



# 90 Day Continuity Workshop

Week 7 of 13



# What we are going to cover today...

1. What should you have done
2. Enter the Foundation (90 day continuity style)
3. Conversational Marketing
4. Homework
5. Q&A

# WHAT SHOULD YOU HAVE DONE?

1. Your website up and running
2. Your logo done
3. Your Legal Pages done and on website
4. Your About me Page done
5. Install blog and first blog post
6. You should have 3 blog posts of impact driven content on blog
7. lead magnet done.
8. Signed up for autoresponder service.
9. Get Funnel Pages done.
10. Linked the autoresponder to the lead magnet.
11. Get your autoresponder sequence wrote and installed
12. Get your membership program sales page done
13. Get membership program set up with benefit running and ready to take payments

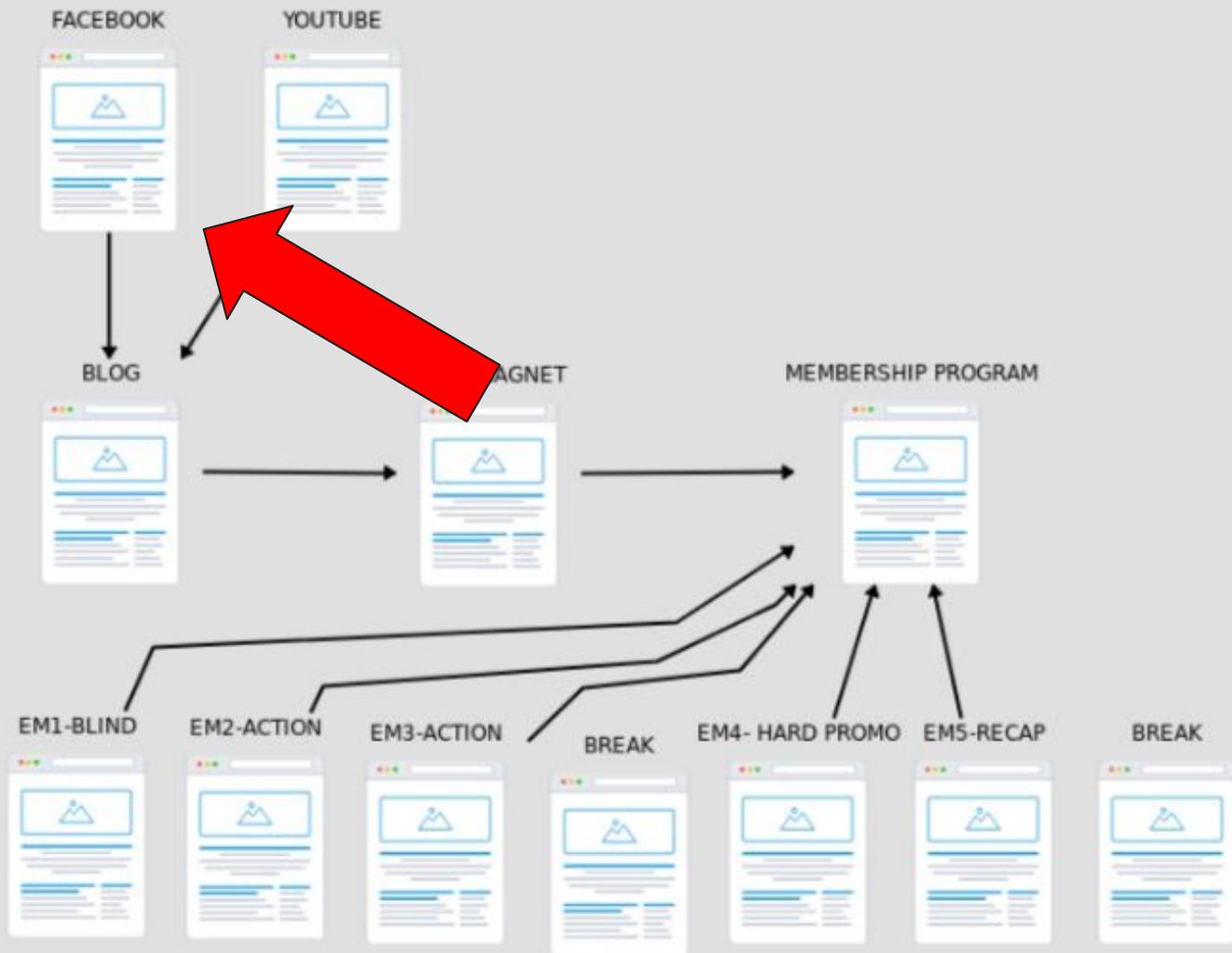
Don't forget you can reach out to me at [kamienningspro@gmail.com](mailto:kamienningspro@gmail.com) at any time if you get stuck. Feel free to ask me questions by email or to line up a 1 on 1 coaching call.

Okay let's move into Week 7

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*“ The richest people in the world look for and build networks, everyone else looks for work. Marinate on that for a minute.”*

*— Robert T. Kiyosaki*



overview



# Why Facebook?

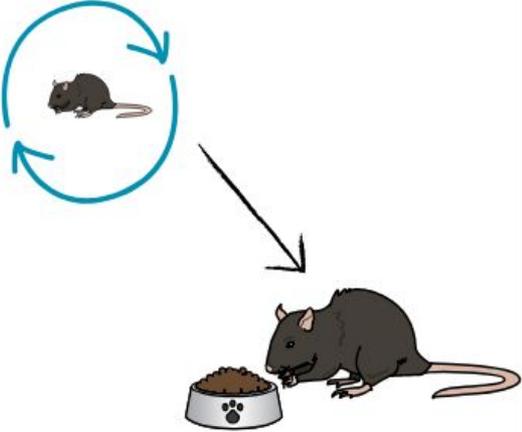
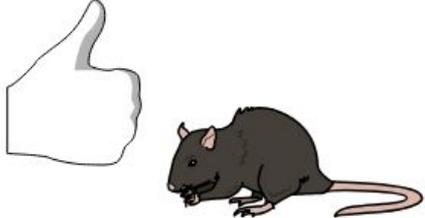
(I hate facebook...)



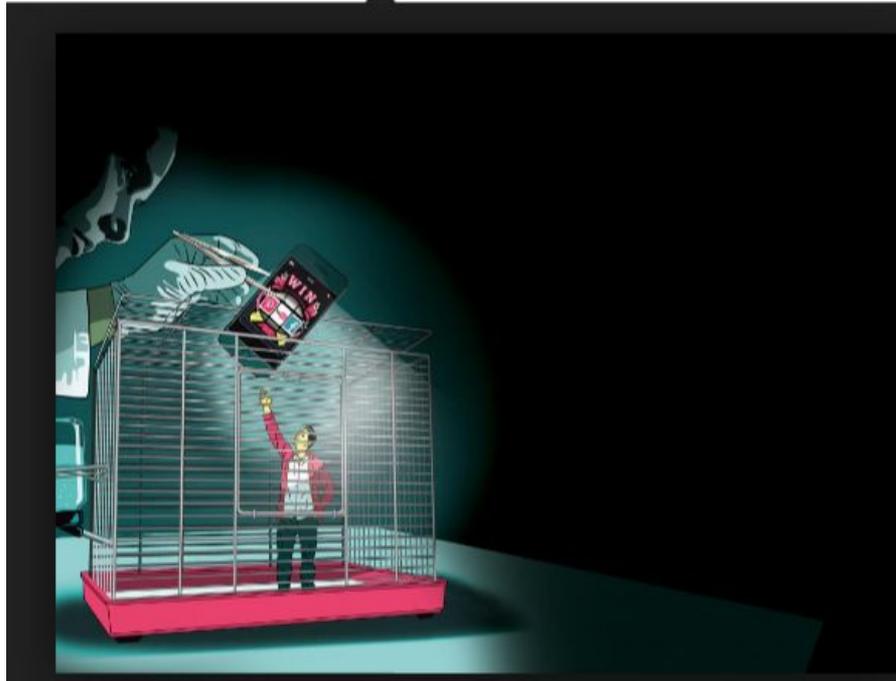
**Because everyone is here. Your market is here.**

<https://www.alexa.com/siteinfo/facebook.com>

# Only one problem...

Skinner's Box	What Happened?	Operant Conditioning
		
<p>Skinner put a rat in a box which contained a lever, which would release a food pellet when pressed.</p>	<p>To begin with the rat just ran round the box. The rat accidentally pressed on the lever and noticed the arrival of the food and quite soon the rat learned whenever it pressed the lever it got food and began to press the lever five times a minute.</p>	<p>The box used in this example shows positive reinforcement, but some chambers included an electrified floor to punish behaviour. Through punishment and reinforcement, Skinner could train the rat to learn target behaviour.</p>

**Facebook is designed to use operant conditioning to keep you there. Why? Because you are the product.**





# A warning about facebook...

This platform can be insidious. What do I mean by that? Here is the definition of insidious: proceeding in a gradual, subtle way, but with harmful effects.: "sexually transmitted diseases can be insidious and sometimes without symptoms".

[https://www.google.com/search?q=why+is+facebook+bad+for+you&rlz=1CAHKDC\\_enUS852&oq=why+is+facebook+bad+for+you&aqs=chrome.0.0l6.3609j0j8&sourceid=chrome&ie=UTF-8](https://www.google.com/search?q=why+is+facebook+bad+for+you&rlz=1CAHKDC_enUS852&oq=why+is+facebook+bad+for+you&aqs=chrome.0.0l6.3609j0j8&sourceid=chrome&ie=UTF-8)

[https://en.wikipedia.org/wiki/Operant\\_conditioning\\_chamber](https://en.wikipedia.org/wiki/Operant_conditioning_chamber)

<https://medium.com/@jeffbullas/7-ways-facebook-keeps-you-addicted-and-how-to-apply-the-lessons-to-your-products-958a5d82cbec>

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So the challenge as marketers is to move freely within “the matrix” of Facebook, armed with the knowledge of what it is so that you can use it, without letting it use you.

or in other words...







## So how do we do that?

1. Remember why you are here. Don't say things that don't represent your business in the right way. Be polarizing but don't lose sight of your goals for the platform. You are here to build audience and drive traffic to your list.
2. Don't get involved in polarizing conversations that are controversial and have nothing to do with your niche. Politics, religion, current events like debates on gun control, abortion, you name it. It's all toxic and getting involved in those conversations will not help your business.
3. Think about what it means to be a thought leader because that is your goal on this platform. You are here to help people. You are here to network with like minded individuals.



# Enter the Foundation

I want to show you how to set up a system for building a presence on Facebook.

This is a system that will pull people around you and drive traffic back to your blog, which will in turn put them on your list.

It's a foundation for building a great network in your niche.

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# Section 1: Set up the Foundation



# Enter the Foundation

1. New profile (or get ready to segment friends list and lose an advantage)
2. Profile Pic
3. Cover Photo
4. Facebook Page (connect to blog)
5. Cover Photo and Profile Pic of Facebook Page
6. Fix Intro Data and connect to FB Page
7. Join 5 Facebook Groups in Your Niche (at least 1k subscribers and active)

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# Section 2: Maintaining the Foundation



# Maintaining the Foundation

1. Dedicate 5 minutes a day per group. Be a part of the scene. That's 25 minutes a day. This is to build rapport and network.
2. When you have positive interaction with people in groups, friend request them. No more than 10 a day. The quality is far more important than the quantity. These people are your network and your future customers and partners.
3. Once a week put out a piece of text based impact driven content. Share it in all 5 groups. On your profile. On your FB Page. This can be a blog post, it doesn't have to be but it can be. If it is a blog post make sure there are no links out to anything. This is a pure share post. This is to build authority.
4. Once a week do a conversational marketing post about your lead magnet.
5. Once a week do a FB live stream talking about the points you made in your pure share text post. Pitch your membership program OR your lead magnet.
6. Once a week invite your friends to like your Facebook page.
7. Once a week add a few big players to your network



# Maintaining the Foundation

MONDAY	TUESDAY	WED	THURS	FRI	SAT
25 minutes in groups	25 minutes in groups	25 minutes in groups	25 minutes in groups	25 minutes in groups	25 minutes in groups
text based impact driven content	conversational marketing post about your lead magnet.	FB live stream on text based content	Invite friends to like facebook fan page	Big fish networking	

# HOMework

1. Get facebook marketing installed.
2. Share a post from your blog in all 5 groups you joined and on your profile and on your page.
3. Use the schedule I showed you here and run it for a week. Make adjustments to fit your schedule.

Don't forget you can reach out to me at [kamjenningspro@gmail.com](mailto:kamjenningspro@gmail.com) at any time if you get stuck. Feel free to ask me questions by email or to line up a 1 on 1 coaching call.

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Okay let's move into Q&A!