

MILCERS NEWSLETTER

AN EXCLUSIVE PUBLICATION
ONLY FOR MEMBERS OF THE
FAST TRACK MARKETERS
CLUB.

THE DISPATCH

HOW TO BUILD YOUR AUDIENCE SO YOU AREN'T POSTING TO CRICKETS
AND THEN HOW TO PARLAY THAT AUDIENCE INTO MONEY IN THE BANK

Here we go.

This Dispatch alone by itself is NOT worth \$97.

It's worth \$997.

That's how powerful it is.

You're going to be discovering how to BUILD an audience on Facebook or Instagram or Linked In. And how to turn that audience into cash in your pocket or purse.

Let me restate that: You're going to learn how to BLOW UP YOUR AUDIENCE and suck out cash, perhaps lots of cash in a moral and ethical way whilst you REALLY help others and contribute to a better life for them.

This is a real challenge but because you're helping others, and fulfilling YOUR mission in life by doing so, it's worth it 100%.

So this is about blowing up your audience.

It's about making money.

But it's also about fulfilling your mission.

You can blow the freaking LID OFF your audience, your following your tribe as you build it rapidly using the methods today.

No matter what you are selling or who you're selling it to, you're going to be able to build an AUDIENCE for FREE and get them to see your OFFERS.

Offers = money in pocket or purse

WHY THIS METHOD AND TOPIC?

Listen, a lot of you have been in Fast Track **or Milcers** for 3 or more months and still don't have your "Secrets" product done or even the research or the sales letter.

To put that in perspective. you should be able to create a product in 2 to 3 DAYS not months. And the sales page should take maybe a day or two.

Double those times your first time out.

What this means to me is we have need to work backwards to basics until you CAN do what I'm teaching. And then work UP from there.

We are beyond your gradient of skill. We need to build and layer in some more fundamental skills like writing, building an audience and making offers.

So this is what we're doing. And so far at least a FEW of you are doing this. I'm hopeful that after this Dispatch spells things out in even more detail, we'll have more people participate and jump on board.

If you don't want to, it's ok. If you just want to learn, soak and absorb and not do anything, that's your option. But I feel it's my duty and obligation to help the people who DO want to do stuff to get real results. So that is WHY we're doing this.

By WRITING daily, doing videos daily, building an audience, writing value pieces, writing promo messages and

offers, you build your **MARKETING MUSCLE** so you **CAN** do the higher level things.

But that does **NOT** mean you can't make good money doing this.

Ryan made \$50,000 from Instagram alone the month he wrote the ebook. Of course, he has a big ticket offer sold over the phones. But still, a **LOT** of money there.

I'm also going to talk about Caleb O'Dowd who does \$300,000 a month from one Facebook group, according to video he showed in one of his groups.

Our Bible for this Dispatch is **M3: Media Marketing Method** by Ryan Stewman. It's a Kindle ebook and only \$2.99 currently. Snag it because Ryan covers important things I won't get to.

I'm just hammering home some of the most important points and helping you apply them to **YOU**.



M3: Media Marketing Method

by [Ryan Stewman](#) | Oct 26, 2018

Kindle

\$2⁹⁹ ~~\$9.99~~

Paperback

\$9⁹⁹

Get it as soon as **Thu, Jun 6**

FREE Shipping on orders over \$25.

Here are the chapter titles:

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I own the digital but just bought the print as I find I overlook stuff in the digital versions.

Frankly, the chapter titles aren't sexy. But they're extremely important.

Let's get one thing out of the way. There are some old videos on Facebook (or used to be) of Ryan yelling and screaming at ex employees or whoever or whatever. He used to get in arguments with people on FB. He doesn't do that now.

You know. He IS an ex con. He tells that story in his other ebooks. He changed his life. The LAST thing he has worked hard on changing is his anger and communication with people.

The last year he's done deep work on this. I don't know him personally but I take him at his word. I also feel that just because someone has issues (and who doesn't) it doesn't invalidate their marketing prowess.

It means they have issues. And most of us have or had issues of some sort. And props to Ryan for working his tail off to change his life.

Moving on...

Chapter 1 is Edge Rank. This determines who SEES your posts on Facebook. So it's really critical.

Edge Rank is the Facebook Algorithm that automatically determines who sees what.

I'm going to cover a LOT of things in this Dispatch, including starting a Facebook page and a Facebook group.

Those are OPTIONAL for the Go Getters.

But the one thing you DO need to ACT on is this EDGE RANK method.

Ryan says Edge Rank is composed of 3 things:

1. Weight
2. Affinity
3. Time decay

You learn best by TEACHING.

If you REALLY want to learn something, TEACH IT.

True story.

Before having to write this stuff up, I really couldn't have spelled out or explained Edge Rank at all. And I was missing so many opportunities to use it.

I've learned probably more than you will by teaching this.

What I know NOW is that man...when you really understand Edge Rank like you're fixin' to, boy do you have an advantage over all the other people on FB too cheap to invest in their knowledge and education. And that is MOST people.

You can REALLY clean up in about any niche.

THESE EDGERANK FACTORS APPLY TO FACEBOOK, INSTAGRAM AND *I BELIEVE* ALSO LINKED IN.

Linked In is owned by Microsoft. But I believe the same type of algo exists and applies. Engagement, great posts, liking, commenting, sharing. Those things will work on Linked In also. And 100% they work on Instagram as Facebook owns Instagram.

In fact, right now, Instagram is working about 10X better than Facebook, according to Ryan.

The one thing is, software can inflate numbers on Insta. But the proof is in the pudding. If you see a lot more people liking, commenting, sharing and DM'ing you and responding to DM's, that's all the proof you need.

WEIGHT is basically engagement.

Here's how weight breaks down:

Likes > comments > emotions > shares > replies > saving

What I didn't understand about this is the LOGIC is simple. Likes take the least effort. So they have the least weight. Replies and saving a post take the most EFFORT, so they have the most WEIGHT.

In other words, you want to write or create different types of posts that people will REPLY to and also SAVE.

This is why posts with 21 tips or a little cheat sheet or other things people

will want to SAVE or refer to later are good.

I never understood this. I think I'll do more LIST post because of this. You know, lists of this or that.

Stories are awesome and will get engagement. But the one thing is people probably won't save them.

Conversely, if you're boosting someone else's post in Fast Track, if you SAVE it and REPLY you give it some strong weight.

The thing about this is, if it's always the SAME people liking, commenting, sharing and saving, this isn't ideal.

You need FRESH BLOOD.

Remember one of the most important laws of marketing – Always have a front end.

You always need new people in your funnel.

And you always need new people SEEING and responding to your posts. EDGE RANK along with Lucky 7 along with our Facebook LIKES method and our GROUP method will help you a lot with this.

It should be EASY for you to build your Audience.

Keep this in mind about your posts.

People don't want to work or extend effort. So if you figure stuff out for people, compile info, save them time, money, energy or work in a way that ADVANCES THEIR GOAL (not yours) they will love you.

Let me repeat that:

People don't want to work or extend effort. So if you figure stuff out for people, compile info, save them time, money, energy or work in a way that **ADVANCES THEIR GOAL** (not yours) they will love you.

People don't want to work or extend effort. So if you figure stuff out for people, compile info, save them time, money, energy or work in a way that **ADVANCES THEIR GOAL** (not yours) they will love you.

And remember, you learn best what you teach. So you're helping yourself as you do this. You're providing value to yourself as you provide value to others.

Here's a SHORTCUT to get WEIGHT – ASK QUESTIONS!

Questions get people to engage. And people **LOVE** to show how **SMART** they are! So ask questions.

Ask questions in your posts.

Get people to engage and respond.

If you don't know what to post, ask a question.

Remember, the rule is get people to engage.

Now, theoretically, Facebook does **NOT** want you to **ASK** for engagement. They do **NOT** want you to ask people to like, share or comment.

And I don't know their algo. But I can tell you that it **SEEMS LIKE** when I ask people to respond with **YES** or a **Y** or something simple, it resets **TIME DECAY** which is one of the 3 factors.

Here's a post I did today that **WENT CRAZY**. What's interesting is I did a similar but different post in my group and it **FIZZLED**.

When you do posts, you **LEARN** what people respond to. This is **CRITICAL**. You want to **OBSERVE** what people respond to and **CHANGE** and **ADAPT** your posts based on what gets people to **ENGAGE**, like, comment and share.

Here is the post:

\$100 Million Direct Response Marketer Swears Your Front End is a Necessary Evil

It's true.

TJ Rohleder has sold \$100 million via direct response. He says your Front End is a necessary evil.

Your front end is like the front door of your business. It's the first transaction with a customer. The back end is everything after that.

The reason your Front End is a necessary evil is you don't usually make much money on it.

Now, on launches, you can actually net out 40% after prizes. But on Facebook ads, you'll at best break even, unless you're a real stud or studette.

This is why TJ calls it a necessary evil.

The money is in the back end, the repeat business. Yes, I know you got all the big dogs who say, "You don't need a front end. Just skip to the back end bro."

But most big ticket sellers still have

an offer under \$10,000, a \$10,000 to \$25,000 and a \$25,000+.

In other words, they have a back end. It's just a bigger ticket. SAME principle.

1. Your front end is NOT fun because you don't make a lot on it
2. It takes time, money and energy, making it a bit of a drag
3. You need one just like brushing teeth.

And yes, big ticket sellers have to always be generating leads also or they're screwed sooner or later. You can always tell when they their money gets low because all of a sudden they're posting like a beast on FB.

Instead, you want a SYSTEM that runs day and night, all the time, one way or the other. If you're a product launcher, you need to get into a rhythm.

4. Most beginners NEVER get a front end going so they never profit.

THIS is why I'm teaching something I've never taught before. Social media posting. It's free. It only takes 15 minutes a day. It works. And it makes sales.

The fact that you're reading this post proves it works.

If you want me to PM you a 23-page PDF on how to do it, just type PDF below. Give me about an hour to send it.

This is my MMM newsletter from Saturday. If you don't have it, just let me know you want it.

----- END POST -----

I added the red to emphasize the Call To Action or what marketers call the CTA.

Here's another TIP: Facebook does NOT count when I respond to those who comment. But if I comment in such a way they RESPOND BACK, then their second response does count.

So when I respond if I have time, I use their name. This will sometimes cause them to say thank you.

"John, here's your PDF. Enjoy. Have a nice weekend."

IMPORTANT: I do NOT copy and paste the same message to each person as Facebook doesn't like that. For the same reason I don't respond with a bot, although I think ManyChat will do that.

I will paste a response but add their name and change it up slightly so FB doesn't see it as exactly the same.

Otherwise, I've had friends try this method and FB stopped the posting after 100 or so responses.

I've also said this:

"John, please let me know if you were able to download the pdf ok."

That encourages a response which boosts my time decay a bit, I believe. I'm no time decay expert. But that's what I think.

That's the challenging and exciting thing about this! You get to INVENT and try new things as you go along.

See what WORKS and what doesn't.

What causes people to respond?

BUT MARLON, I DON'T HAVE A 23-PAGE PDF TO GIVE PEOPLE.

Get this.

You don't need one.

Go to Youtube and find a hot video on your topic with a lot of views.

Say: If you liked the tips today, I found a really great video that goes more in depth to them. I think you'll love it. If you want me to PM you a link to the video, just type VIDEO below. Give me an hour to send the link.

Let me point out that it could also be a link to a great blog post I found.

You're providing value and giving people a reason to engage.

You could also have a little 1 page cheat sheet you write up. This is good because it builds YOUR credibility and authority.

This is a really freaking important point: You need to build YOUR credibility and authority by posting YOUR ideas. You can't build your credibility and authority just by sharing stuff you find by others.

Yes, it's fast and easy, just the way you and everyone else likes it.

But we're building an audience who will BUY from us because they know, like and trust it.

THAT happens because you build your credibility and authority by making halfway or more than half-way intelligent, thoughtful, useful or provocative posts.

POINT: Don't be lazy. Do the WORK. I mean, come on. It's 15 minutes a day. I don't care how busy you are or what lame, stupid, dumb excuse your reptilian brain feeds you on why you can't do it.

You CAN. Anyone can do this.

Ryan does NOT teach this method. But I've found it seems to work great IF you have an existing audience.

You need an existing audience to SEE the post.

But Marlon, I ain't GOT an existing audience. What do I do?

Hang in there.

We're gonna get to it.

The thing is, EDGE RANK is composed of THREE things all 3 are equal.

You CANNOT have just one.

They are all 3 equally important according to Ryan.

Your read his Kindle book, right? If not, buy it and read it 3x.

PART TWO OF EDGE RANK IS AFFINITY

Affinity is your CONNECTIONS.

This is one that I really didn't know or realize. It's HUGE. And mind blowing.

Whose posts do you like?

Who engages with you and who do you engage with?

Who do you direct message and who direct messages you?

Who writes on your wall and whose wall do you write on?

NOTE: Ryan says birthdays don't count. So ignore those.

Every day:

1. Like 2 or 3 posts of different people
2. Send a DM to one or more people about a post on their wall.

NOT some b.s. thing about you or your business or what you want from them or want them to do! Do NOT do that.

The DM is simply about something you noticed on their wall.

"Hey, I noticed you drive a tractor. OMG I do too. What model?"

You know, stuff like that! Talking about their fav sports team is a good one. Or whatever they post on their wall.

Here's Why You NEVER Even Have To Ask These People In a DM ANYTHING About Business!

This is mind blowing!

Here's How Ryan's Lucky 7 Works

7 days a week you do 3 things every day:

1. Write on 1 wall
2. Send 1 DM
3. Comment on 1 person's post

That is 3 different people you do that with each day.

In a month that is 93 NEW PEOPLE you've engaged with. And that's the Lucky 7.

Now, if you're religious and don't do any work on Sundays then do Lucky 6. Whatever. I mostly chill on Sundays.

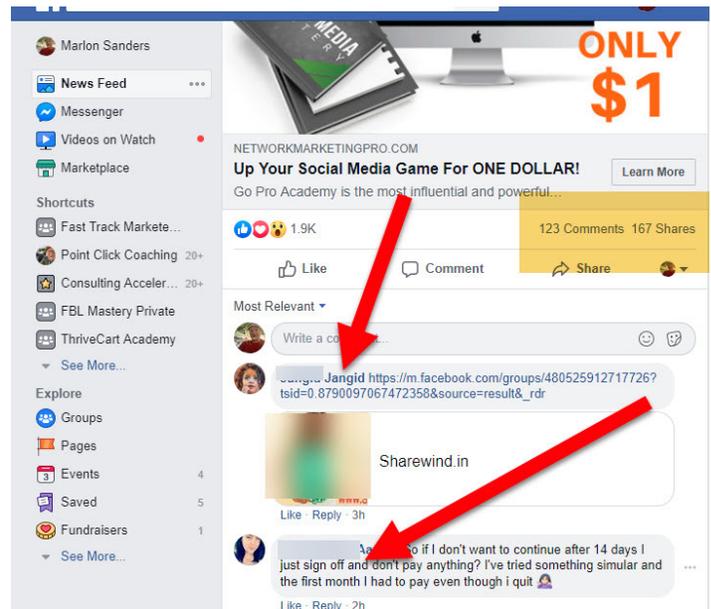
You obviously can do MORE than those 3 things each day. But Ryan says that is the minimum.

And he says it's so effective it's hard to do it longer than 30 days because your Facebook will be blowing up.

This gets you out of the TRAP of only the same people or friends responding each time.

Of course, a Facebook likes campaign will also turbocharge that.

Here's a SHORTCUT I found that is pretty cool:



These are the COMMENTS below an ad in my newsfeed. If you click where it says "123 comments" (highlighted in yellow), you'll get a list of all the comments.

Notice that there's a link to each person's profile.

You can click some people, like, comment, share or save if Facebook lets you. What I've found is there's a like, comment and share on some people's posts but not everyone's, depending on the permissions they set I guess.

Anyway, you can go into a FACEBOOK GROUP and find people who are ENGAGING and click to their profile. Like, comment, save or share.

BOOM!

You JUST created some infinity.

So can you GUESS what happens the NEXT MORNING when you do your morning VALUE POST?

(We haven't talked about it yet in this PDF but you want to do a morning value post every morning based on the 80 / 20 rule. I'll explain in a minute).

They are probably going to SEE YOUR POST due to AFFINITY!

Now, if they like, comment, share, save or use an emoji, that is going to BOOST the affinity and they'll see your NEXT POST!

NEXT STEP: What do you think YOU do if they like, comment, share or drop an emoji on your post?

What is your next step?

That's right.

You gonna maybe look at their wall and drop a little DM about something interesting on their wall and comment on it or ask about it. Just be INTERESTED in them.

In the words of Dale Carnegie, seek to be interested not interesting.

In summary, when you see ADS in your newsfeed that appeal to your IDEAL CUSTOMER, you can view comments and then visit those people's profiles and like, comment or share.

How cool is that?

Then, you can also join Facebook groups having to do with your nice and do the same..

And guess what? You can do the same with your OWN FACEBOOK GROUP!

Double boom!

A Facebook Group is OPTIONAL.

You do NOT have to have a Facebook group. It's really for the Go Getters.

Here's a SECRET of FACEBOOK GROUPS!

As you start engaging with people, they will SEE your posts. Now, when you do your 20% OFFER posts which I'll discuss in a second, one of them can be for what?

That's right.

For YOUR Facebook group.

It's a super friendly invite.

Now, in your Facebook group the BIG KEY is to DO A VALUE POST DAILY on the 80 / 20 rule.

Then 20% of time do a pitch post / offer.

This is one of the keys to growing your Facebook group. We'll talk more about it in a second.

Here's what I honestly don't know. I don't know if you can do the SAME post on your main PROFILE as you do in your group or if it needs to be different.

I don't know that yet. I've been doing a separate post but it is a little time consuming. My thought for YOU is this.

Do NOT do them the same day.

Go back and find a post a week old that you made on your profile. THEN drop that in your group a week or two later.

Make sense?

EDGERANK FACTOR 3: TIME DECAY

The THIRD and final factor is Time Decay.

I had no idea about Time Decay.

Who the heck ever heard of Time Decay?

Well, turns out it's a big thang.

According to Ryan, you have 60 seconds after you make your post for someone to engage or it basically won't be shown to anyone else in the newsfeed.

Then if someone engages, you have another 60 seconds, and so on. THIS is why he has the whole chapter on the Syndicate. The basic idea is you like, comment and share on each other's posts informally.

It technically violates FB rules so don't be OBVIOUS about it and don't have a PATTERN of always liking, commenting or sharing each other's stuff.

Vary it up.

Let's Talk About 80 / 20

This is a HUGE thing I learned from Ryan. I wrote a whole MMM about it here if you want to read more: <https://marlonsnews.com/challenge>

Ryan says to make VALUE POSTS 80% of the time and OFFERS or pitch posts 20% of the time.

Ryan explains how radio, TV, magazines ALL follow the 80% content model with roughly 20% advertisement.

Makes total sense, right?

So he came up with the bright idea of doing this on Facebook. And low and behold it worked gangbusters.

So EVERY MORNING you do a VALUE POST at the time you figure your target audience will be awake and reading FB while they suck down some coffee or eat breakfast.

You want to be IN THEIR NEWSFEED at that time.

Ryan sells to small businesses, coaches, consultants and sales people so he does 6:30 am posts as he figures that is when they are having breakfast.

He will also post at 4:30 something funny as she figures they're getting off of work.

He says he usually does a pitch post in the evening, although I see him do them in the mornings.

The case against making your offer or pitch post in the morning is they just woke up. They may not be ready for that yet.

Ryan does INSPIRATIONAL posts in the morning BECAUSE he figures that is what his small business owners, coaches, consultants and sales people LIKE and WANT.

That does NOT mean you should do inspirational posts. It depends on what YOUR ideal clients want.

FIGURING OUT YOUR IDEAL CLIENTS

You want to have an idea of the age, sex and general picture of your ideal clients. And Ryan even created an Avatar of his ideal client which was like a composite picture. He gave his Avatar a name. Each time he posts, he's thinking about if this what his Avatar WANTS to read and will get them to respond and engage.

Just because YOU want to get rich or do this, that or the other doesn't mean your ideal clients or Avatar does.

You post about what THEY are interested in and respond to, NOT what YOU are interested in.

TIP: Find people in your niche or a similar one who do great Value Posts and read and study what they do as a model for your own Value Posts.

Here's a guy I follow in addition to Ryan. Caleb O Dowd.

<https://www.facebook.com/groups/multichannelmarketing/>

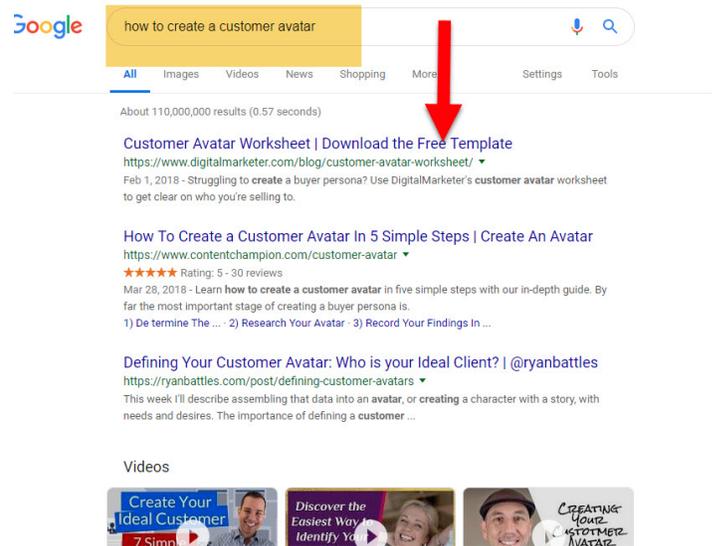
The group is called roitips but the url is long. However, he does GREAT posts and I heard about it because my friend David Frey told me: i.e. word of mouth.

Now, your morning post can be written or a live stream.

Whether your people want a live

stream depends on your audience. I know Grant Cardone does early morning live streams a lot for his sales audience.

If you are stuck to figure out your AVATAR, then search Google for:



There's worksheets, templates and other stuff for you.

You could have a whole Secrets report of "Secrets of Finding, Using and Profiting From Customer Avatars".

Moving on....

Ryan talks about ...

LIVE STREAMING DAILY

I'm not there yet.

LIVE STREAMING IS OPTIONAL.

Again, it's for the Go Getters.

Ryan recommends doing it daily. Whew! That is a lot.

But Eric Mulford live streams daily. It's old hat for him. However, he's really (I think) doing it for someone else's business not his own.

He can create a SUBLIST on Facebook of people interested in HIS products and do live streams for THAT sublist.

You can create sublists on Facebook. I covered this in the [MMM](#). That way, if you Aunt Bertha is someone you don't want to see your Value Posts, she won't.

You stick her on the friends and family list. You only broadcast to your BUSINESS list or whatever you name it.

You can have multiple sublists if you have several niches. You can have one sublist for each niche.

You can use Zoom.us to live stream to Facebook. It's free and is the easiest way. If you want to get fancy you can use Open Broadcast Studio or OBS.

THE MAGIC OF LIVE STREAMING!

When you live stream, FB gives it a max push in the newsfeed. You can SEE who COMMENTS on your live stream or likes it.

Now you can click each person who engaged, go to their wall and POST SOMETHING on their wall.

Or you can like, comment or share on their post! This is engagement MAGIC because they also engaged with your live stream.

And think about this.

All those Lucky 7 people are gonna have your LIVE STREAM pop up.

I'm not ready to live stream daily. But really, I need to hunker down and do it weekly!

The crazy thing is...

YOU CAN RECRUIT AFFILIATES THIS WAY!

You don't even have to ask them to promote.

Chat them up. Ask how their launches are going.

Give them a compliment.

THEN the next day do a post about your upcoming launch!

PARTICIPATE IN FACEBOOK GROUPS AND POSSIBLY POST CONTENT

Participating in Facebook groups with intelligent answers to people's questions is one of the fastest way to get visible.

You may be able to get permission to make Value Posts in groups. Ryan has a handful of groups he does a Value Post in daily. Ask permission from the admin.

You can post in groups on the 15 minute a day plan. It's hard to participate

in the groups if you only have 15 minutes a day. But it does work.

Best of all, THINK!

What do you when people COMMENT on Value Posts you make or appreciate the reply you make in a comment?

You do what?

1. Visit their Facebook page
2. Drop a comment on their wall, or
3. Like, comment or share their post or posts

THEN what are they gonna see?

Your Value Posts or Live Streams. And also your pitch post.

HOW TO BUILD UP YOUR FACEBOOK GROUP

You do NOT have to do a Facebook group. It's OPTIONAL and for the Go Getters.

It is an easy way to get people to engage with you and helps establish some credibility and trust.

We'll get to the method of getting group members on steroids in a minute.

But I learned a lot this past week from Caleb O'Dowd who started a group called [Facebook Group Profits](#).

But it's only going to be up 2 weeks or so as he's using it for his product launch. You still have time to join if you hop on it now.

It's a great example of how to LAUNCH a product and I bet a LOT of people in the group will buy his coaching when he launches it.

Let me repeat. That url will NOT WORK after 2 weeks cause he's DELETING the group after the launch. So don't message about how it's not working. It won't be there after a few weeks, unless he changes his mind. I mean, it's a pitch so who really knows, right?

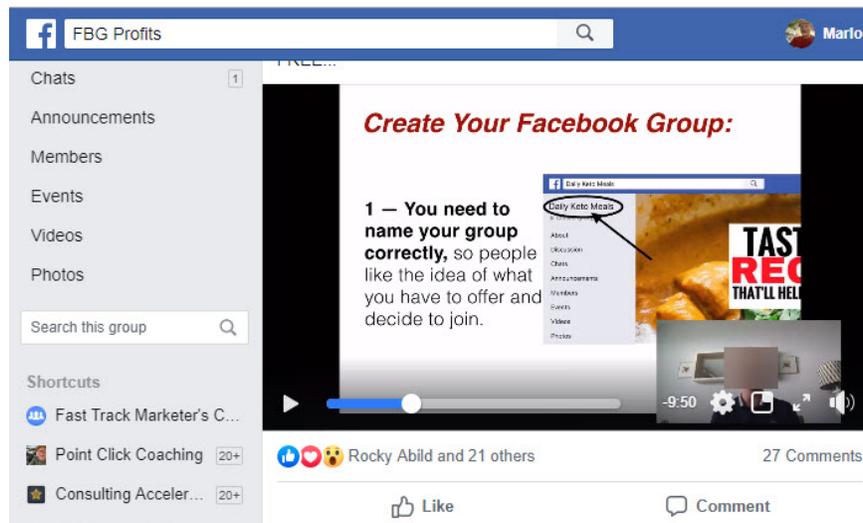
What Caleb is doing that is BRILLIANT is he's dropping his VALUE POSTS in the group as screen capture video trainings.

This is FANTASTIC if you DO NOT LIKE TO BE ON VIDEO!

You can just do screen capture video trainings.



As you can see, there's absolutely nothing at all fancy about his slides.



Here's how he is doing his launch:

Every day for 2 weeks he's dropping a new video in the Facebook group. They're about 10 minutes each. He has already said there will be an offer at the end of the 2 weeks and then the group will be deleted.

So everyone is anticipating the launch.

He's also doing Q & A screen capture videos. So you have peoples ASK you questions and you respond on video.

I hand never THOUGHT about doing this before. I LOVE the idea and here's why.

He also did a Q and A as a live stream at a pre-announced time / date. By answering questions you establish your credibility and authority. The nice

thing is questions were submitted mostly in advance. If you do that, you have time to prepare to answer them on the livestream and you don't get stumped if you aren't real confident in your topic yet.

If you ask people in your group if they have any questions, you'll maybe get 1 or 2.

But if you tell them you're doing a video and will answer all questions in a video, you will likely get a lot more.

Here are Caleb's tips:

1. Name your group with short words and a benefit

He likes 2 or 3 short words the convey a benefit. His huge group that makes \$300,000 a month is called DAILY KETO MEALS.

Meal planning is a huge pain point for people on the Keto diet so this group SOLVES or targets that problem.

What problem is YOUR group solving?

It's a problem I have with my group.

The word Mastermind doesn't really SOLVE a problem.

Like: The Anxiety Solution

Or Get Better Paying Gigs

Or Get More Gigs

You're trying to think of what your Avatar or Ideal Client WANTS MOST.

2. Your group image needs to be interesting and engaging.

You can do it in Canva or have it done on Fiverr by someone with 4 or 5 stars. The group name and image needs to be a BENEFIT to the people you are attracting. It's NOT what YOU want or are excited about. What do THEY want?

What will attract your Avatar or Ideal Client?

3. Have a pinned post

80% of people who join will read this post so it's extremely important and you want to have an OFFER in it. Tell a backstory of why you started your group. This can help the group go viral.

Spend time creating a GREAT story for the mission of the group and why you started it. Inspire people.

4. Have keywords in your Group Description

Facebook uses these keywords to decide who it will tell about your group. In his description for his Daily Keto Meals group he has all these words:

Keto recipes

breakfasts

lunch

dinner

snacks

meals cook

easy

delicious

They all help Facebook know WHO to show your group to. I never realized this and my group description needs a lot more attention!

5. Facebook Group Tags

Think of your tags as keywords that help Facebook show your group to the right audiences.

We'll probably cover groups more in another month. But for NOW you'll be able to get started, especially when I get to the FB ads part.

BUT MARLON, WHERE OR HOW DO I GET CONTENT FOR MY VALUE POSTS?

My main suggestion on this is it's no different from blogging.

Just search Google for:

- How to blog
- Blog post ideas
- How to write blog posts

You'll have a massive amount of really great articles to help you.

And you can search Kindle for the same.

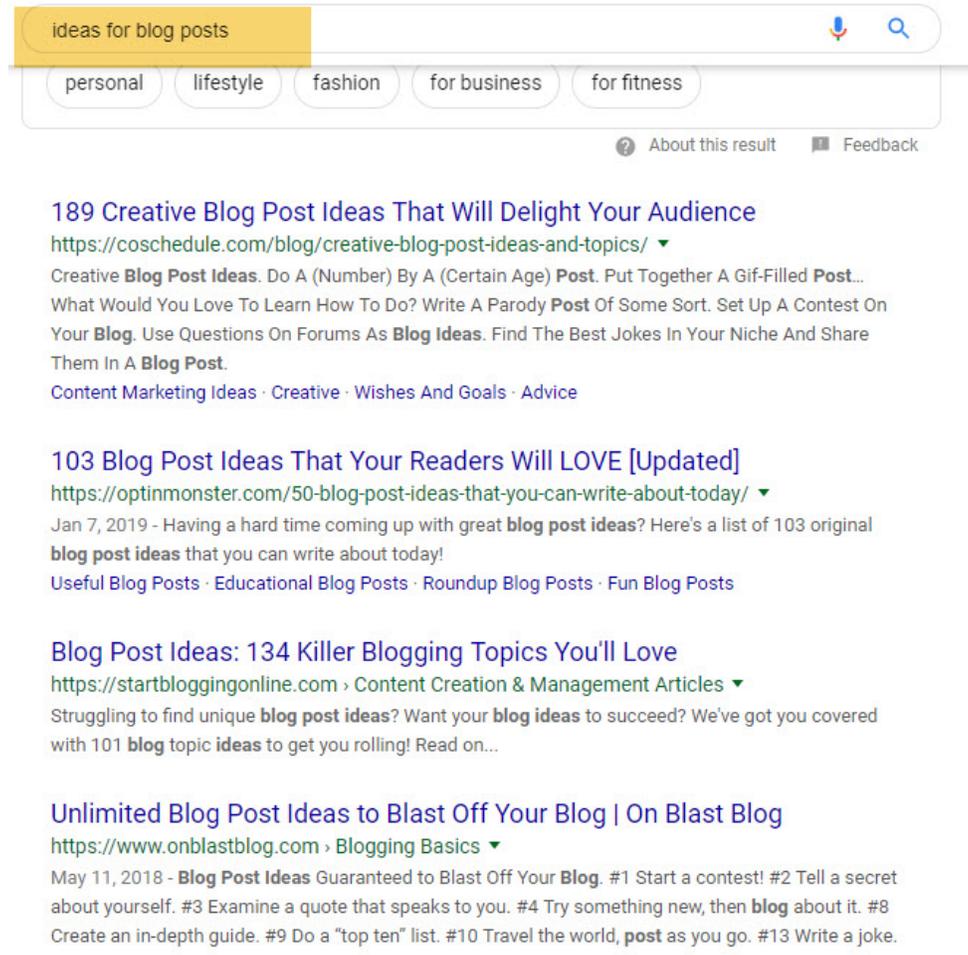
There IS an art in how you PRESENT content so people value and appreciate it. And how you choose and word the TOPICS you talk about or cover.

But it's NOT a hard art to learn.

And there is a massive amount of training on it free. In a few hours of reading you can know all you probably need to know.

THIS is where the research skills I've taught you should come in valuable. If you can't effectively research a simple topic like this, then go back and re-read our dispatches where I teach Google research in depth.

I searched "ideas for blog posts" and look at these gems:



You can use those ideas for your Facebook and Instagram posts JUST as well as blogging.

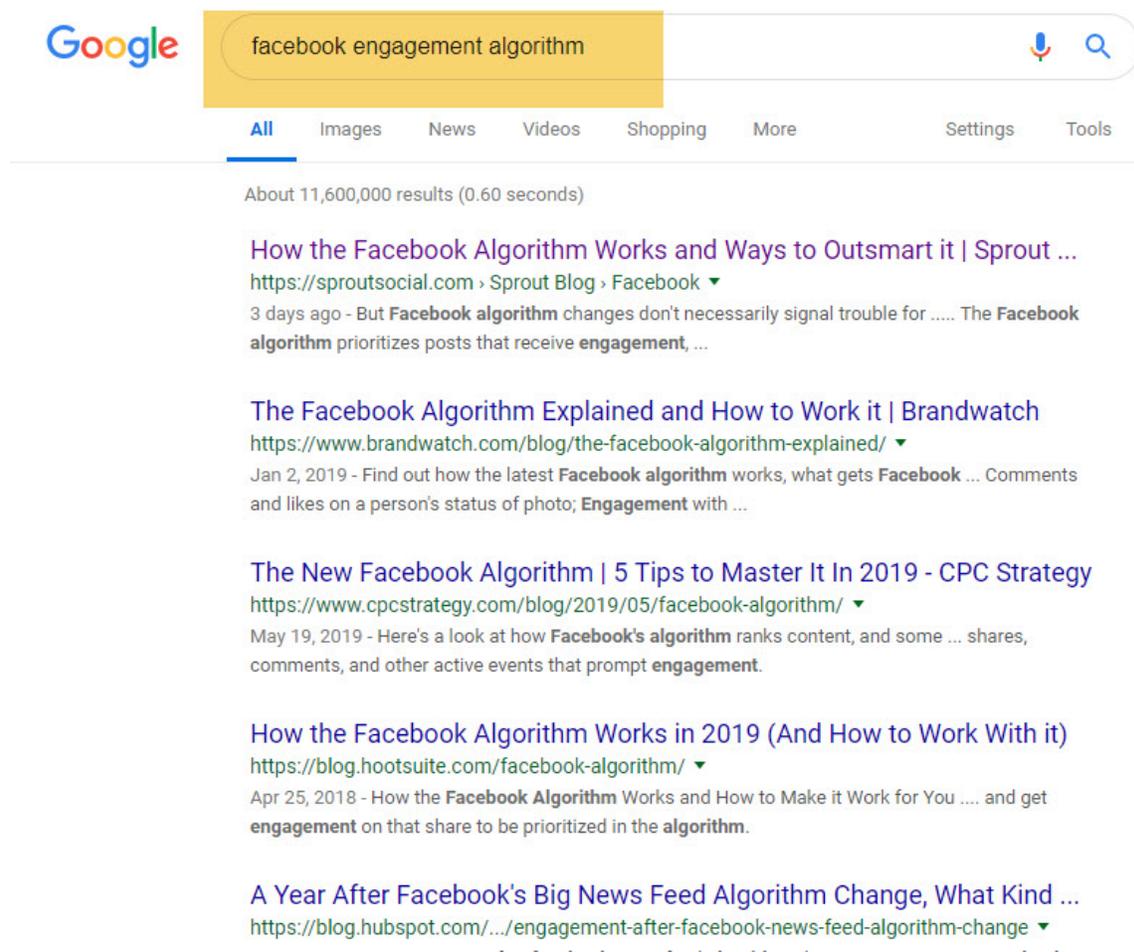
And YES, these work for Linked In posts as well.

You can also search:

"how to write blog posts for engagement"

"how to write blog posts"

"How to write Facebook posts for engagement"



Ryan covers the Algo but there are a ton of posts on it. There's room for a "Secrets" type product where you are basically a REPORTER and reporting on the discoveries others have made.

You AVOID any copyright problems because you reword everything as I've taught and demonstrated in prior dispatches AND you link to the source material for credit where credit is due.

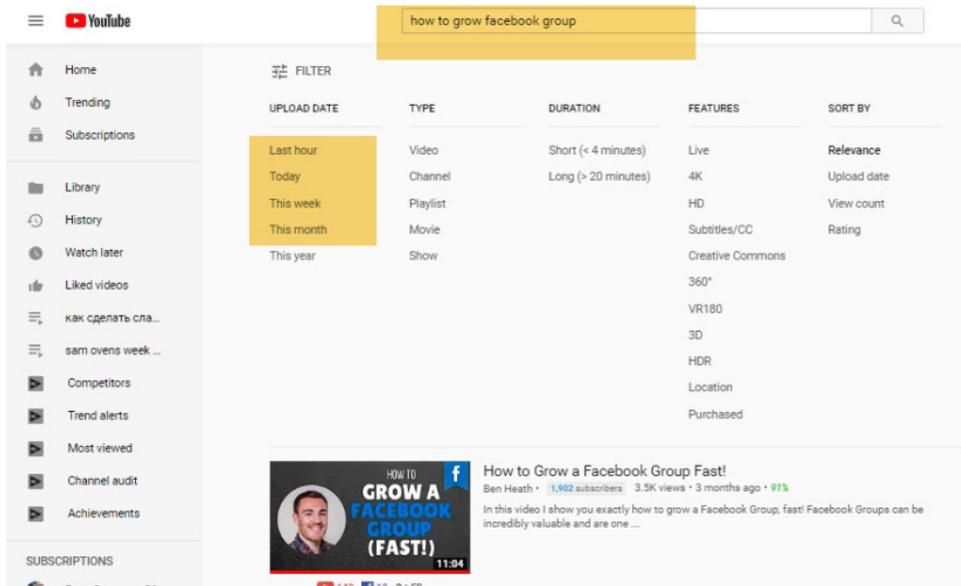
It sure would be a nice product if someone dug in and dug out all the GEMS about the FB algo and wrote 'em up.

THIS is the magic of our "Secrets" type products. As a REPORTER you can tackle any topic with this. There are thousands of topics ripe for it.

You could have a whole Secrets report just on secrets of writing FB posts for engagement.

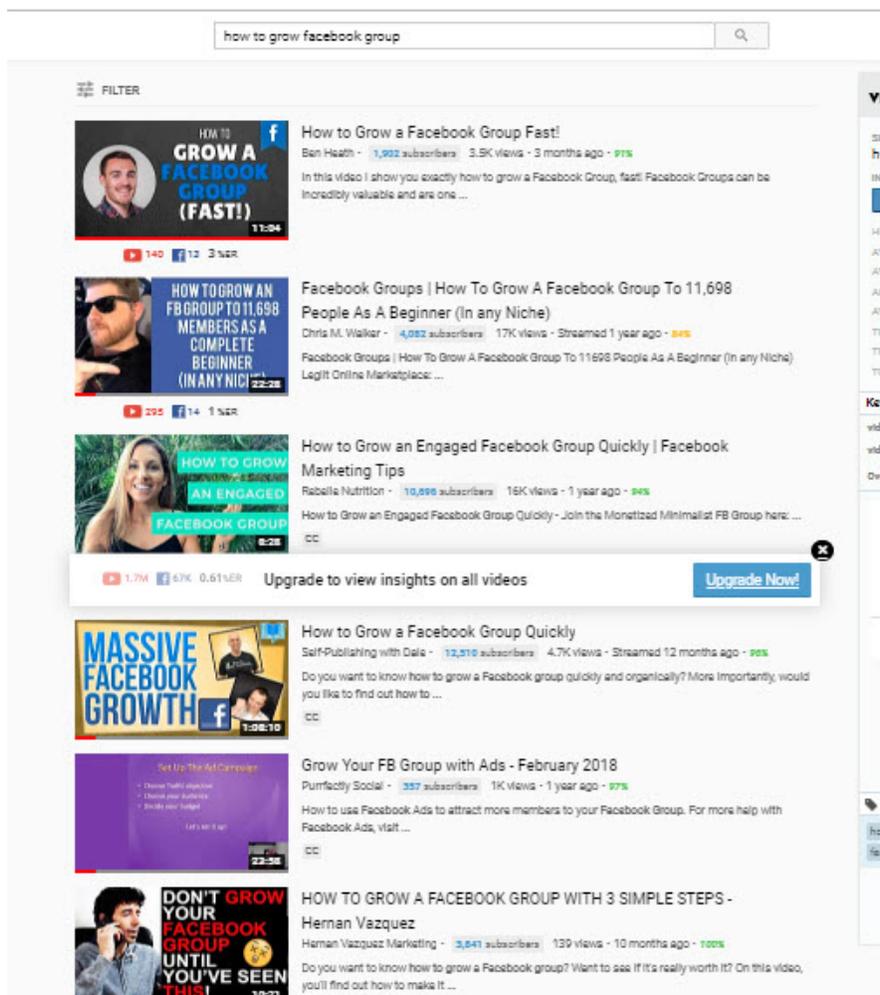
You could have a whole Secrets type product on Facebook groups.

Let me show you something mind boggling:



When you search Youtube, JUST like Google, you can do an advanced search where you select ONLY the most recent videos or posts on Google.

This is CRITICAL so you don't get old, outdated info. All you do is click the little FILTER button.



There are LOADS of awesome videos filled with great info on how to grow a Facebook group. But who REALLY wants to have to watch all of them and take notes.

So you do it.

You write up the notes as secrets in your own words and link and credit the videos. Follow me?

I think Youtube will give you a transcript many times to make life easy.

I BET there are GEMS buried in there. But how many people are gonna watch the videos that are #40 or #50 to extract ideas?

NO ONE!

That's who.

If someone does it and creates VIDEOS or a report on the secrets, it has a lot of value.

Always reword.

Always credit.

Look for the meaty stuff. The unique ideas. The impact stuff. Fast to implement. Big impact.

You could do the same on so MANY TOPICS it's ridiculous.

Most topics also have tons of webinars on them with info. You watch the webinars, extract key secrets and do the same.

Along the way you HELP YOURSELF.

Physician, heal thyself.

In helping others you heal thyself.

You find solutions to whatever problems YOU have! And get paid for solving your problems, which makes them hurt a little less.

Writing engaging posts is a CHALLENGE and an art. But you WILL get better at it FAST if you study a little. Do those Google searches.

5 STEP SYSTEM TO BUILD YOUR AUDIENCE THROUGH FACEBOOK LIKE ADS FOR \$1 A DAY

This is GOLDEN.

You can use relatively inexpensive Facebook like ads to grow your group.

1. You run like ads to your ideal customers
2. When they like your ad, you invite them to like your PAGE
They aren't the same thing.
3. When they like your PAGE, you invite them to like your GROUP.
4. You can click the profiles of people who like your ads or page and drop a comment on their wall, like, comment, or share and eventually DM.
5. Recycle your posts from your profile or group to your Facebook page after a delay.

But follow the 80 / 20 rule in your group also. Because those people who like your page will see your posts.

Here's a VIDEO that explains and demonstrates most everything. But it's a little dated so I have screen caps below on a few of the changes that are vital.

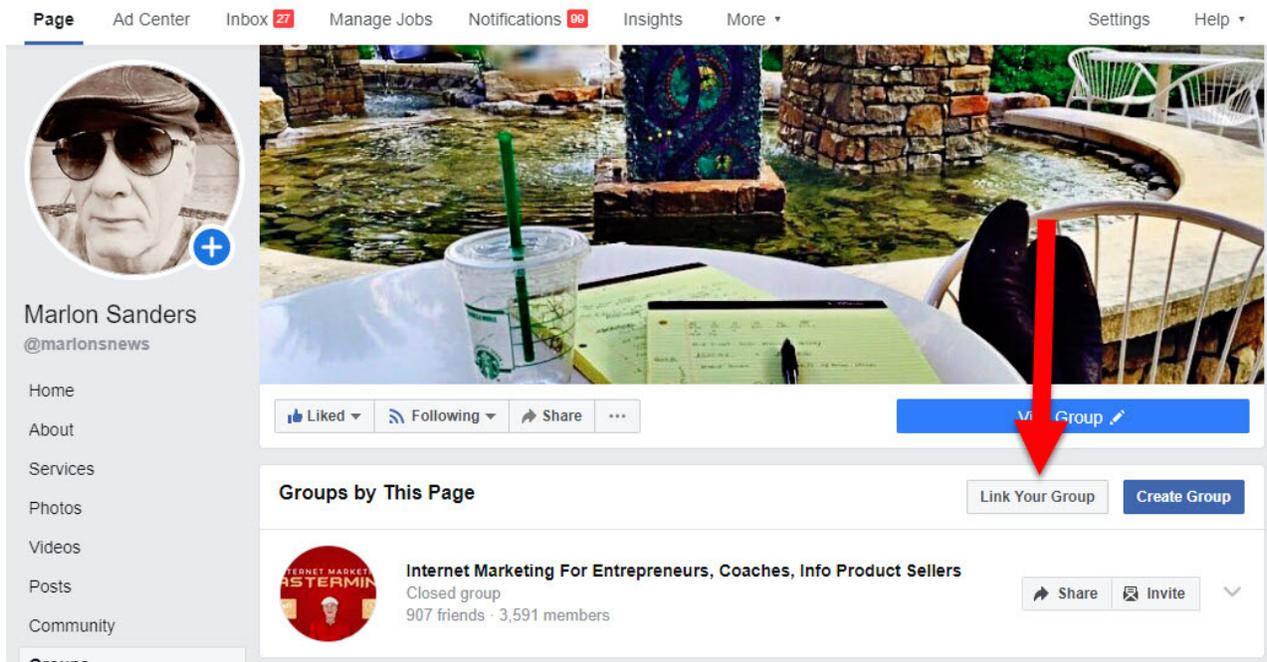
<https://youtu.be/kZeLFOpKIYE>

You run a fb like ad which is:

1. A FB ad objective of LIKE
2. A colorful photo somewhat related to your ideal clients
3. A one sentence benefit of why they should like your page

However, Facebook changed a few things so let me show you:

You need to link your page to your Facebook group:



You CAN run LIKE campaigns WITHOUT a Facebook group. Then just post a comment on their wall, like, comment or share.

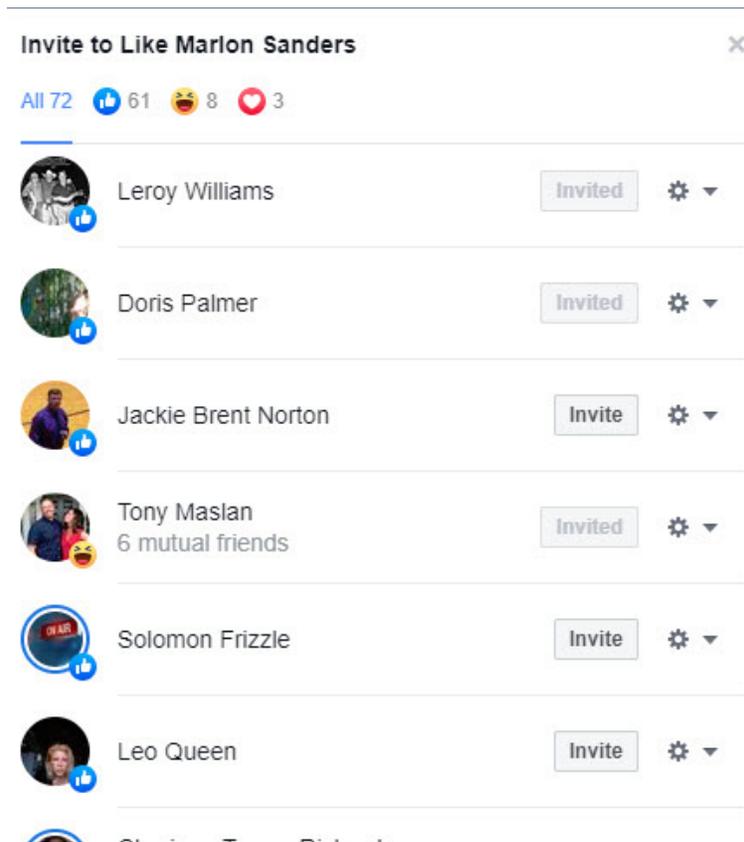
They will then see your VALUE posts.

This is a way to TURBOCHARGE your growth for \$1 a day.

That's right.

You can spend only \$1 a day.

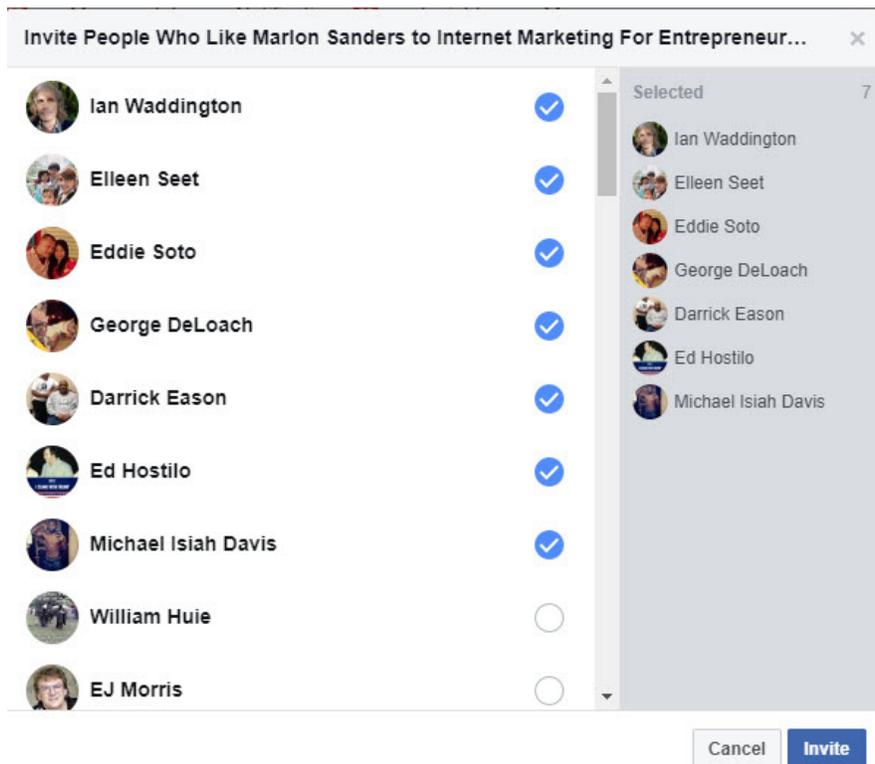
When they click LIKE on your ad, they actually like your AD, not your page. So you click HERE to invite them to like your PAGE:



Here's the TRICKY thing. To get the people who liked your page to add themselves to your GROUP, you first click this INVITE button.



Then you click invite on each person's name:



Roughly 50% of the people who liked your page will join your GROUP.

Again, [watch this video](#). It's a little dated which is why I added screen caps to clarify stuff.

A BIT ABOUT INSTAGRAM

I'm NOT doing Instagram daily. But Ryan says the action you get there is about 10X Facebook.

So I guess I gotta do it.

Instagram stories are hot.

And Ryan also does long posts.

To double space, apparently you have to hit SHIFT and then that brings up the RETURN button that will double space your copy.

I don't know if I'm ready for Instagram yet.

I'm just adding this as YOUR ideal client might be mostly on INSTAGRAM and not Facebook!

Ditto with Linked In.

Fish where the fish are.

Don't be stupid.

WHAT DO YOU POST TO MAKE MONEY WITH IN YOUR PROMO POSTS?

If you don't have your own products, find affiliate products.

Clickbank. Shareasale. JVZoo. Warriorplus.

Clickbank has ALL niches in it.

The offer consists of a promise in the headline, benefits and a cta or call to action.

Study Ryan Stewman's daily posts on Facebook or Instagram to see examples.

A FEW REMINDERS FROM MY MMM

1. This 7 day posting challenge won't cost you money
2. You can do it in 15 minutes a day
3. It's going to help you break through the #1 thing that may be stopping you from making sales and money

4. It brings in sales and cash
5. Anyone can do this as long as you can manage to type 4 to 5 paragraphs each day and post on Facebook
6. It works for any business

It will NOT work for you if:

1. You refuse to post on Facebook pages, groups or your profile for whatever reason or Instagram.
2. You can't type 4 to 5 paragraphs of something valuable to your ideal clients. If you don't have the ability to communicate at all, I can't help you.
3. You don't have 15 minutes a day. If you can't manage to carve 15 minutes out of your day every day because you're too overwhelmed, tired, confused or busy watching Game of Thrones re-runs, I can't help you.
4. You want to hide from the world and not let anyone know you sell anything to anyone for any purpose. If you have to hide from the world and not be seen as promoting or selling something, I can't help you. There's nothing wrong with you or it. I just can't help you.

HERE ARE THE 7 BENEFITS TO YOU OF ACCEPTING THIS 7 DAY POSTING CHALLENGE:

1. You get to make a larger contribution to people by posting VALUE and helping your ideal clients. You will know you are HELPING your ideal clients.
2. It's a challenge so you challenge yourself to see if you can do it and WIN. It's a challenge to see what value you can provide for your ideal clients.
3. You get to cooperate with others. So it's a chance to meet others, cooperate, help each other out and have fun.
4. The ONLY people who know about this and will be participating are those reading this newsletter and in my Facebook groups. Others won't be "in on it" and won't "get" what's going on.
5. Exciting – You don't know what will actually happen until you do the challenge.
6. You get to build an AUDIENCE who can then pay you money over and over.
7. You get to try out different posts and see what works.

HERE'S YOUR EDGE RANK ACTION PLAN

The ONLY necessity here is using EDGE RANK.

1. Post Value Posts daily.
2. Make 20% of your posts be offers

Every 1 in 5 posts or roughly 20% do an offer or money post.

If you don't have your own products, send people to a squeeze page for a freebie and have them join your list. Then email them affiliate offers.

Or just do the post and direct link to an affiliate offer if Facebook will let you . If they don't, you'll need to make a post on your blog, Wix or somewhere and then send people to the affiliate link.

DO NOT only make Value Posts.

You won't make any money.

Do NOT make only pitch posts.

You won't grow your audience.

3. Buying Ryan's M3 ebook is NOT optional. It's only \$3.

Read it 3 times at least.

4. Do the Lucky 7 DAILY

This is NECESSARY to grow your audience.

Otherwise, you'll be posting to crickets and wondering WHY oh WHY do only Fast Trackers see and comment on your posts. Because you haven't done the Lucky 7 and built up your audience.

5. Consider doing Facebook Like Ads for \$1 a day

You need to create a Facebook Page to do these. Then do the Lucky 7 with people who like your ad or page.

6. Have nice graphics on your Facebook page and Facebook group

Don't be too stingy here.

The book Blink explains why looks DO matter.

7. If you do run Facebook Like ads, consider inviting them to join your Facebook group if you have one.

This is purely optional.

8. As long as it doesn't get out of control, we'll use the Fast Trackers group to share the URL's of our Value Posts so other members can do some informal, sporadic syndicate action.

In fact, at least for the next 10 days, to get some momentum going, I encourage everyone to do this if you're so inclined.

MARLON, WHAT ABOUT MY PRODUCT CREATION?

Listen, keep at it.

This does NOT replace your product creation.

What I've described here took 36 pages to explain but can be executed in 15 to 30 minutes a day. The rest of whatever time you got can be invested in your product creation and promotion.

Following this action plan is going to help you develop the muscles you need to get the products done and the promotions out.

It teaches you research, writing skills, networking, advertising, making offers and much more.

You should be able to start making sales so that raises your personal belief level. But you still need patience. Some of you have NO following or audience. It will take some time but with Lucky 7 you can get an audience of 93 minimum in a month.

Don't underestimate the power of 15 minutes a day.

Best wishes,

Marlon

THE ROAD NOT TAKEN

Two roads diverged in a yellow wood,
And sorry I could not travel both
And be one traveler, long I stood
And looked down one as far as I could
To where it bent in the undergrowth;

Then took the other, as just as fair,
And having perhaps the better claim
Because it was grassy and wanted wear,
Though as for that the passing there
Had worn them really about the same,

And both that morning equally lay
In leaves no step had trodden black.
Oh, I marked the first for another day!
Yet knowing how way leads on to way
I doubted if I should ever come back.

I shall be telling this with a sigh
Somewhere ages and ages hence:
Two roads diverged in a wood, and I,
I took the one less traveled by,
And that has made all the difference.

Robert Frost

