**Facebook Fortunes Webinar Agenda**

**Webinar 24**

**Social Media Marketing World and Total Success Summit**

**Key Learning’s**

1. Total Success Summit – Arnold Schwarzenegger, Mal Emery and Michelle Bridges
2. Social Media Marketing World – FB Live video, FB Experts forum
3. Questions

### ****1: Total Success Summit:****

### ****Arnold Schwarzenegger****

1. Trust yourself  
   2. Break some rules  
   3. Don't be afraid to fail  
   4. Ignore the naysayers  
   5. Work like hell  
   6. Give something back

* **Michelle Bridges**
* **What do you want? What is your vision**
  + A lot of people will tell you what they don’t want but many fear saying out loud what they want – or simply don’t know or are scared
  + Understanding what you want is going to enable you to get to where you want to go
* **Have a Plan – how is it going to happen**
  + Having a plan isn’t enough – you need to have road marks and milestones you can tick-off… if you haven’t made it then you re-tweak.. a good plan should be flexible! A good plan should be able to be tweaked! This takes pressure off you – as you don’t have to have all the answers!
* **What Action do you need to take to reach your goal**
* Take Action – If you want to travel – buy the tickets
* A Tantrum is NOT a Plan – a plan is useless unless there is action attached to the plan.

**2: Social Media Marketing World**

Facebook Live video is going to be huge this year - most people are too scared and don’t know how to do it so – get in now!

Using infomercial structure for Facebook Live selling:

**Step 1: Grab attention in the first 10 seconds**

Eg: I’m going to show you how you can use Facebook Live to establish yourself as an authority and stand-out in your industry. So basically to use Facebook Live Video to gain trust so people do business with YOU not your competition!

**Step 2: Tell them what you are going to tell them:**

EG:

“I’m going to show you how to get started on Facebook Live

* Why you should be on Facebook Live if you want to be the number one person in your industry
* How to prepare for a Facebook Live so you gain attention at the start and keep it to the end
* The key steps to get attention and get people onto your Facebook Live
* How to get people to engage and share your Facebook Live video so it can go viral
* The formula for creating the perfect content for your Live video that has people subscribing to your Facebook page to get notified when you are going live
* How to repurpose your Facebook Live video and turn it into content for you blog, other social channels and to create at least 21 different types of content so you don’t have to spend hours creating content again
* Advertising your Facebook Live to get more traffic to your website, more people to sign up to your list and for more sales
* And the two main apps you MUST have to make sure your Facebook Live has maximum impact and will save you hours of time

**Step 3: Why you should listen to me**

Eg: I’m Kerry Fitzgibbon and I work with businesses all over the world helping them with the latest Facebook Marketing Strategies

Example of a business you have helped?? Or how you have been successful with your system

**Step 4: Tell about the problem – detail the problem**

Eg: When I first heard about Facebook Live and the advantage it could give me over other businesses I was scared!

What if I stuffed up? It’s friggin Live

What am I going to talk about?

How am I going to get people to stay on and listen to me?

How I even going to get people onto the live?

How do I interact with people and get them to take action?

I don't want to be one of these people that just talks about what I had for lunch?

How do I even start a Facebook Live

How do I tell people about it?

I’m shy

I’m nervous

When is the right time to do a Facebook Live??

I’ll do it tomorrow

**Step 5: What did you figure out?**

Eg: I figured out there wasn’t any training on how to do a Facebook live correctly, no-one was teaching the formula… there was no perfect time do start.. that I just had to bite the bullet and just do it!

**Step 6: How did you figure it out:**

So I jumped on for my very first Facebook Live (tell the running story)

What I figured out is I needed to prepare and work out a system for the content to be repurposed and seen by more people.

I figured out if I wanted to stand-out for anyone else brave enough to do a Facebook Live – that I would have to get attention, be prepare and have a call to action.

**Step 7: This is the possibility**

Eg: Once I figured out the formula to holding a Facebook Live the right way – Then my business went from ….. to ……..

**Step 8: How is this unique?**

Unique Selling Proposition

**Step 9: What in detail are you offering:**

Eg: An 8 week course that walks you through step-by-step how to run a Facebook Live to sell your product or service.

**Step 10: Price comparison**

Price juxtaposition – justify why you are charging what you are charging

Or does it just save time?

**Step: 11: Price**

This has to be good

**Step 12: Why act now?**

Urgency

**Step 13: Proof testimonials**

Stories:

**Step 14: Reduce the risk – money back guarantee**

**Step: 15 – What and how to start**

Click the x to minimise your screen – walk them through the process

Do this at least 3 times a year…. I will be testing this:

**FB Questions Answered by Expert Panel:**

**When testing a campaign:**

Budget should be approximately:

10% of total spend to test

**When scaling a campaign spend:**

Increase by 25% of total day spend and leave for a few days before increasing

Or

Duplicate campaign in new campaign and start higher but only if audience can handle it

**Instagram is ore for remarketing than direct action**

**Benchmark by business objectives not CPM, CTR and CPC**