



**FB GROUP  
CHEAT SHEET**

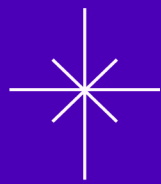


**MAGNETIC GROWTH  
COMMUNITY NUTURING  
HEART FELT ENGAGEMENT**



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CREATIVE





# OVERVIEW &



## *purpose*



This E-Book Cheat Sheet will give clarity around HOW to grow a unique community, how to name it & place yourself where you desire to be with your group, with the future in mind.

It will also guide you on creating fresh leads & nurturing your audience long term.



# GROWTH PHASE

How to grow in a magnetic way!

1. Make it easy for people to understand the style/vibe of the community from them joining the group from the FIRST interaction (entry questions, cover photo & featured posts)
2. Stay consistent in who you are being ACROSS THE ENTIRE BUSINESS
3. Some people who run groups like to INVITE people from their friends list. (\*\*I personally never do this unless they are in DMs and I send them a group link with my permission/conversation beforehand)
4. ENTRY Questions:
  - Can be as simple as; why have you joined this group, what are your current goals/challenges, if you need to know their income levels and feel confident asking that to add them to different email segments this is a great place to do that privately without sending a DM. You can also add a question here if they are interested in you sending them a DM to offer 1:1 help or explain what you offer/sell.
  - Entry Question Example: What is your email address?
  - Ask yourself - would I like this to be optional for them or compulsory?
5. And then - Do I have a nurture sequence and/or system set up for AFTER I collect the emails? The more structures you have in place, the more open you will be to receiving more people into your email list because there is safety there for you

# GROWTH PHASE

## CONTINUED

6. Use other FB groups to promote your own group in comments
  - Your magnetising, succinct and valuable comments will be KEY to attracting your dreamiest buyers through Facebook, also get used to mentioning your group in other places like TikTok, YouTube descriptions and Instagram Stories
  - Write a list somewhere for the days of the week for each group you can post in and stick to that schedule
7. Get clear on your intentions and WHY do I have this group?
  - Are you here to serve, give value, sell more, get more engagement, is it only used when you are in a launch or promotional period?
  - Your growth phase will only be as expanded as the clarity and focus you have around why you are running your group in the first place.
8. Set your standard for consistency and communicate that in your content
  - How often are you showing up there, what are your boundaries, what capacity do you have for the level of engagement you desire?
9. Track the numbers and take consistent action towards what you desire - put in the work to back yourself on your intentions

*Notes:*

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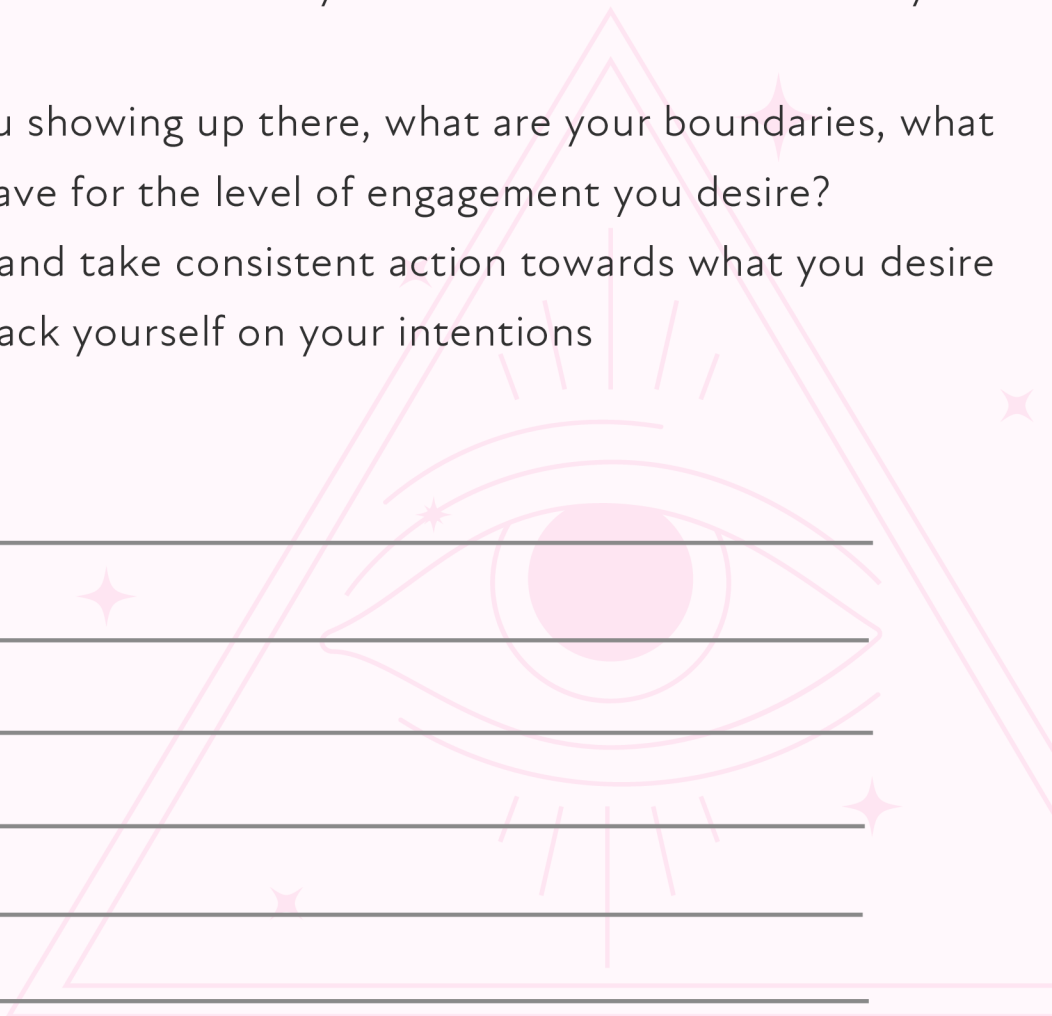
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# NUTURE PHASE

WHAT THE PEOPLE WANT TO SEE  
VS  
WHAT YOU FEEL LIKE POSTING

1. Striking a balance between what you like posting & what your clients NEED can be tricky but it is possible if you check your insights on the regular, poll your audience, post more of the content they love the most
2. Here is a list of somethings that people in my market research love the most about being in FB groups:
  - a. Encouragement and kindness
  - b. Open communication and transparency
  - c. Support and posting without too many restrictions/rules
  - d. Something UNIQUE and not following other groups/trends
  - e. Empowering and inspiring information round the group topic
  - f. Free events (lives/face to face) & competitions
  - g. Not using the @everyone too much
  - h. COMMUNITY was the top one noted

*Notes:*

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# REVIVING YOUR GROUP

## BRING YOUR OLDER GROUP BACK TO LIFE

1. Return to the reason why you created the group in the first place & create an intention setting ceremony to call back in that frequency of truth & connection for yourself & all members
2. Post more conversation starters that engage with group members to POLL what they want to see more of. eg: What is your biggest struggle with \_\_\_\_\_ right now/this week?
3. Plan out scheduled posts in the Admin feature so you don't have to add more time spent in the group but you can be more consistent again
4. Refresh the branding & use the @everyone so members not interested can walk themselves out the door
5. Release any limiting beliefs around the business not making you money, that you won't get much reach with your posts, that spending time in the group will drain your energy
6. Remove existing members that are not participating & ones that you KNOW are not your ideal clients, remove resistance around having these boundaries - you are SAFE to create a space that you totally 1000% can enjoy & one where you ADORE showing up!
7. Check your group insights & directly contact the MOST active people in your groups to thank them and re-engage
8. Run a group challenge, make it really special & make sure it is all about something your members are really struggling with (you will know this from the entry questions & polling the group)
9. GIVE THE COMMUNITY what THEY want!





Would you love support to stay  
consistent in your frequency of  
abundance & get tips on sustainably  
scaling your business?

Strategy and Soul  
FB GROUP  
is for you  
CLICK HERE!

SPECIAL OFFER  
HERE ONLY

Teaser call 30 mins \$300 aud

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