

Facebook Fortunes Webinar 24

Social Media Marketing World and Total Success Summit Key Learning's

Kerry: Hello everyone and welcome to this week's Facebook Fortune Webinar.

It is Webinar 24 in the series and today I am excited to be sharing with you my key learning's from the Social Media Marketing World and Total Success Summit. These are conferences that I have been to in the last week.

First and foremost, I will go through the Total Success Summit, which was done in Sydney with Arnold Schwarzenegger and Michelle Bridges and some other really well known people and some of the key learning's, that I learnt from those people, that I want to share with you in the webinar, today and also, when I travelled to the US - specifically, San Diego - and drove for my very first time in the US.

One of the things that I did learn and this is a key learning if you do want to drive in the US, it is always you - if you are the driver - to the middle of the road. It is as simple as that and with that in mind, only once did I turn a corner and go onto the wrong side of the road.

I saw a big bus coming towards me and I quickly got back onto the right side of the road and that was literally as I was returning the rental car and I was a bit flustered, because I missed the entry to where I returned the rental car, because it wasn't sign posted properly. It was just a brief second, as I was returning the car, that I was on the wrong side of the road.

That is good key learning if you are driving in the US.

I'm going to go through the things that I learnt at the Social Media Marketing World, which is the world's largest social media conference, held by Social Media Examiner, which is the world's largest publication, online, for social media and Michael Salza was the host of it all and the owner, who started it all.

That is what the webinar is about today.

Firstly, I am talking about the Total Success Summit and I want to share with you things that Arnold and Michelle said. They are very similar in what they said, but some of the things that I found were really interesting and I hope they will help you with the mindset side of things.

They shared the steps that they took to be so successful and it is quite interesting what I discovered with the people that are successes and they all have certain things in common. If you can learn and adopt their way of thinking, then it is a long way towards you being a success, also and that maybe successful in your business or health or relationships etc.

It is very similar what they adopted and it is funny, but when they were putting it out there, it is very similar to the way that I think, also, so that is pretty cool.

After that I will cover the Social Media Marketing World and what I learnt there.

Facebook Live Videos are going to be huge this year, which is what I have been saying and a lot of them were talking about Live Video. Live Video can be done on Facebook now, but they also have Periscope and Meerkat, which are other services, but Facebook is trying to take over from that.

I also went to a Facebook Experts Forum and this is where some key Facebook Experts were sitting around in a forum situation and sharing some of the latest in Facebook and some of the questions that people were asking about targeting etc.

There are one or two things that I picked up there, that I thought might be quite interesting for you.

Today, we will be sharing the Word Document. We won't be going online and into Facebook etc.

The Total Success Summit.

There were a few key speakers over these three days, but the first day was predominantly a Real Estate day.

The guy who organised this event is Glen Twiddle and you may have seen him at my workshop, also.

I help Glen to build his events and there have been a couple now.

One was with Richard Branson and I was able to share the stage with him and the latest was with Arnold Schwarzenegger.

We were able to get over 1,200 people into the event and I was presenting on Day -3 - the last day - just before Michelle Bridges, in fact and I was presenting Facebook Live and it was really cool and I got to meet Arnold last Tuesday night.

I really love the background of Arnold and a lot of people don't know about it, so I just want to quickly share this with you and the reason that I want to share this with you is that I think that a lot of people don't know the background and what he has done to be able to get to where he is today.

Basically, we are talking about a farm boy from Austria. He wasn't always muscly, clearly. Life in those days was really tough and he saw images of the US and that was his goal. All he wanted to do was to go and live in the US.

Now, here is what I think is really cool!

He was watching a movie once and there was a big, muscly guy on it and I am pretty sure that Arnold played Conan, but it was a Conan type of movie - it was Hercules, maybe. He wondered how he was going to get to the US to be a movie star, because that is what he wanted to do.

He saw this movie and that was his goal. He thought he had to get really, really muscly and he thought that if he did, he could go to the US and land a role like that one.

That is when he started to work out.

Now, what he said and what he did that was different to most is that most people complain when they are working out and it is a chore, but for him, it wasn't. He had a goal that he wanted to reach and so, he really enjoyed pumping out extra sets when he did weights and the reason why he really enjoyed it was because the more that he did, the more he saw himself getting closer and closer to his goals.

So, rather than complain about it, he was ready to go for it, because his end goal was to move to the US and be a movie star. That was his end goal and nothing was going to stop him from getting there and I guess that goes with what he was saying about the first stepping stone and that these are his 6-Steps to Success and the first one is to trust yourself.

He had a goal and had people telling him that he couldn't do it and he has had that all along.

Even when he made it to the US, he was this big muscly person and the people in the US were saying that he couldn't get into the movies because he was too big (at the time, movie directors were liking the likes of Woody Allen - smaller built guys and he was this big, muscly hulk).

They told him that he didn't look right and with his accent, there would be no way that he would break into the industry.

So, he went and had voice coaching lessons and he did whatever it took to make himself sound better etc.

He says to trust yourself.

Secondly, he says to break some rules.

Now, we are not talking about breaking legal rules, but sometimes, you have to do things that maybe breaking some rules. He says that if you want to achieve something and it is not illegal and won't hurt anyone else, well maybe you have to do whatever you have to do to get there.

I've heard the third one over and over again! It is to don't be afraid to fail, so with that in mind, he did all of his weights and built himself up. I don't even think that he won the first time around and he had to go back and work out some more and eventually, he won Mr Universe.

Even when he got to the US, he went and talked to an agent, trying to land a role and was told that he was not wanted more time than he can remember. He got "no's" and "push-backs" more times than he can remember, but he had his goal and vision and he knew what he had to achieve, so it didn't matter how many "no's" that he got. It didn't worry him if he failed the first time around, because he was just going to keep going and going and going.

I see this with a lot of you with your businesses and not just you, I am referring to previous clients and myself.

Sometimes, you will try something - especially in marketing - and it doesn't work the first time around. Well, sometimes, we need to go back to the drawing board and figure out how it will work now and how to do it differently etc.

I'd love to know if anyone else can relate to this stuff, because it is pretty much the same here. Everything that I have done hasn't necessarily been successful the first time around, but when I remember the first time that I looked up on that stage and I saw Andrew and Daryl, presenting on the stage - 8-9 years ago and I looked at them and decided that I wanted to do what they were doing.

I was a little bit shy and no one believed that. Even though I had done the journalism side, I was a little bit fearful about the stage stuff. I had this Kiwi accent and I speak fast. It must have been 8.5 years ago, because Teegan is 9 now - time is flying really fast.

Anyway, I looked up and decided that I wanted to achieve that and I failed many times, but kept picking myself back up, because my end goal was that I wanted to be presenting on stage and have flexible work, so that I could travel and support my children and I really like materialistic things and freedom.

So, whatever I did, it meant that I had to have freedom and to make good money and so, this is what Arnold was saying. Don't be afraid to fail! You may fail a few times over, but get back up and keep trying!

He says to ignore the naysayer's and I know that this will be close to some of you.

When you start down this journey, there will be people who say that you can do it and they don't want to believe that you can do it. Do you know why? Because, if you do succeed, then it makes them look bad. it is not about you, it is about them! Some of you may have experienced this already!

Arnold was told that he would never be able to build his body up to be Mr Universe and he did.

He was then told that he would never be able to break into the movie industry because of his voice and being too big and he did!

Even when he went for Governor that he would never get elected and he did and if we go back, Donald Trump probably thought the same thing!

I guarantee you 100% that there will be people strategically placed in your life, that will say that you cannot or shouldn't do it and they will give you every single reason why you shouldn't and can't and if you are feeling a little bit vulnerable, which it is easy to do, you might believe them and may not go down that path.

I want to share a story with you.

Work At Home Mother's (WAM's) had just started when i started learning from Andrew and Daryl and getting online etc. and I remember saying to someone that I trusted that I was going to set up a Facebook page and go into the Work At Home Mother's niche, because that is what I was doing and I knew how to market etc.

This particular person said, "You and everyone else! There are too many other people in that niche!" and at that time, there wasn't. There were a few, but nowhere near what there is today.

I know of someone who started out at about the same time that I had that thought, that is now extremely successful and in fact, I know someone who started out a couple of years later at the Work From Home Mother's niche and is really killing it in the niche.

I am doing well, but I wanted to share that I listened to this person and thought they maybe right and didn't do it and I probably would have done really, really well!

I listened to someone who was strategically placed in my way to stop me from going down a path that would have been quite cool to go down, so ignore the naysayer's.

Arnold says to work like hell.

I don't work like hell! I have a really good work life balance, but when I first started out, I had the children and I did what I needed to do, to get where I needed to go. Do you get my drift?

At the time, I needed to be a Facebook expert and to be a Facebook expert, I needed to learn the stuff and that was when the kids were in bed at night. I would go online and work most of the night. Quite often I only had 2-3 hours sleep per night and I did that for a considerable amount of time.

It was not conducive with health, although I was fine, but I did that because that is what I needed to do.

Arnold said that a lot of people will make excuses like they are too busy or that they don't have enough time and some people might need 8-hours sleep etc., but to get 6-hours sleep and sleep faster and use the rest of the time to do what you need to do.

If you are saying that you don't have enough time and you really want to achieve the goal, then sleep faster or look at your day and what you do throughout the day and ask if you need to be doing all of these things. If you are chocka block with doing things that need to be done, then that's great, but you are the only person who knows that.

You are the only person who can look inside yourself and decide on your goal and what you want to achieve and how badly you want it? What do you need to do, then? Are you being honest with yourself? Are you doing all of these things and not making excuses?

I am so guilty of it myself. I've worked really hard to learn all of this stuff and teach it and do it in my own businesses, but there are things that I look at and I know that I could do better and that I am not putting in 100%.

Work like hell and then give something back!

So, he is saying that once you have success, there is a little law of prosperity where you have achieved what you want to achieve and now you give something back and that might be to teach others some of the stuff that you are doing.

It might be helping out, because once you get there and once you have worked like crazy to get where you want to go, you will probably find that you don't need to continue to work as hard and you will have even more time to yourself, so maybe give that time back.

Those are Arnold's six steps and I have just ad libbed them. He did a lot better job than me, but a lot of what he said really rang true to me in my sporting life and my business life.

That was Arnold!

Do you have any questions about that stuff?

If you don't, we will go onto Michelle Bridges.

She is like my sister and I had no idea that I liked her so much. I probably didn't, but after seeing her present for an hour and a half on stage, I think we are one and the same - only she has much better arm muscles than I do and that is what I aspire to!

Make sure that when you are working like hell, that you are working on things that will give you results. We spend a lot of time saying that we are working hard, but is it the stuff that needs to be worked on and that will get you results and I am not going to point any fingers, but there are some people in this group that when I give them a task to do, will come back with everything else but the task done.

Sometimes, there are a lot of reasons why we do this and one could be a fear of success.

i would like to share what Michelle had to say. This woman is amazing!

I had no idea of how amazing she was. You know that she is a Personal Trainer, so of course she is going to have success, because she was on TV, but what she had to do to audition against all of the people who were going for the same role that she was, in The Biggest Loser, which is where we all know her from.

She had to stand out above everyone else. She had a vision and she talks about what your vision is and what it is that you want to do and Arnold ask what your vision is, too.

So, to me, that starts with really sitting back and identifying what it is that you want and get clear on that, because if you are not clear on what you want, then how the hell are you going to have a plan and steps, to get to there. Ask yourself why you are doing what you do and what it is that you want?

One of the things that Michelle said was that right from 14-years of age, she wanted to have a successful business in the sporting arena and at 14, she went to the local hall that wasn't being utilised for anything and asked if she could hire the hall. She said she was going to get ladies in and do aerobic instructing and they agreed and she started her first business doing that, but she always knew what her vision was.

Another thing that she was absolutely clear about and I love this and that is that a lot of people will tell you what they don't want, but many fear saying out loud what they do want or they simply don't know what they want or they are too scared.

I am going to be really true with you guys now.

My big vision for Marathon Girl is that it is bigger than Lorna Jayne. I want it to be a world known brand. I want all the marathon runners out there, to be wearing Marathon Girl. Eventually, I want to sell Marathon Girl and I used to say for \$10-million, but being a worldwide brand and everyone is wearing it and it is a community and I am helping women marathon runners, like Soon Toe Watches.

They don't have a clothing range, but most people wear Soon Toe or Polar Heart Rate Monitors and I want them to buy me out for \$20-million and then they can have a clothing range and a community.

That is my vision, but I have lost sight of that in the past year or so and although Marathon Girl is going well, I haven't done what I need to do to get it to that next level. In fact, I have done everything but and I keep riding the coattails on the fact that I have a community. I have one product, but that is my vision and to get to my vision, I need to do more.

I am being honest and that is what I have done and you know why? I think it is because I haven't written down what I want in my vision, yet and now, I have said it out loud and that is what I want.

I have always said that I wanted it to be like Lorna Jayne, but I haven't been specific enough about it.

Never look back! Write it down! Even if it is after this webinar, just sit down and take 5-10 minutes to really think about what it is that you want from your business or life, but let's talk business right now, because effectively, I am your mentor in setting up successful businesses using Facebook.

I want you to write down what you want. I just told you what I want with Marathon Girl, so now I want you to do that and write it down and send it through to Karen and myself. That will help you, but it will also help us to help you by knowing what I need to do and what you need to do and what we need to do, collectively, to help you get there.

So, Michelle said that a lot of people don't know or think about what they want, but understanding what you want is going to enable you to get to where you want to go, which just makes so much sense. When you understand what you want, then you know the steps that you have to take to get from here to reaching that goal.

Marathon Girl is doing quite well, but it is not a \$20-million company. It is not all throughout the world and every marathon girl is wearing it. Yes, it is a community, but I haven't got it set up the way that I want it.

I need to look at the likes of Lorna Jayne and see the end result that I want to achieve.

Knowing it enables you to be able to get to where you want to go.

The next thing she said was to have a plan. How is it going to happen? How are we going to get from A to B?

What I absolutely loved about what she said about having a plan is having a plan isn't enough! It is all good to say that you have a plan, but as you know and you may have seen and experienced it yourself and she used the example of weight loss.

She said you are all ready to go with your plan and it is laminated on your fridge, but 5-weeks down the track you have not lost any weight. It is great to have a plan, but you need to take action on the plan and you need to have road marks and milestones that you can tick off, from Point A to Point B, that have road marks along the way and you can see how far you have come. You can achieve things and tick them off.

Again, that is something that I don't really do and I think it is really, really good, because sometimes you look at what you are doing and you feel like you haven't achieved anything. You feel like you have got nowhere and I know that is how some of you are feeling, but then you look back at where you were a few months ago and you didn't have any idea or you have achieved something.

So, you need to have your plan, but also have road marks and milestones.

Another thing she said was that a good plan should be flexible.

if you haven't made it to a certain road mark when you look at it, then maybe you need to retweak. Maybe that road mark wasn't quite achievable at that particular time or maybe something else happened and she says to make your plan flexible, to take into account those things that sometimes happen that you have no control over.

It should be able to be tweaked and that takes the pressure off you, because sometimes when we write our plan, you don't have all of the answers when you start out and I agree with that.

I can attest to that! When I set up Run Marathon Training as a business, I didn't have the answers as to what was going to happen with it, but I knew that as soon as the clothing came along, that my end result was that I wanted to be bigger than Lorna Jayne.

A few things have happened along the way that I have had to tweak to get there.

I really love that!

I want you to write down exactly what you want and then we can have a discussion on a plan that we can put together and we have sort of done that in our strategy calls, but I think that we need to get a bit more real now, regarding you finding out exactly what it is that you want to achieve and why you want it.

Work out what you want and then work out a flexible plan to get there and then you need to tick off your achievements, as you go along and this is kind of what we have been doing and as I said, this is what she was talking about and I really love it. Then work out what action you need to take to reach your goal.

One of the things that she said and I thought was really awesome, was to take action - take frigging action and I tell people this when they are running marathons.

I tell them that if they want to run a marathon that they need to plan for one that is a year away, if they haven't been running and register for that marathon - commit to it and then find a 10km race and sign up for that, because you need to do smaller ones before you get to the big one.

So, take action! If you want to travel, then buy the ticket to go travelling. It maybe a year away, but you have committed to your intention.

I think this is great because it then cements it in and makes you really go for it e.g. I've got the ticket now or registered for the race and now I need to take some action and a tantrum is not a plan!

A plan is useless unless there is an action attached to the plan and you all are partway there, because you came to my workshop and enlisted our help and that is what we are here to do.

You have signed up and are doing it! So, now we need to find out what & where we need to get you.

I love what Michelle Bridges said and it totally rang true to me and I thought it was awesome to be able to share those things with you, at the very least.

That was the Total Success Summit and a couple of the things that I took away from there. Both Michelle and Arnie are very successful people. They were successful sports people, prior to and now they are successful business owners. They took what they had successes with in their sports and took it into their business world and if you look at anyone like that - some of you are like that - they look at what they need to do and assess how much they want it.

Are there any questions regarding anything we have been through so far? Give me some feedback, please.

This is a great reminder. I lost my confidence with Marathon Girl and going to this conference made me remember and want to pull my finger out!

The next thing I'm talking about today is the Social Media Marketing World and it was awesome.

Here is what they have to say and this is a summary and then I want to go into a way to do this, but first and foremost:

Facebook Live is going to be huge this year. The great thing with you and with all of this and I have said this over and over again, is that most people are too scared and don't know how to do it.

I want you guys to get in now!

I've explained this, but I will explain it again.

Facebook is giving preference to Facebook Live and it is really, really good for me or you if we are doing advertising, to be able to build nice warm audiences.

Warm audiences are people that have seen your stuff, know you, have signed up to your stuff and come to your website etc.

We take the cold audience - the Interest Based Audience - and again, if I use Marathon Girl as an example, the people who like the New York and Boston Marathons are people that I'd like to make a warm audience.

We post something on Facebook that they can interact with.

We can send them to our website via our ad or send them to somewhere where they can sign up to our list, but you either pay money to advertise, to get in front of those people or you post and get a bit of organic reach from your page or you do a Facebook Live and at the moment, Facebook Live is Free.

You are able to reach more people with a Facebook Live than you can with anything else.

Once upon a time, posting to your Facebook page and getting in front of thousands of people - and we are only talking a few short years ago - was free! We didn't need to have the discussion about Facebook Ads. In fact, when I first started out on Facebook, Facebook Ads were just starting out and not every business needed to do it.

Now, you pretty much have to pay to play, except with Facebook Live, but it is working really well with getting you in front of a lot of people and Facebook will click onto this - they are not silly - and I would say that it won't be free or if it will be, you won't be getting in front of as many people.

I know that some of you are shy! I get that! Don't be!

Feel that frigging fear and do it! Listen to Michelle Bridges and Arnold, because I am damned sure that they are probably a bit shy in certain things, but if they stood back and didn't do it because of their shyness, they wouldn't be where they are today.

I am telling you now that you all have information that people want and I want you all to do Facebook Live!

It is up to you if you choose to take my advice, or not! I am giving it to you and I am telling you to do that and it was cemented at Social Media Marketing World.

So, there was a lady by the name of Charlene Johnson and she is a fitness guru, who is responsible for the beach body. She did a lot of infomercials on the Beach Body and for a period of time, infomercials stopped working and she had to come up with a different way, so she started to use Live.

At the time, she was using Periscope, which is another Live structure and now, she is using Facebook Live.

What she did - and I think it is brilliant and very similar to what I am teaching - is she took the infomercial structure and put it into Facebook Live. So, taking the structure of what you do in an Infomercial and put it into your video and they work, believe it or not! I know that we look at the infomercials and think what the? But, people are making millions of dollars from those infomercials.

So, she took that structure and did it in a Facebook Live.

The first step is to grab attention in the first ten seconds and I think that I may have said this. Now, in saying that, I am going to tweak this a little bit. I want you to grab their attention in the first ten seconds, but I want you to repeat it a couple of times when you are doing a Facebook Live and the reason is that Facebook needs to build your audience.

If you go straight from grabbing their attention to the next step, then the people who are just coming on may not hear.

An example of this is:

"Hey, on this Facebook Live, I am going to show you how to use Facebook Live to Establish Yourself As An Authority and Stand Out In Your Industry.

So, basically, in this Facebook Live video I am going to show you exactly how to gain trust from people and how you can do that so that people will do business with you and how you can stand out from the rest of the people in your industry.

So, in the next couple of minutes, I am going to show you how you can use Facebook Live to establish yourself as the stand out person in your industry, so people will do business with you and not your competition."

That has taken be about 30-seconds to say that and I have gone through it twice, so we have started to build an audience.

The next step is to tell them whatever it is that you want to tell them e.g.

"I am going to show you step-by-step how you can get started on Facebook Live.

It is not as difficult as you think and i am going to share with you why you should be on Facebook Live if you want to be the #1 person in your industry. If you want to be the authority in your industry, I am going to show you why you should be on Facebook Live!

Then the next step is how you can be different from everyone else and actually prepare for the Facebook Live, so that you gain attention at the start and keep viewers really interested in what you have to say, right until the end.

I'll be covering the key steps to get attention and to get attention and to get people into your Facebook Live. So, before you even start your Facebook Live, I will tell you what you can do to make sure that people come along to it and how to get their attention.

I'll show you how to get people to engage and share with your Facebook Live video, so that it will go to more and more and more people, along the way.

I am going to show you the formula for creating the perfect content for your Facebook Live Video that has people subscribing to your Facebook page to get notified when you are going Live.

So, you have already built that audience before you even turn on your Live Video.

The next step is one that a lot of people don't do and I am going to show you how to repurpose your Facebook Live Video and turn it into content for your Blog and for other social channels and how to create at least 21-different types of content, so you don't have to spend hours creating content again.

You can create over 21-different types of content from one 5-10 minute Facebook Live Video and I am going to show you how to do that and then, of course, how to advertise your Facebook Live to get more traffic to your website and more people to sign up to your list and also, to get more sales and at the end of this Facebook Live, I am going to tell you about the two main apps that you must have, to make sure that your Facebook Live has the maximum impact and it will save you hours and hours of time.

That is what we will be covering on this Facebook Live!"

What you might note is that I got their attention, then I told them what the Live was going to be about, but I want them to stay to the end, so I have told them that at the very end I will give them the two apps that they need, so they will stay.

The next step is to tell them why they should listen to you.

So, I've told them that at the end I will give them the two main apps that they need to make sure that their Facebook Live has the maximum impact and at least one of these apps will save them hours and hours of time.

So, I might say something like:

"You are going to get two apps that you need to make sure that your Facebook Live has the maximum impact and at least one of these ads will save you hours and hours of time.

I'm Kerry Fitzgibbon and I work with businesses all over the world and help them with the latest Facebook Marketing Strategies.

I make money with Facebook, not necessarily just friends and I really do work on building long-term, scalable income streams, using Facebook.

I'd like to share with you how I have used Facebook Live to make an extra \$3,000 in my business, over one hour. Straight after the Facebook Live."

So, that is why they should listen to me!

I have told them who I am, why they should listen to me and then a little bit of a teaser, by telling them what I have achieved with Facebook Live, making \$3,000 from one Facebook Live.

Do you think that their ears might prick up after that and think that they should listen to me?

If you ever breakdown an Infomercial, this is the step-by-step process that they use and it is also the process that people use for Sales Letters, also.

Step 4 is when we tell them about the problem and detail the problem!

So, you get their attention and then tell them what you will be covering and then tell them why they should be listening to you and then detail the problem.

When I first heard about Facebook Live and the advantages it would give me over other businesses and I was really, really scared.

What if I stuffed up? I mean, it is frigging live and what if I said something stupid? What am I going to talk about? Do I just keep rambling? What do people want to hear from me? Who wants to hear from me? How will I get people to stay and listen to what I have to say? How am I even going to get them onto a Live post?

There I am talking to Facebook Live and I might be embarrassing myself, because I don't know what to say and even if I did, how do I get people there? What about the technology and how do I interact with people? How do I interact with people and get them to take action? What if I don't see any comments?

I don't want to be one of those people that just talks about what I had for lunch! What am I going to do? How do I even get started on Facebook? How do I do it? Where do I do it? I am a little bit shy and nervous! When is the right time to do a Facebook Live? When do I do it? Maybe I will do it tomorrow!

These are the problems that people have about doing Facebook Live, in detail.

They will be going through their heads and I am sure that they are going through your head, right now and that's what I was thinking when I first started out on Facebook Live.

Step 5 is what you have figured out.

So, these are all of the things that were going through my head, but I went on a massive research to figure out how to put together a Facebook Live and where to start and what to talk about and how to get people to listen to me and getting over fears and I figured out that there wasn't any training on how to do Facebook Live correctly. No one was teaching the formula.

There was no perfect time to start and I just had to bite the bullet and just do it.

Step 6 is going through how you figured it out.

First of all, I watched a few Facebook Live and observed the people who were doing it well and who were doing it really bad and I took notes on what the people who were doing it well, were doing and how they were doing it and also for the people who were doing it bad.

Then, I jumped on my very first Facebook Live and I did my very first Facebook Live.

I think I have shared the "running" story to you.

I went out to the little river that is close to here and had my hand and my microphone and I started to record and I wondered why I had absolutely no interaction and then discovered that the wind was blowing through my microphone and no one could hear what I was saying.

I figured out that there is a step for going live and that was to test everything, but what I also figured out was that I needed to prepare and work out a system and then I needed to figure out how I could repurpose it, so that more people could see it.

I also figured out that if I really wanted to stand out from everyone else that is brave enough to do Facebook Live, that I would have to get attention, be prepared and have a call-to-action.

That is what I figured out in all the research that I did. The ones that were doing really, really well were the ones that grabbed attention, talked on a particular subject, asked for interaction with people, had a call-to-action, but also answered some questions, also.

Those were the ones that were doing it really, really well.

Step 7 you talk through the possibilities.

Once they've figured out the formula for holding a Facebook Live the right way my business went from strength to strength and you can give an example. E.g.

"Once I figured out how to do a Facebook Live the correct way, then I was able to get more attention on my Facebook Live, which drove people to my webinar, which then got more sales on my webinar, so I ended up making an extra \$3,000 from my Facebook Live's, from my webinar."

"Once I figured out the successful formula to losing weight, I lost 10kg in 10-weeks and was able to keep it off and was able to help others do the same!"

You know the story! You have heard these things before!

Step 8 is defining how it is unique. You want unique selling propositions.

My unique selling proposition in teaching people how to be the authority in Facebook Live, is that there isn't that much training around on it, so I could say:

"What I am going to share with you in my training is how you can turn your Facebook Live into money in your bank. That is how it is unique! I not only show you the structure of how to do Facebook Live etc., but I also show you how to use Facebook Live to make money.

Step 9 is telling them in detail what you are offering.

I offer an 8-week course that walks you through, step-by-step on how to run Facebook Live to sell your product or service.

So, it is a step-by-step, walk you through, how to make money with your Facebook Live!

You want to go through and tell people exactly what they are getting.

Step 10 is you do a Price Comparison. They call it a Price Juxtaposition to justify what you are charging! E.g.

"Hey, listen! This is the first time that I will be offering my Facebook Live course and most of my other online courses are valued at around \$1,000-\$2,000 and in fact, you should be able to make that back, right after your very first Facebook Live, with what you learn in this training session.

However, because I am just starting out and this is a brand new course and I need case studies, I am only charging \$197 for the first couple of weeks, until I get some case studies and then the price will be rising."

You either need to justify why you are charging what you are charging or justify how much time it saves. E.g.

"By just doing my 8-module course, you will save 20-hours of having to research this yourself.

Step 11 is giving them the Price and it has to be good! E.g.

"it is \$197 and usually it is \$1,000!"

You then encourage them to act now e.g.

"The thing is that once I have had 20-people go through the course and I have testimonials, the price will go up. Do you want to be one of the first people?"

Another thing to use regarding urgency is:

"At the moment Facebook Live is free, but I would say that in a very short time that Facebook will start to charge for it!"

Step 13 is Proof in Testimonials.

Tell some stories e.g.

"such and such was on Facebook Live telling people what she had for breakfast and wasn't getting any results and didn't have a call-to-action and straight after doing my course, she had someone sign up to her program!"

Step 14 is reducing the risk by giving a money back guarantee e.g.

"Many of you may not know who I am and you may not want to do business with someone that you don't know and have just met.

I want you to be successful with this and if by any chance you are not or you are not happy with what you get, then I don't want to take your money. This is a risk-free, win-win situation for you guys.

You can try it out and go through the training and if you don't like it, I will offer you a 30-day money back guarantee. It is as simple as that and I cannot be much fairer than that!"

Step 15 is what and how to start.

If I was doing this on a Facebook Live and someone is watching it on the mobile phone and I put a link in the comments, then people may not be able to see that, especially if they are on full screen to watch the video. So, I then need to say:

"If you are on your mobile phone and have your video on full screen right now, I need you to click the little x in the corner of the screen and it will minimise your screen and video down and you will be able to see the comments under it. You will see that the link is the last one down - this is the URL! I want you to click on that link and it will take you to another page on my website where you can sign up.

As soon as you have signed up and put in all of your details, you will be taken to another area, which will give you a membership login.

You will also be emailed out a membership login and what I would like you to do is to login to the membership and go through the training etc. and then book your strategy session with me."

You want to tell people what and how to start.

When they were talking about his at Social Media World - and this is what they guys in the US do - they do product launches at least one to three times per year - product launches.

They were suggesting that you should only use the Infomercial style Facebook Live, three times per year.

I am going to go through and do one of these, but I am sharing the information with you now, so you even have it before I am doing it specifically like this, but they suggest that you do it at least three times per year.

I am going to do it a bit more than that and I will let you know what happens.

Are there any questions about running the Facebook Live and Infomercial style?

Question: How does Facebook Live reach more people than sharing an uploaded video?

Answer: Facebook gives preference to a Facebook Live. Also, when someone goes Live, if you have liked their page then you will get a notification in your feed to say that they have gone live.

Or if they are doing it from their Personal Profile, then you would get a notification that Kerry Fitzgibbon was Live.

If you are not on my Live and you are off Facebook when it comes on, then when you come back onto Facebook, at the top of your newsfeed and if someone that you know has gone Live that day, then you will have a notification that such and such was Live or to watch such and such's new video.

You get a lot more reach and a lot more people see a Facebook Live than a normal video.

The next thing that I am going to quickly run through and again, it may be relevant to some of you and not others.

They say that when you are testing a campaign for the very first time, the budget should be approximately 10% of total spend to test.

So, typically, if you were going to have a campaign to build lists or sell something, you might say that you want \$200 spent on the campaign while in the testing phase, over the first week or so, where you spend 10% of the total to test it and when scaling a campaign spend and this happens to some of my clients that are holding big events and they are spending \$1,000/day, for example.

When you first start out and you are running an ad and you are spending \$10/day and it is getting quite a lot of results, so you want to increase it.

You can't just jump in and say that you will increase it to \$100. Facebook will go into a spaz and spend that money and it won't do it wisely. So, they say that when you start a campaign, you want to increase by 25% of the total daily spend and leave it for a few days before increasing.

I have had clients come to me and I am spending \$100/day and they have asked me to up it to \$500/day or more and I have often said that I can't do it, because Facebook will go into a spaz.

If you have started out low and you have an event that you want to sell in a couple of weeks time and you want more people to see it and waiting for the 25%/day increase and then another 3-4 days before you can

up the spend, then you can duplicate the campaign and start higher, but realistically, only the audience can handle it.

If you have an audience of 10,000, you don't want to spend \$100/day to reach them. That would be ridiculous! The frequency would blow it out of the water and I know that some of you won't understand that, but that is basically what I have been working with anyway and they confirmed that on the Experts Panel.

The also confirmed that Instagram is more for remarketing than Direct Action and I have to tally had this myself.

I find that sales on the ads on Instagram are a little bit slower, but once people see the Instagram Ad, it is really good to remarket to.

Another thing that they said and for some of you it maybe completely irrelevant, but when we run campaigns, some people like to benchmark the campaign with a cost per impression (CPM) or click through rate (CTR) or cost per click (CPC).

"My objective for this particular ad is cost per click" and what Facebook is saying is to benchmark your campaigns by business objectives and what that means is that I run a campaign and the objective is to get traffic to the website and then do a traffic website ad.

If it is for conversions, as soon as you've talked about what a conversion is, then have the objective of conversion.

Again, this one is probably not relevant to you guys, because you don't use any of the others, but I have spoken to many professional Facebook people who really overcomplicate the system and it doesn't need to be.

That is pretty much it!

Do you have any questions? Did you find this useful? Can I have some feedback please!

Obviously, I have spent a couple of grand, just in the ticket, to go to the Social Media Marketing World and the plane fare etc. to come out with this stuff for you guys and I thought that it was super exciting and interesting, but I'd like to know where you stand and what you think and if you have any questions?

Thanks team! I am going to get going! If you have any questions, then you know the drill and I really do want to see your why and what you want. Tell me!

I have the agenda sorted out for next week's webinar. It is all done and you will get the email on Monday, because we didn't want to confuse you today, but it is on how to sell physical products using Facebook - Step-By-Step Guide.

I know that some of you have online stuff, but it works very similar for both.

Have a good week and I will be seeing and chatting to some of you over the next week!

See you!