

HOW TO BUILD A LOCAL FOLLOWING
OF POTENTIAL CUSTOMERS
ON FACEBOOK FOR JUST £1 A DAY

FIVE DAY FACEBOOK CHALLENGE



DAY FOUR #TASK 4

Key Points

Today, I have perhaps the simplest task of them all for you. However, please follow the steps exactly as I say. Some of you may feel the need to add more or to go further than I suggested, but please trust there is a reason behind the order and sequence in everything I am doing in this challenge.

Remember:

To Benefit from this challenge, you must remain committed for the Five Days. There is no point in just reading, listening and then doing nothing. You need to implement and action at every stage, do this and you will get results.

Everything you need to know is explained in detail, you do not need any in depth knowledge of Marketing, Facebook or any other tool.

Follow everything I say EXACTLY to the letter and you will get results, please do not try to overthink this challenge, it is simple, and it works. You can play and tweak the setting when the challenge has ended for now just follow the system.

Today's Task

#Day4 Task4

Today, you will post your Digital Leaflet onto your Facebook Business Page.

Yesterday, you created your Digital Leaflet and saved as a **jpeg file** into a New Folder on your Computer called "Facebook Promotions." Today, you will use that leaflet as a standard post.

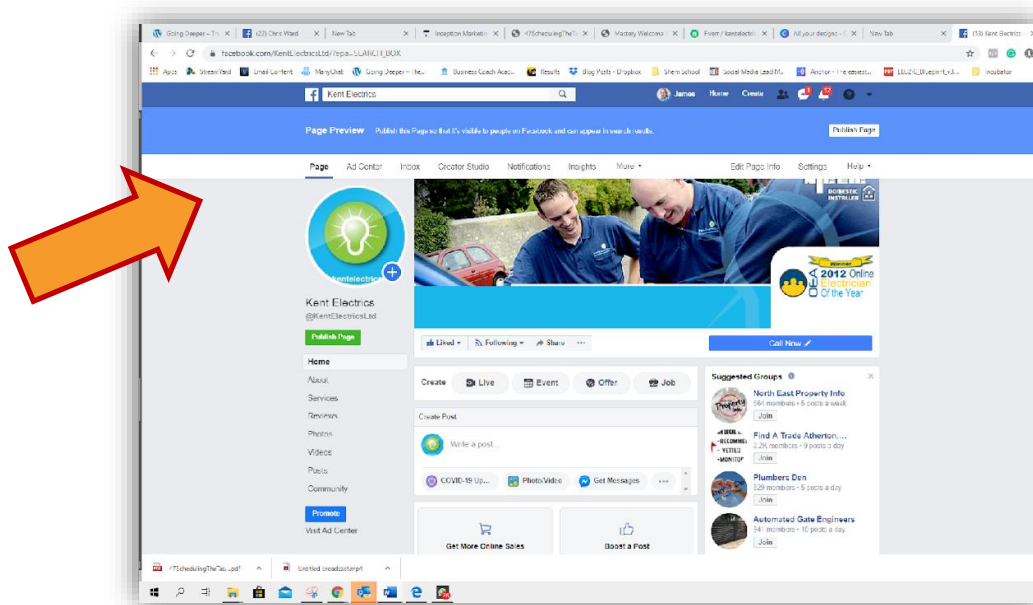
Action Points:

1. Create a Post with Image on your Facebook Business Page. (Do this early in the day)
2. Do at least one other post later in the day, this post should not be work related and should be appealing to your Ideal customer.

Today is as simple as that!!

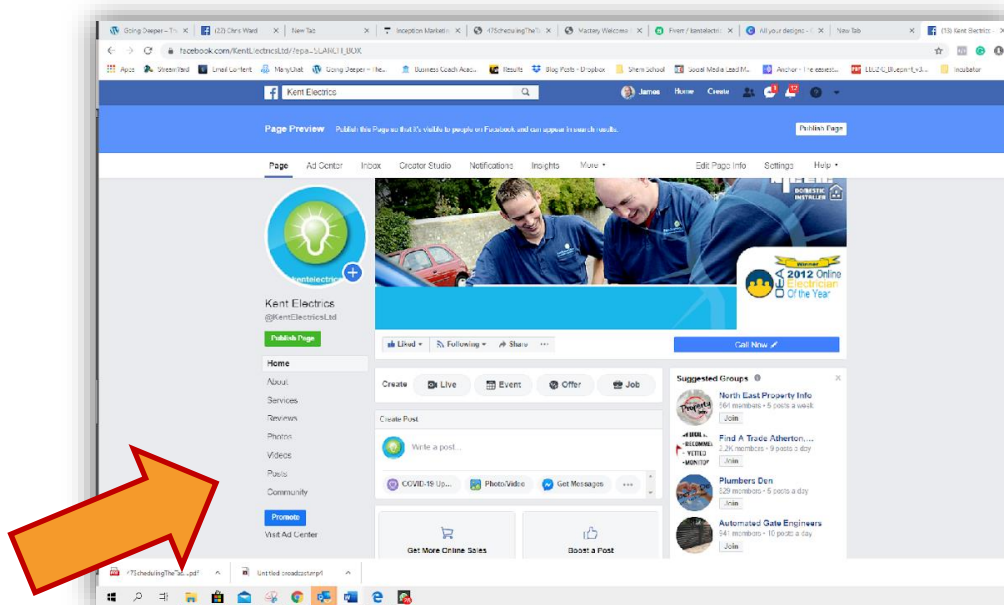
Step 1:

Open your Facebook Business Page (do not do this on your profile)



Step 2:

Start a New Post



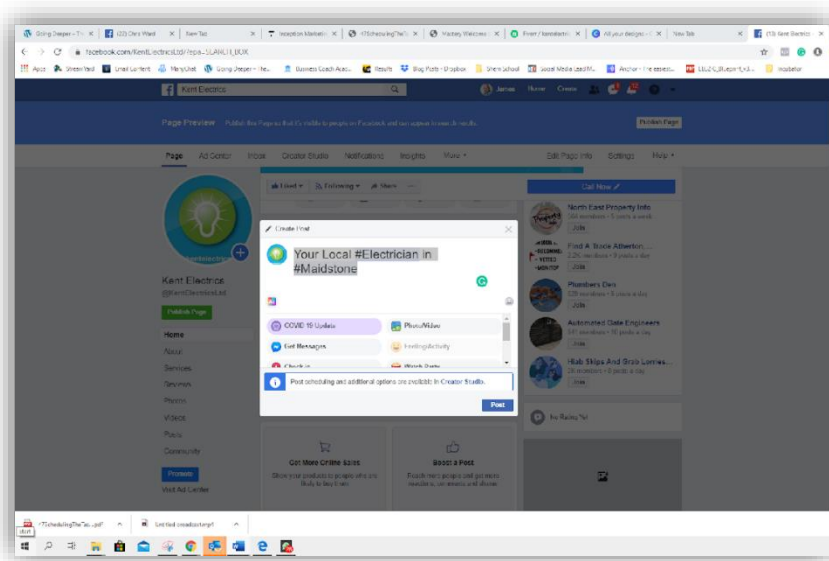
Step 3:

Type ONLY this into the Post.

“Your Local #(Your Trade) in #(Your Area)”

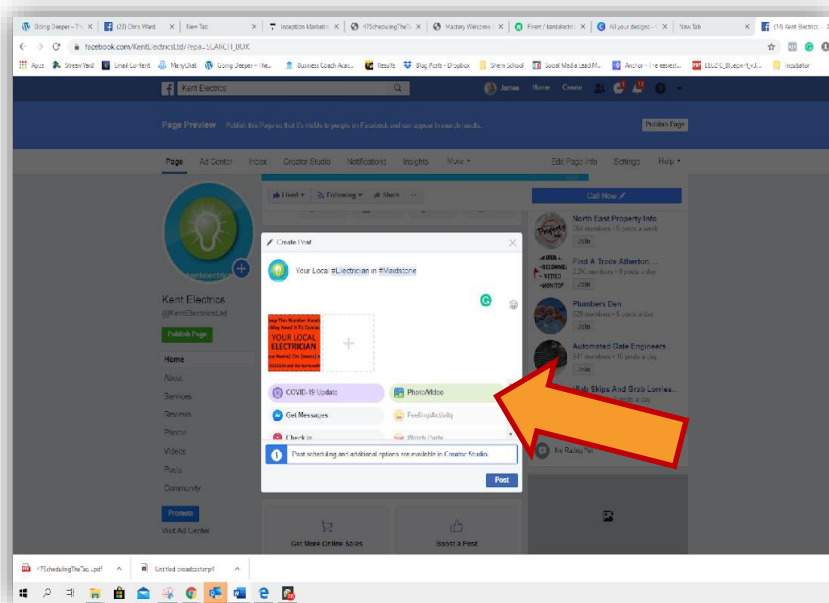
Eg:

“Your Local #Electrician in #Maidstone”



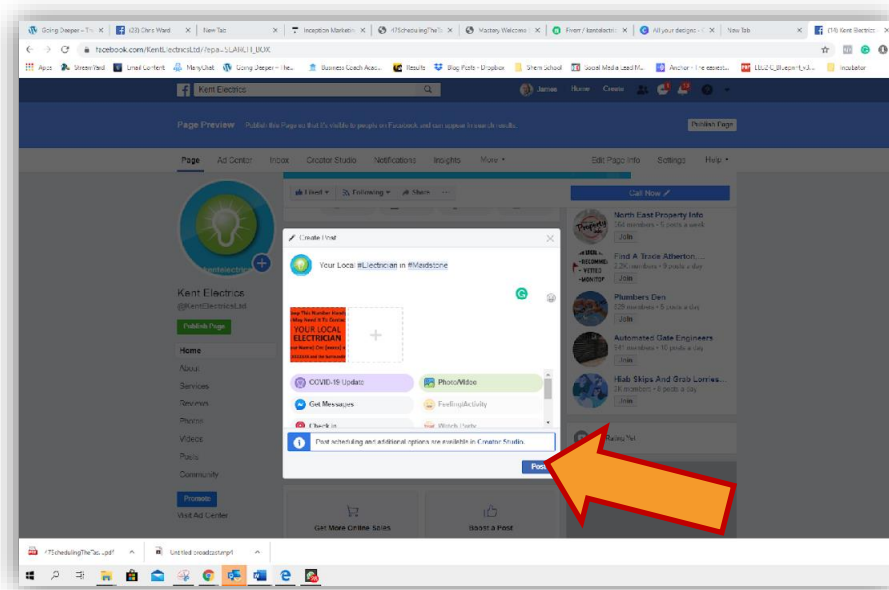
Step 4:

Click on add photo/video at the bottom of the post. Then go to the folder that your Digital Leaflet is in and add it to the post.



Step 5:

Once you are happy that the image has been uploaded, simply press POST at the bottom of the window.



Your Post is now Live.

Later in the day, you need to post at least one other NON-work-related post. Something that is of interest to your ideal Customer. Remember the IEE format.

Check below to see what you need to post in today's comments.

What you need to post in the comments in Today's Task Post...

Use **#TASK4**

Post a Link to Your Advert Post

Post details of your **Non-Work-Related Post**, what was it and why did you decide to post that particular post.

(You can include a link to the post)

NOTE:

Watch out for today's "**Ask Me Anything**" Post (**AMA**) at **3PM**, where you can ask any questions about today's Task. Post questions only in that thread.



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Helping Electricians Attract and Keep More Customers