

## 1. Facebook posts method (cheatsheet)

www.getwsodo.com

### What is it?

Facebook posts are posts from your personal Facebook profile that share your results, your clients results, a story or an update that stimulates your niche and stirs attention so that you can build authority and start getting clients from your friends list. Facebook posts are an organic client attraction method that we use to promote ourselves and get clients.

### When should we use it?

Everybody should use this method from day one because it's a great way to build up a timeline of your own success and your clients success and stir the pot with your niche. Posting weekly or daily builds momentum and a track record, when you add prospects as a friend they will see your timeline feed and notice that you have momentum behind you and be more likely sign up.

### What are it's pros and cons?

Pros: Easy, effective, fast, non technical, free, long term asset that builds up over time.

Cons: Doesn't produce big results upfront, takes time to build up momentum, need consistency.

### What's the process/workflow?

1. Clean up your personal Fb profile, make it clean and professional but still show personality
2. If you don't mind posting to your entire friends list do that otherwise create a business list
3. Start posting daily about your success, clients success, stories, insights, tips etc.
4. Get in the habit of posting once per week or even once per day if you're up for it
5. When people apply for strategy sessions add them as a friend on Facebook

### What resources support this method?

- Facebook posts swipe file: Available [here](#).
- Program content: Week four - Organic attraction methods: Available [here](#).