



6x10 DAILY FACEBOOK PROSPECTING CHEAT SHEET

Find, connect with, and nurture the right people on Facebook in 30 minutes a day

6-Step Daily Checklist

Follow these steps to find, connect with, and nurture the right people on Facebook in just 30 minutes a day:

- 1. Identify Your Ideal Audience: Define your target demographic and their interests. Use Facebook Audience Insights to refine your search.**
- 2. Join Relevant Facebook Groups: Find groups where your ideal audience is active and engaged.**
- 3. Engage Authentically: Participate in conversations, offer valuable insights, and avoid blatant self-promotion.**
- 4. Send Friend Requests: Reach out to individuals who resonate with your brand and values. Personalize your message whenever possible.**
- 5. Nurture Relationships: Engage with their content, offer support, and build genuine connections.**
- 6. Offer Value: Share helpful resources, tips, and exclusive content to establish yourself as a trusted authority.**

Tips and Tricks

Audience Targeting

- **Interests: Target specific interests related to your niche.**
- **Behaviors: Leverage Facebook's behavioral targeting options.**
- **Demographics: Filter by age, location, and other demographics.**
- **Lookalike Audiences: Find new prospects who resemble your existing customers.**

Effective Engagement Strategies

- **Ask Questions: Encourage interaction and gather valuable insights.**
- **Share Relevant Content: Provide value to your audience.**
- **Respond Promptly: Acknowledge comments and messages quickly.**
- **Run Polls and Quizzes: Boost engagement and collect data.**
- **Go Live: Connect with your audience in real-time.**
- **Offer Solutions: Position yourself as a solution to pain points.**
- **Use Storytelling: Capture attention and build trust.**

Scripts and Templates

- **Friend Request Message:** "Hi [Name], I came across your profile in [Group Name] and noticed we share an interest in [Topic]. I'd love to connect!"
- **Engagement Comment:** "Great point, [Name]! I completely agree with [specific point from their post]. Have you also considered [adding a valuable insight]?"
- **Follow-Up Message:** "Hi [Name], thanks for connecting! I'm passionate about helping people with [your area of expertise]. I'd be happy to share some free resources if you're interested."

Workflow Overview

1. **Morning: 10 minutes - Identify 10 ideal prospects in relevant Facebook groups.**
2. **Midday: 10 minutes - Send personalized friend requests and engage with recent posts from your connections.**
3. **Evening: 10 minutes - Share valuable content and respond to comments and messages.**

By implementing these strategies, you can effectively leverage Facebook to generate leads, build relationships, and grow your business.