

In Session 6 you will learn:

- Maximize your post likes by discovering what your customers really want
- How to create content your customers will love
- How to get value by giving it first

**1. Content Marketing**

- a. Your customers will like your page for its content
- b. Your content needs to add value to your customer
- c. The content on your page cannot be frivolous or just funny

**2. Give Value Away First**

- a. Have you seen Facebook pages that provide no value to their customers?
- b. From your customer's perspective, it is a risk to like you page
- c. If you have valuable knowledge, content, or secrets, then give you MOST valuable ones away first

**3. What Value Does Your Page Provide?**

- a. (Lincoln Financial Group Facebook page) 2,911 likes
- b. (MetLife Facebook page) 554,863 likes



**4. What Value Does Your Page Provide?**

- a. Here are a few examples of my clients who get tons of likes because they add tons of value
- b. [https://www.facebook.com/amazingbodynow?ref=br\\_tf](https://www.facebook.com/amazingbodynow?ref=br_tf)





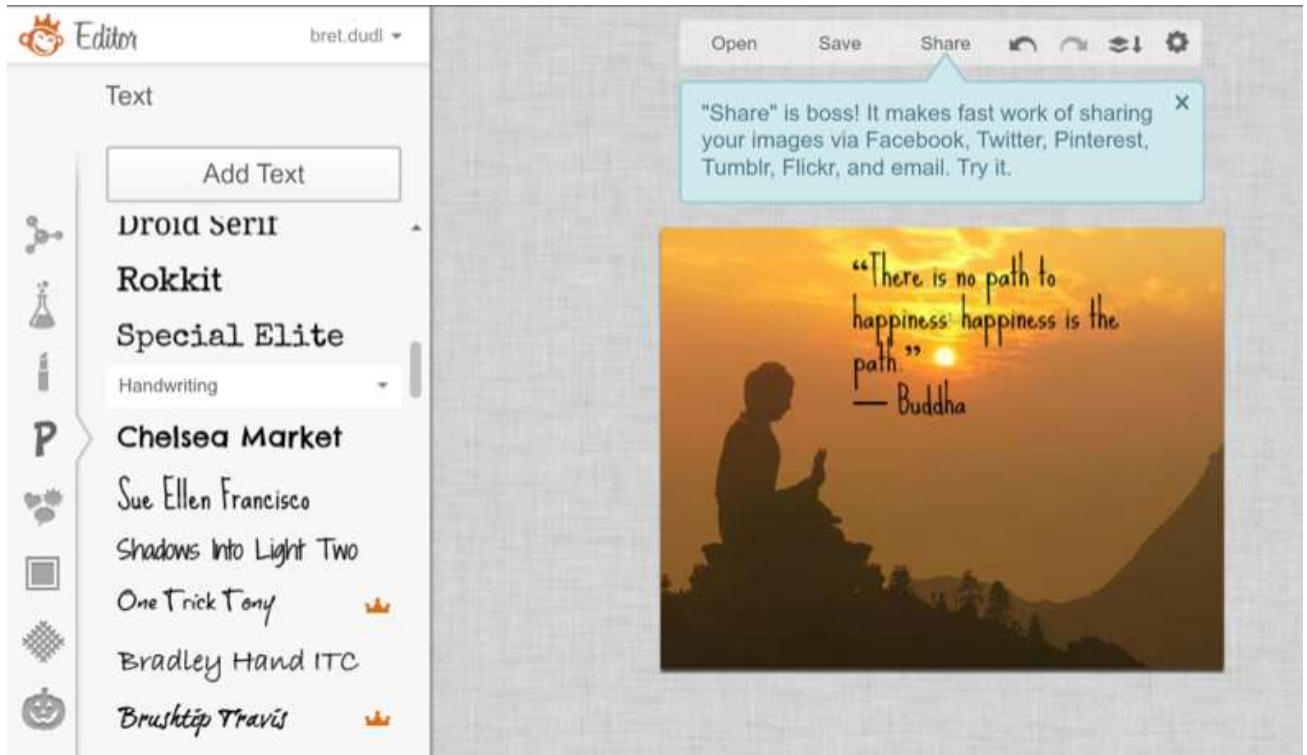
5. **The number of Page Likes are the Result of Your Customer's Perceived Value Of Your Page**
  - a. Match your content with the emotional need your customer is trying to fill – their want or desire
  - b. What is it that your customer really wants?
  - c. Make sure your content is oriented to what THEY actually want, not what you think they want
6. **Discovering What Content Your Customers Really Value**
  - a. How do you go about finding out what kind of content is most “likeable” to your customers?
  - b. Do you just want fans or CUSTOMERS?
  - c. By interacting with your customers daily on Facebook, you can start to understand what they really want and create your content to meet those needs
7. **Guessing What Your Fans Want Doesn't Work**
  - a. Don't automatically assume you know what your fans want
  - b. It's better to assume that you don't know what THEY want
  - c. Eliminate misunderstanding by asking what your fans want by clarifying and asking in new ways
8. **Your Fans Will Tell You What Content Will Grow Virally by the number of likes your posts get**
  - a. (Yoga image 1 – 55 Likes, 2 Comments, 9 Shares)
  - b. (Yoga image 2 – 2,375 Likes, 265 Comments, 997 Shares)



9. **Add Positive Inspirational Quotes To Your Best Photos**
  - a. I like to use [www.picmonkey.com](http://www.picmonkey.com) to add the quotes to the photos that get the most likes



10. Use Picmonkey To Add Positive Inspirational Quotes



a.

11. Add Positive Inspirational Quotes To Your Best Photos





Like · Comment · Share

🗨️ 29

👍 115 people like this.

💬 View 6 more comments

### 12. Be Reassuring



Like · Comment · Share

🗨️ 111

👍 348 people like this.

 **Bret Gregory** Share your thoughts and prayers with our dear ones on the east coast.  
Like · Reply · 🗨️ 1 · Yesterday at 2:55pm

 **Adriana Montoya** I couldn't have said it better myself  
Unlike · Reply · 🗨️ 1 · 6 hours ago

💬 View 20 more comments

### 13. Add Title Text To Your Photos



#### 14. Polling Your Fans

- How do you find out what your fans want?
- Asking is the best way to understand fans' needs
- Every time you ask for opinions, feedback, and direct questions, you are polling you fans

#### 15. Polling Your Fans



#### 16. Exercise: Create A Poll That Reveals Your Customer's Needs

- What kind of a Facebook poll(s) could you create that would get your customers to reveal their wants, desires, aspirations?

- b. List the top three questions you could ask your customers to get their opinion on
- c. List the top three questions that will identify your customers' greatest problems that they are looking to solve now
- d. List the top three questions you could ask that would get your customers to tell you their greatest aspirations, wants, and desires.

## Want more help?

As a member you get a 90% tuition discount to the Attract Customers Now Live Bootcamp in Carlsbad, Ca. To register click here: [www.attractcustomersnow.com/bootcamp](http://www.attractcustomersnow.com/bootcamp).

If you want to schedule a one on one appointment with me all you need to do is first take your 5-minute Customer Attract Assessment, then book your appointment. [Click here](#) now.