



**FOUR-DAY
FACEBOOK**
makeover

DAY TWO: WALTZ + WED TECHNIQUE

Welcome to the 4-Day Facebook Makeover!

I created this workshop to help you overhaul your Facebook marketing strategy, turn likes into leads, and grow both your business *and* your page, all while using the largest, most robust, and most highly targeted social media platform: Facebook!

This interactive workbook accompanies one of three other workbooks attached to one of three other video lessons. To get the most out of this free workshop, please save this workbook to your computer and either type directly into it or print it off and write in your answers. Either way, don't miss out on this important interactive component!

Also, be sure to say "hi!" over in the free Facebook group that accompanies this workshop. Just search "The Lemonade Stand Society."

Enjoy!

Courtney Foster-Donahue

The Waltz & Wed Technique

Business (and life) are like a dance. There's a process, a progression of things.

You don't go from the _____ to the _____ without a lot of wooing in between. It takes time.

Regardless of your industry or niche, if you warm up an audience first, you can turn them from likes into leads, from _____ into buyers.

And as the old saying goes, "People do business with, and refer business to, people that they _____, _____, and _____."

FUEL > FILLER

To waltz and wed an audience, we want to share content that is _____ instead of filler.

Our content is a chance to _____ connect with our followers, foster _____, and showcase that we are a _____ to a problem, through our products or services.

NOTES

Feel free to use this section below to note any of the waltz + wed examples that interested you. Jot down ideas below as well.

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GUIDING QUESTIONS

List your products or services (and/or affiliate relationships in partners).

What problems does your product or service solve?

GUIDING QUESTIONS

What are some questions that your customers ask before making a purchase?

What are some concerns they have when they are considering your product or service?

GUIDING QUESTIONS

When you receive positive reviews or testimonials, what are some of the consistent themes that pop up over and over again?

How is your product or service unique?

GUIDING QUESTIONS

How can you create content that gives potential customers confidence in your products or services? What could you show them or talk about?

Brainstorm below and try to come up with a dozen different ideas for posts, videos, series, or events that you can do to waltz and wed your followers. Think outside the box. If in doubt, re-read the answers to your questions above. Put yourself in the shoes of your potential customer and use your imagination to come up with content that helps move them from browser to buyer.

Creating your Waltz + Wed content doesn't have to be a one time decision. In fact, I recommend re-visiting your waltz + wed strategy monthly, and certainly amping up those efforts when in the midst of a campaign, a sale, promotion, launch or some other type of critical event.

Get creative, keep listening to your followers, get a pulse on their needs, and then try it!

After you've walked through the above exercises, head over to the post in the Facebook group and share your waltzing and wedding ideas and insights.

See you there!

-Courtney Foster-Donahue