any traction, you're not alone.

The biggest mistake I see health coaches make on Facebook is that they post their hearts out without focusing on creating a conversation. Facebook groups are the best place to have real conversations online.

I'm Christie Miller and I'm here to walk you through some simple strategies to create mind-blowing engagement. These are the exact strategies I used to cross the \$400,000 revenue mark in 2019.

Facebook doesn't have to be a time-sucking headache. And you don't need to be addicted to your phone all day long to find clients online.

All you need is some specific tools you can rinse and repeat to build an audience that feeds your business. And that's what I have for you in this Facebook Group Magic guide.

♥ Christie

"Groups are at the heart of the experience."

Facebook CEO Mark Zuckerberg 2019

Facebook groups are a great way to attract, connect, and build trust with your ideal clients. And when you use the "pending members" questions properly, you can also build your email list even before a new member is accepted into your group. More on that later.

But first ... let's make sure you have your personal profile set up properly so you don't miss out on this valuable real estate.

Although you can't link your personal profile to a group, you can certainly use it to announce your core message. Doing so will immediately tell your audience what you truly believe in.

My proven belief is very clear and yours should be too!

believe →

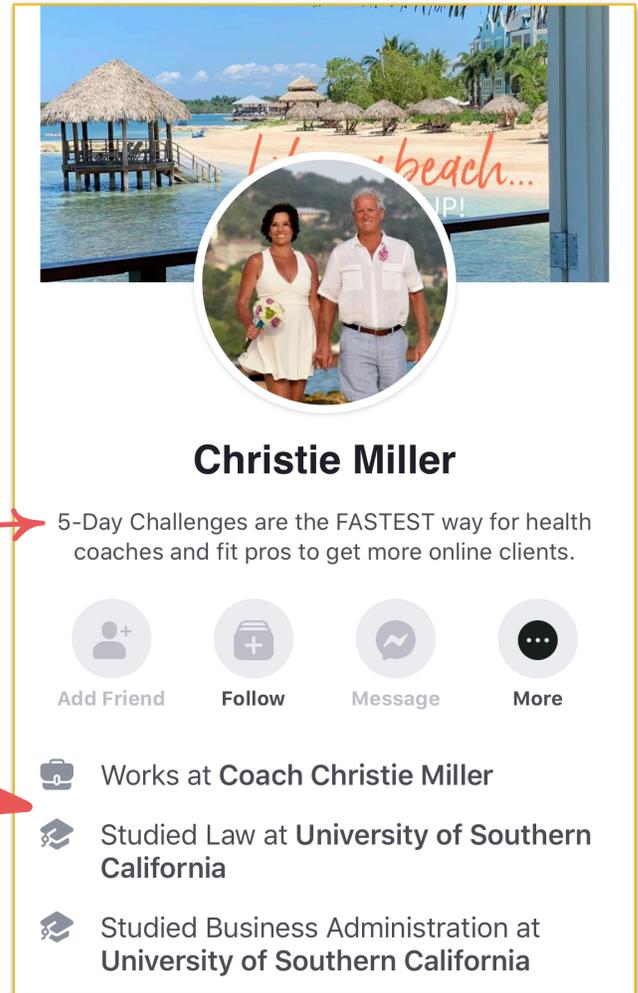
You should also include a link to your business page. And reveal a little bit about your amazing education or certifications.

→

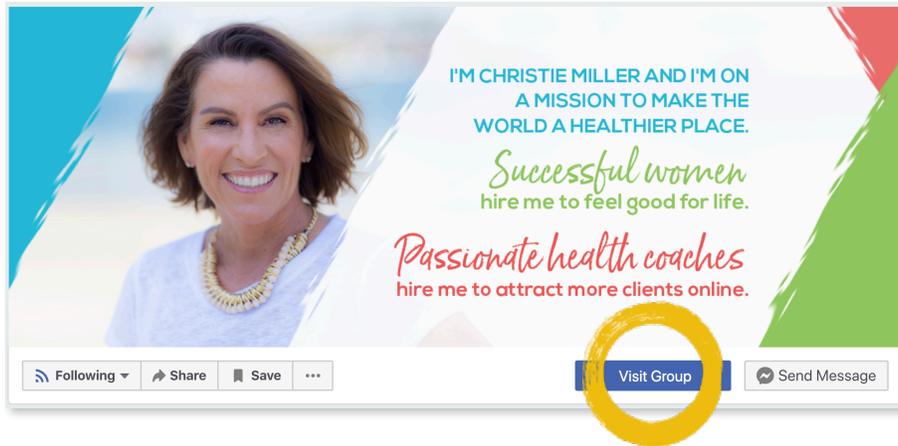
Can you see how valuable this is?

In a few short seconds you discovered that I whole-heartedly believe in 5-day challenges, used to be a lawyer with a business degree, and have a HOT husband.

In case you're wondering ... his name is Mark and we've been married 30+ years.



One link done and one more to go. Now you need to direct your business page visitors to your group.



Facebook makes it super easy and even has a button your visitors can click to go to your group. The button above takes people to my [The Health Coaches' Club](#) Facebook group.

The process to set up this button changes quickly, so rather than risk giving you information that will be outdated by tomorrow, here's the link to [Facebook's instructions](#).

Remember that you are the face of your group and people want to feel like they know you. Include an image of you on the group cover photo as well as brief statement about what the group is all about.



YAY ... it's finally time to talk about engagement. Let's begin with the three pillars of engagement you MUST have if you want a wildly successful Facebook group.



THE Three Pillars OF ENGAGEMENT



Authentic

As more and more health coaches and fit pros enter the online market, it will get harder to break out from the crowd and connect with your ideal clients unless you show up 100% authentically as you.

Not as a copycat of some Instagram influencer, not as the person you think you should be, and certainly not as the person your non-entrepreneur friend likes on Facebook.

Be you. Be real. Be genuine.

That's how you'll truly connect with people and develop the know, like and trust factor needed to convert them into paying clients.



Consistent

One expert will tell you to post 5 times a day (shoot me now!). Another will say once a day, and others say three times a week.

So what does Christie Miller suggest? Ahhh, thanks for asking.

I suggest you set the bar low when you first decide how often to post.

It's better to be consistent less often than to start strong and burn out trying to keep up.

Get in a groove with regular posting, analyze what's working, and then increase your frequency if it fits into your overall marketing plan.



Valuable

If you aren't providing valuable content, nobody will stick around.

Sure, it's fun to see a viral cat video bring in lots of views on your page, but that's a short game strategy of getting popular now.

90% of your content should add value to their lives.

Use these posts to deliver awesome nuggets of information your prospects can implement.

Develop the know, like and trust factor first. Then, and only then, can you make offers in the other 10% of your content.

Top 10 Ways to Build Engagement

10 Use Pending Member Questions.

Facebook allows group admins to screen potential members with up to three questions. When used properly, you can gather valuable information about your members' pain points and create content that speaks directly to them.

Here are the questions we asked in our weight loss group:

Answer Questions ×

EatTrainWin Farewell Tour
Closed group · 2300 Members

Your membership is pending approval. Answer these questions from the group admins to help them review your membership. Only the admins and moderators will see your answers.

If you would like Christie to send you free tools, recipes, strategies and promotions to help you to live your best life possible, please share your email address and we'll add you to the list. ...

Write your answer...

What is your biggest struggle with weight loss / healthy living? Please be specific and give as much detail as 250 words will allow. 😊 ...

Write your answer...

Which of the following best describes you? ...

You can choose one option

I feel hopeless about my weight.

I've lost weight before and know I can do it again.

I've been healthy my whole life until ... MENOPAUSE hit and now I'm struggling with extra weight that I don't know how to lose.

Submit

We collect email addresses from about 80% of the members requesting to join our groups. Submitting their email address gives you an idea of how receptive they are to hiring you.

This answer reveals their exact pain points. Post the answers into a Google Doc to guide your content creation.

Multiple choice answers tell you more about the person's struggles and how they feel about themselves.

Here are [Facebook's step-by-step instructions](#) on how to set up this feature.



9

Ask Top-of-Mind Questions.

Even though your group members want to be seen and heard by you, it doesn't happen naturally. You actually have to train them to respond to your comments. The easiest way to do that is by asking lots of simple questions.

Top of mind questions prompt great responses because people don't have to think about their answer. In fact, they know the answer so well, they practically blurt it out.

Craft questions that your ideal clients can't help but answer. The purpose is to build engagement. The actual answer doesn't matter much other than to satisfy your curiosity.

For example:

- What's your favorite kitchen accessory that makes you smile?
- The one thing that is ALWAYS in my pantry is ...
- What time do you go to bed?
- Red apple or green apple?
- Cardio or strength training?

8

Create a 30-Day Video Series.

Don't worry, this sounds much harder than it is. Last year I hosted the 30-Day New Year New You Party which consisted of 30 short videos (under 2 minutes long).

Each video had a very short lesson and a simple call to action.

My Facebook group went WILD for the content. So much so that I wondered what the heck I had done to myself.

Let's just say I spent a whole lot of time in the Facebook group responding to all the amazing comments.

Check out Day 1 ... 373 comments.

Now that's what I call ENGAGEMENT!



7

Create a Daily Activity Calendar.

The daily activity calendar is a great way to get your members coming back every single day to report their wins. The key is to make them super simple to complete. Here’s an example of one of our past calendars.



Encourage engagement by offering one raffle ticket for every activity they complete. At the end of the month have a fun FB Live reveal of the winner.

And here’s a Pro Tip for you ... use **Wheel of Names** to pick the winner. This colorful spinning wheel adds excitement AND saves you the time and trouble of writing out raffle tickets like I did before I discovered “the wheel.”

You’re welcome! 😊



6

Use Theme Days.

Theme Days are a great way to create content fast, schedule it to post automatically using Facebook's native scheduler, set it and forget it. Once you get in the groove, you can schedule your monthly posts in less than two hours. Here's how we did it:



1. MakeItHappenMonday.jpg



2. TinyTipTuesday.jpg



3. WinningWednesday.jpg



4. TastyThursday.jpg



5. FeelGoodFriday2.jpg



6. SocialSaturday.jpg



7. MealPrepSunday.jpg

Mondays - our members declared their intentions for the week.

Tuesdays - I asked a top of mind question and gave my answer in the comments along with a tiny tip, if applicable.

Wednesdays - our members bragged about their 1% wins. It was so rewarding to see all the progress being made and the joy in our members' posts.

Thursday - I gave a recipe or talked about something new I was trying in my healthy diet. Sometimes it related to food, and other times it was all about my favorite kitchen gadget.

Fridays - our members told us what was making them feel good (thus the name).

Saturdays - our members talked about something fun they were doing.

Sundays - I led the pack by showing what I was prepping. Then our members posted photos too.

You don't need to do seven days. Start with a few and build from there.



5 Play B-I-N-G-O.

This is another really fun way to build engagement in your group. Unlike traditional BINGO that is played by the blue hairs in the church hall, this one can be won by every single member on the exact same day.

You can see the rules right here in our post.

Feel free to copy ours (and the actual BINGO squares) if you want.

Or ... make up your own rules.

Just get it done one way or another.

Here are some other health coaching themes you can use:

- Time Management
- Eat the Rainbow
- Mindful Eating
- Self-Sabotage
- Clean Eating
- Creating Confidence
- Creating Abundance
- Think to Shrink
- Self-love

Think about topics your ideal clients struggle with the most and then make up a BINGO card to help them take baby steps toward your unique solution.



🎯 LET'S PLAY INNER CRITIC BINGO 🎯
 B-I-N-G-O, B-I-N-G-O, B-I-N-G-O, and BINGO was her name-oh! Good luck getting the song out of your head Winners! 🎉

- RULES:**
1. Game begins on Monday, February 25th and ends on Sunday March 10th at 6:00 pm Pacific.
 2. You may report a maximum of TWO completions per day.
 3. Submit your final scorecard on or before March 10th. You DO NOT need a perfect scorecard to win.
 4. Raffle winner will be announced on March 11th.
 5. Have fun!

Inner Critic Bingo

www.EatTrainWin.com

I felt proud when...	I fed my emotions without food.	I ate a rainbow.	I said YES to me and no to...	Today I accomplished something.
Today I had fun doing...	I loved myself by...	I walked 10,000 steps.	I ate healthy whole foods all day long.	I showed my smarts by...
I enjoyed "me" time.	I wore something pretty.		I ate an apple.	I cooked a home meal.
I practiced self-love by...	Today I smiled when...	I slept 8 hours.	I paid myself a compliment.	I made a schedule and stuck to it.
I decided I deserve to live healthier.	I honored my body by...	I created something.	Today I made a difference by...	I tamed my inner critic by...

👍❤️ Jayne Hood, Louise Coomer and 28 others 343 Comments Seen by 1



4

Host a Monthly Ask Me Anything FB Live Session.

This is a great way to highlight your expertise and give back to your community. This may take awhile to catch on, so show up with a few “frequently asked questions” that you can answer while your audience is coming online and getting the courage to ask for help.



3

Set Monthly Office Hours.

This is a written version of the Ask Me Anything FB Live. Post a graphic where your members can post their questions live (or in advance), and then show up live and type answers for them. The good news ... no shower or fancy setup required.

2

Go Live Every Single Week.

This is a total game changer! Admittedly, I fall off the FB Live weekly wagon every so often. But when I'm on my game, engagement is higher, more people join my group, and our email list grows substantially.

Pro Tip: if you're a Mac user, check out [eCamm](#) which dramatically enhances FB Lives and results in a much better quality video. Ever since I began using it, viewers ask me why my videos are so clear.



Drumroll please. My **NUMBER ONE** way to build engagement is ...

1

Host a **FREE 5-Day Challenge.**

If you want to **dramatically increase engagement** in your Facebook group and convert your members into clients, then a free 5-day challenge is the way to go!!!

110 of the 529 participants in my Client Creator Challenge converted into paying clients! And the Build Your Online Course challenge generated over \$125,000 in revenue the first time we ran it.

Challenges are the **FASTEST** way to:

- ★ get booked solid
- ★ grow an engaged audience
- ★ fill your group program
- ★ sell your online course
- ★ build your email list
- ★ get online clients.

That's right ... 5-day challenges can do all that! Here are some of the challenges I created since 2015:

10 DAY
HEALTHY LIVING
CHALLENGE

Feel
good
Look
good

7-DAY
Eat Better
CHALLENGE

5 DAYS TO
JUMPSTART
YOUR WEIGHT LOSS

Think
to
Shrink

5 DAY
SELF-SABOTAGE
DETOX

Client
Creator
CHALLENGE

BUILD YOUR
Online
COURSE
5-DAY CHALLENGE

5-DAY
GET MORE
ONLINE
CLIENTS
CHALLENGE

I run 2-3 challenges a year to fill my group programs and client roster. #magic



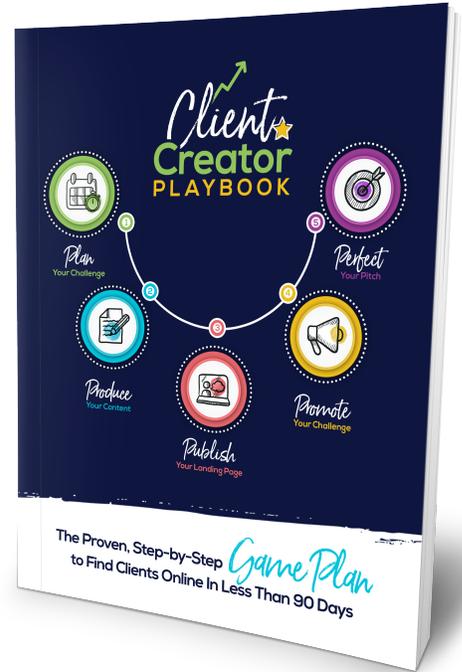
Want to learn how to host a 5-day challenge?

Then click here to join the waitlist for the next round of [Client Creator Playbook](#).

This is my proven, step-by-step game plan to find clients online in less than 90 days.

It's for coaches who want to create more clients and make more money without bugging their friends and family.

If you're frustrated because you see other health and wellness coaches making money online and can't figure out how to duplicate their success, then grab a spot on the waitlist now.



KELLY ENROLLED 60 NEW CLIENTS AND EARNED OVER \$44,000 FROM HER CHALLENGE!



"I just got my 60th enrollee!!!! Which means I made \$44,400 on the Lean Routine Challenge! And I still have 4 more calls tomorrow and then I'm closing enrollment.

I couldn't have done it without your help! I would never have done a challenge without you stepping in and making it happen and coaching me along the way.

I'm celebrating tonight with my hubby and will have a glass of wine for you! So proud to be your client."

Kelly Timmerman, founder, kellytimmerman.com

JOIN THE WAITLIST NOW

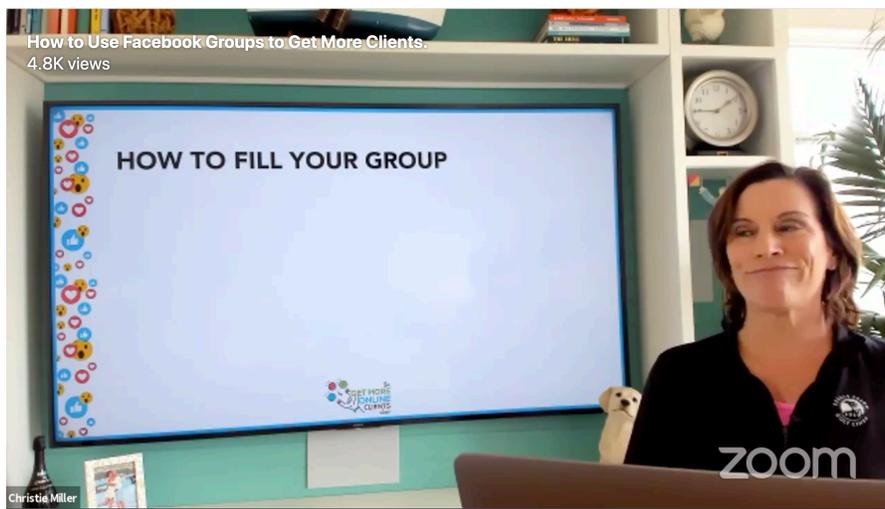


But Christie ... how do I fill my Facebook group?

I'm so glad you asked! You can invite people to join your group via:

- FB Lives on your business page
- Social media posts
- A P.S. in your regular emails
- Free 5-day challenges
- Your thank you page for your free offers
- A link on your website (if you have one)

For a full explanation, watch this [FB Live video](#) (nice thumbnail, huh?):



Need more support?

Have no fear ... Christie Miller is here and you can find me in one of three places:

- 1 Inside [The Health Coaches' Club Facebook](#) group (duh!)
- 2 On Instagram [@coachchristiemiller](#)
- 3 Through email howdy@christiemiller.com

I look forward to seeing you you over there!

Christie

