



FB Advertising

— *Secrets* —

Getting Clients, Activating New Income Streams

Here's What You'll Learn...

- Analyzing Your Business
- Finding New Clients
- New Income Stream Possibilities

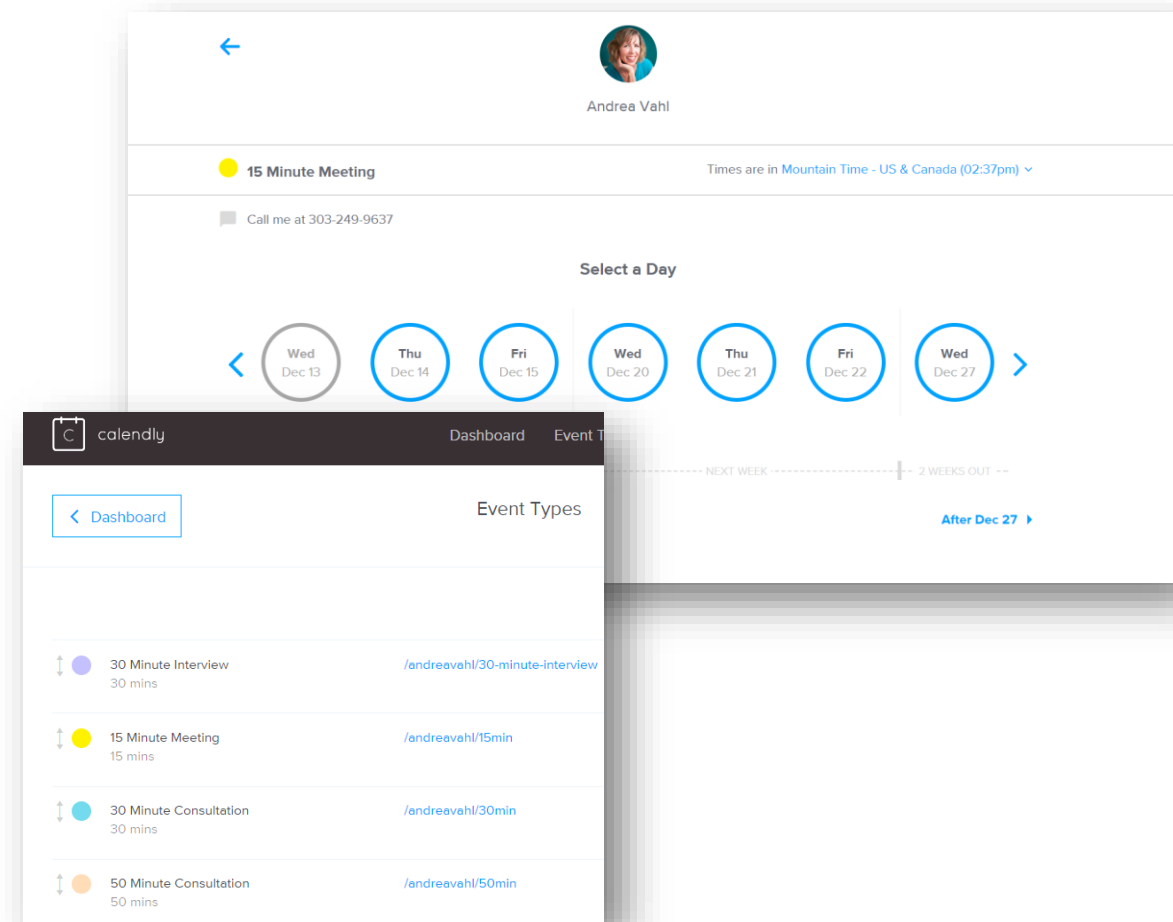
Analyzing Your Business

Business Analysis – past 2-4 years

- Look at your offerings – group them into price points
 - Are there price point holes in what you offer? High end, low end.
 - Are there holes in services? Good adjacent services.
 - Are you offering TOO many services? Get good at one funnel.
- Group your offerings and see which services have yielded the most income
 - Analyze time to deliver – ease of getting new clients

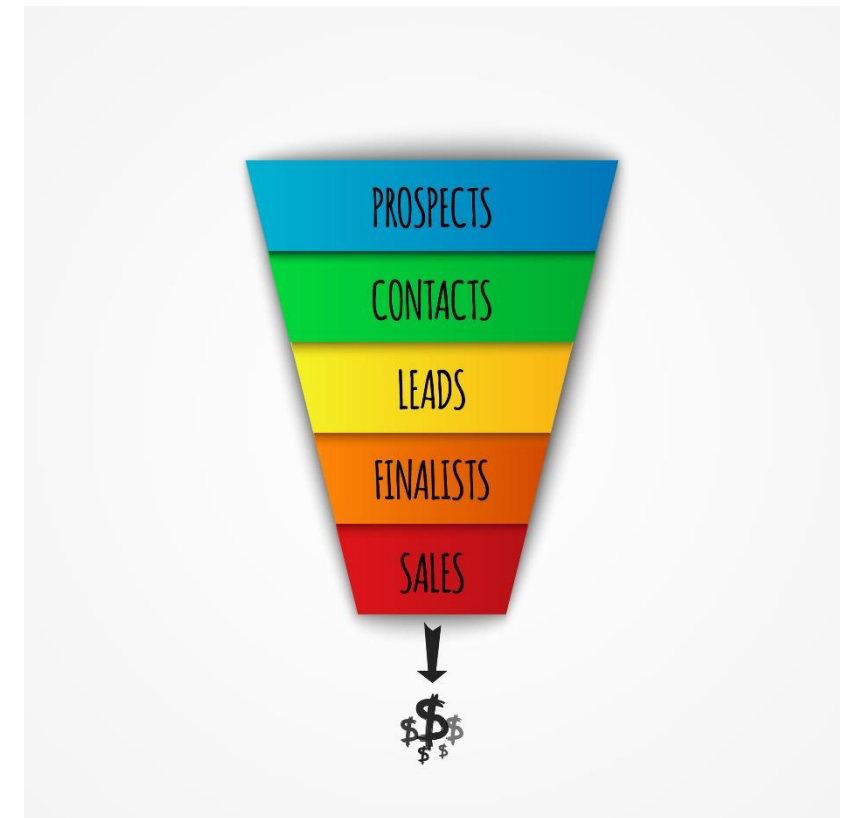
How do you get the MOST new clients?

- Phone calls
- DMs
- Referrals
- SEO
- Email list
- Webinars
- Ebook funnel



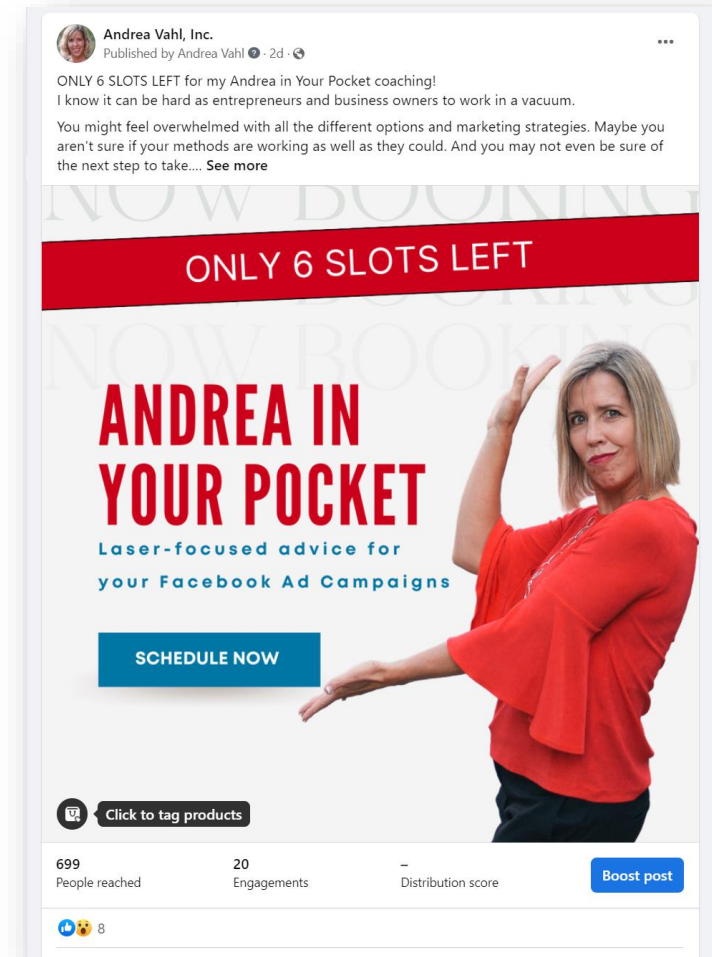
Growth – Need system for lead generation

- Watch where your customers come from most easily – do more of that activity
 - Have more consultations to close more business – 5 calls per week = 2 sales
 - Grow your own email list and create content
- REPEAT BUSINESS!**



Opportunities for EASY growth

- Past clients – quick email to find out how they are doing
- Warm Market – let people know you have openings
- Email list – Can you offer a quick consultation or review in order to have a buying discussion
- New services – what new packages could you offer?



Facebook post from Andrea Vahl, Inc. Published by Andrea Vahl · 2d · 🌐

ONLY 6 SLOTS LEFT for my Andrea in Your Pocket coaching!
I know it can be hard as entrepreneurs and business owners to work in a vacuum.
You might feel overwhelmed with all the different options and marketing strategies. Maybe you aren't sure if your methods are working as well as they could. And you may not even be sure of the next step to take.... [See more](#)

ONLY 6 SLOTS LEFT

ANDREA IN YOUR POCKET
Laser-focused advice for your Facebook Ad Campaigns

[SCHEDULE NOW](#)

Click to tag products

699 People reached 20 Engagements – Distribution score [Boost post](#)

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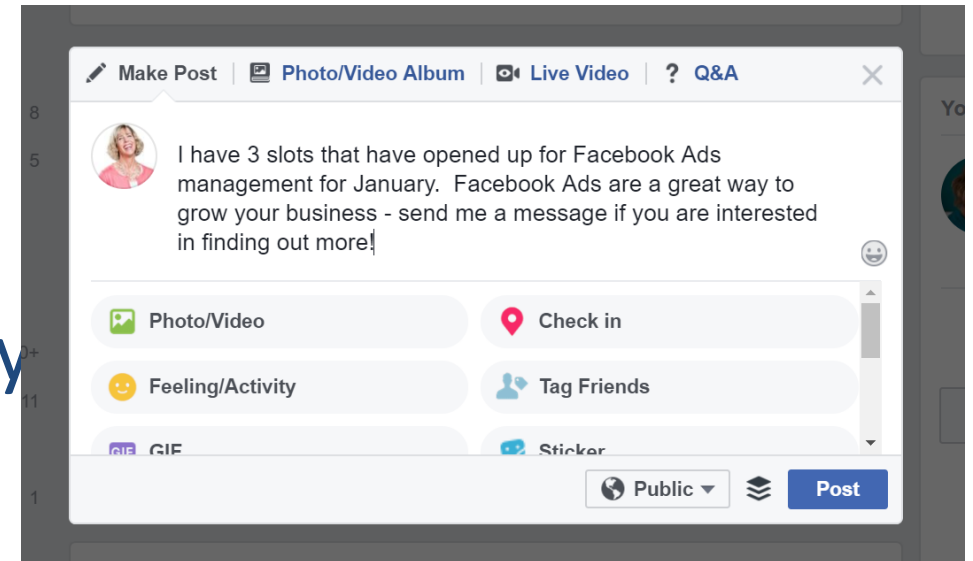
Finding New Clients

Are we using enough of these?

- Chambers
 - Meetup
 - Networking events
 - Conferences
 - Webinars
 - Speaking
 - Referrals
 - Facebook Groups
 - LinkedIn
 - Upwork
 - Subcontracting
 - Facebook Ad!
 - Blog content
 - Case studies
 - Social posts
- And more....

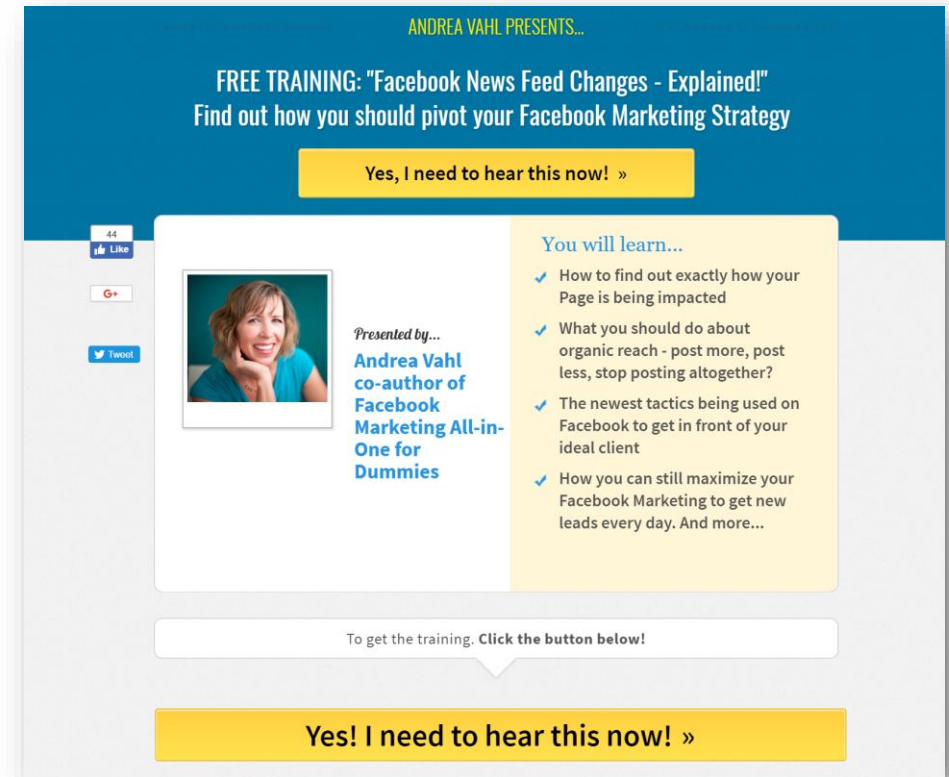
Personal Outreach

- Ask your local friends
- Ask similar businesses to see “who they might know”
- Ask your current customers “who they might know”
- Ask a local group if they need a presentation
- Keep putting it out there



Hosting a webinar

- Great way to grow your list
- Offer your services at the end
 - Demio (\$49-99/month)
 - Zoom (\$690/year)
 - WebinarJam (\$468/year - \$1 trial)



ANDREA VAHL PRESENTS...

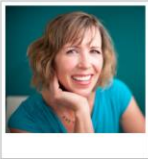
FREE TRAINING: "Facebook News Feed Changes - Explained!"
Find out how you should pivot your Facebook Marketing Strategy

Yes, I need to hear this now! »

44 Like

G+

Tweet

 Presented by...
Andrea Vahl
co-author of
Facebook Marketing All-in-One for Dummies

You will learn...

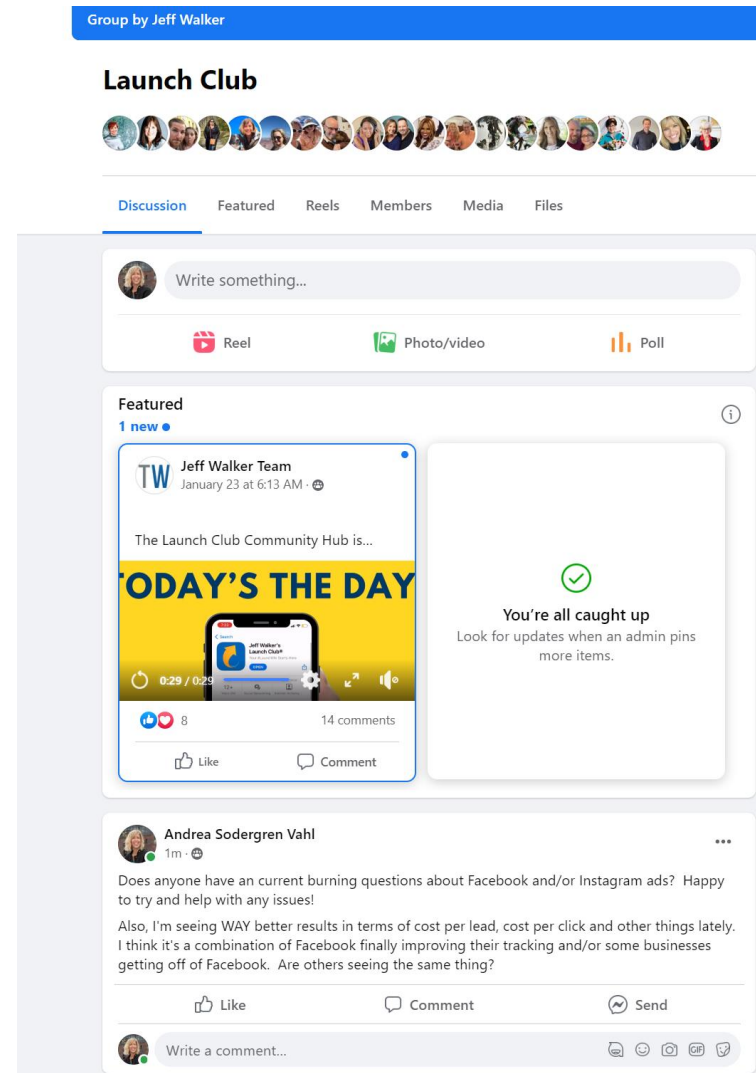
- ✓ How to find out exactly how your Page is being impacted
- ✓ What you should do about organic reach - post more, post less, stop posting altogether?
- ✓ The newest tactics being used on Facebook to get in front of your ideal client
- ✓ How you can still maximize your Facebook Marketing to get new leads every day. And more...

To get the training. Click the button below!

Yes! I need to hear this now! »

Posting Helpful tips in groups of entrepreneurs

- Some groups don't allow links or self promo
- Help out where possible or post a tip without a link



Job sites

- Upwork
- Creative Circle
- Fiverr (don't underprice)

The screenshot shows the Creative Circle website's job search interface. At the top, the Creative Circle logo is on the left, and navigation links for 'HIRE TALENT', 'FIND A JOB', 'ABOUT US', 'BLOG', and 'CONTACT US' are on the right. The main heading is 'Start Your Search'. Below this are two search input fields: 'What' (with placeholder text 'Search title, skill, or keyword') and 'Where' (with placeholder text 'City & state, zip, or "remote"'). A yellow 'FIND A JOB' button is to the right of the 'Where' field. Below the search fields, there is a paragraph of text: 'Can't find the right fit? We add new jobs to our site every day, in locations across the U.S. and Toronto, plus remote roles. In the meantime, [check out a full list of roles we staff for](#) and keep checking back here for that perfect opportunity.' Below that is another paragraph: 'Know someone else who'd be a great fit? [Refer a friend with a creative or marketing background](#), and you could earn \$500.' The 'Our process' section follows, featuring three numbered steps: 1. 'Get on our radar.' (Apply online for an open job you are interested in. If your experience is a match, we'll set up an interview.) 2. 'Match with a job.' (We'll put you and your work in front of our client to determine if you're the right fit for their opening.) 3. 'Start working!' (If the client chooses to work with you, we'll take care of the paperwork so you can jump right in!). Below the process section is a box with a hand icon and the text: 'Have a passion for people and helping other creative professionals? [Apply to work on our team full-time](#).' The 'Job seeker resources' section is at the bottom, with a small graphic of a typewriter and a lightbulb. The text reads: 'Explore our job search insights straight from our recruitment, management, and senior creative teams. From tips to crush your next interview to portfolio advice, our resources are designed to support'.

Activating New Income Streams

Brainstorm services

- **Bundle in a different way** – Packages of services
- **Add new platforms** – Google, YouTube, Pinterest, Next Door, Hulu, Amazon Books
- **Interview current clients** – what do they need?
- **Workshops** – 1-day, ½ day, 6 week
- **Online Course** – Teachable, Udemy, Skillshare, Thinkific, Podia, Kajabi
- **Specialize** – Can you drill down into an offering and come up with a special name – Real Estate Industry Lead Machine

Do you need Fastest path to cash or do you want to make a longer play?