



Facebook Visibility

Mini Course

Facebook Visibility Course Completion Checklist

Lesson 1:

- ★ Notes
- ★ Homework - Research
- ★ Homework - Analysis

Resources:

- ★ [Why Online Visibility is Imperative for Entrepreneurs](#)
- ★ [How to Find and Attract Your Ideal Client](#)

Lesson 2:

- ★ Notes
- ★ Personal Profile Checklist
- ★ Homework - Post Tracking Sheet

Lesson 3:

- ★ Notes
- ★ Client Avatar Worksheet

Lesson 4:

- ★ Notes
- ★ Video Checklist

WORKBOOK

Facebook Visibility

Mini Course

Lesson 1

In this first lesson we dive into what Online Visibility is and why it's so important.

We also discuss why Facebook, in particular, is a great place to be visible.

And, you'll learn how to do the research necessary to figure out what makes people comment or react to posts.

Read this article: [Why Online Visibility is Imperative for Entrepreneurs](#)

Lesson 1 Notes...

Instructions: Write down any little nuggets from Lesson 1 you'd like to have for later reference



Lesson 1 Homework - Research

Instructions: Go through your feed and see what kinds of posts are getting the most comments and reactions.

Question 1: What kind/types of post are they? (Question, Quote, Story, Image, Meme, Video, etc)

- 1.
- 2.
- 3.
- 4.

Question 2: How many reactions or comments are they getting on each post?

- 1.
- 2.
- 3.
- 4.

Question 3: Do you notice any patterns or similarities between the posts which receive a lot of engagement and those that don't?

Question 4: How often did the poster reply or react to comments?

Lesson 1 Homework - Self Analysis

Instructions: Go through your Activity Log and see what you tend to reply and react to.

Question 1: What kind of post are they? (Question, Quote, Story, Image, Meme, etc)

- 1.
- 2.
- 3.
- 4.

Question 2: How many other reactions or comments did the posts receive?

- 1.
- 2.
- 3.
- 4.

Question 3: Do you notice any patterns or similarities between the posts you commented/reacted to which received engagement and those that did not?

Question 4: How often do you comment or react to posts in general?

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Lesson 2

In this lesson you'll learn how to optimize your personal profile for more engagement.

You'll also be putting some thought into the information you learned in Lesson 1 so that you can figure out how to create great posts people WANT to like and comment on.

And...there's a bonus tip that helps you keep your posts popularity going for more than an hour or two.

Lesson 2 Notes

Instructions: Write down any little nuggets from Lesson 2 you'd like to have for later reference



Personal Profile Checklist

- ❑ **Profile Picture** - High Quality/Professional
- ❑ **Facebook Intro** - Tells what you do succinctly
- ❑ **Business Name** - Prominently displayed (*in Intro and/or header image*)
- ❑ **Posting Frequency**- frequently (*3x per day*) and consistently (*5-7 days per week*)
- ❑ **Posts** - inspire engagement (*questions, polarizing, stories, etc*)
- ❑ **Comments** - Reply/reacted to ***each*** comment
- ❑ **Bonus** - Leave a few comments to reply and/or react to the next day

Lesson 2 Homework - Post Tracking Sheet

Date: _____	<input type="checkbox"/> Post #1: _____ <input type="checkbox"/> Post #2: _____ <input type="checkbox"/> Post #3: _____
Date: _____	<input type="checkbox"/> Post #1: _____ <input type="checkbox"/> Post #2: _____ <input type="checkbox"/> Post #3: _____
Date: _____	<input type="checkbox"/> Post #1: _____ <input type="checkbox"/> Post #2: _____ <input type="checkbox"/> Post #3: _____
Date: _____	<input type="checkbox"/> Post #1: _____ <input type="checkbox"/> Post #2: _____ <input type="checkbox"/> Post #3: _____
Date: _____	<input type="checkbox"/> Post #1: _____ <input type="checkbox"/> Post #2: _____ <input type="checkbox"/> Post #3: _____
Date: _____	<input type="checkbox"/> Post #1: _____ <input type="checkbox"/> Post #2: _____ <input type="checkbox"/> Post #3: _____
Date: _____	<input type="checkbox"/> Post #1: _____ <input type="checkbox"/> Post #2: _____ <input type="checkbox"/> Post #3: _____



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Lesson 3

In this lesson you'll begin to understand the power of Facebook Groups.

You can create a great following in other people's groups - there isn't necessarily a reason to start your own, right off the bat.

Learn how to find groups where your ideal clients would hang out and provide value so that they see you as the expert (or authority).

Read this article: [How to Find and Attract Your Ideal Client](#)

Lesson 3 Homework - Client Avatar

Instructions: Think about who your ideal client is so that you can determine which groups they're likely to hang out in.

Question 1: Is your ideal client a man or a woman? How old are they?

Question 2: Where does your ideal client live? How many kids do they have?

Question 3: What's your ideal client's favorite movie, music, and tv show? What's their favorite color?

Question 4: What are your ideal client's hobbies? What do they do in their spare time?

Question 5: Where does your ideal client live? How many kids do they have?

Question 6: Why does this person need your products or services? What are the problems they're dealing with right now because they don't HAVE your product or service?

Question 7: How would it make your ideal client feel if they had your product or service and it resolved their issue(s)?

Question 8: Read your answers to Questions 1-7 and write out what types of Facebook Groups your ideal client would hang out in.



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Lesson 4

In this final lesson we go into the power of video.

How video is the ultimate Know, Like, and Trust builder.

Plus, tips on how to get started right NOW, with the equipment you have on hand.

You don't need a fancy DSLR camera and a light kit to do video. All you need is a mobile phone and a little self-confidence!

Lesson 4 Notes

Instructions: Write down any little nuggets from Lesson 4 you'd like to have for later reference



Video Checklist*

**If you purchase anything through some of the links in this checklist I might make enough to buy a cup of coffee - at no extra cost to you!*

Video Equipment

Mobile Phone/Tablet **(Tier I)**

[Web Cam](#) **(Tier II)**

[DSLR](#) **(Tier III)**

Audio Equipment

Mobile Phone/Tablet **(Tier I)**

[Lapel Mic](#) **(Tier II)**

[Condenser Mic](#) **(Tier III)**

Lighting

Window/Natural Light **(Tier I)**

[Soft Light Kit](#) **(Tier II)**

[Ring Light](#) **(Tier III)**

Video Checklist

❑ Software

❑ Facebook App Live Streaming (mobile/desktop) **(Tier I)**

❑ Phone/Tablet App **(Tier II)**

❑ [iMovie](#) (iOS)

❑ [FilmoraGo](#) (Android)

❑ Desktop App **(Tier II)**

❑ [Ecam](#) (Live Stream)

❑ [Screenflow](#) (Mac)

❑ [Camtasia](#) (Windows) (Screen Recording/Editing)

❑ [Zoom](#)

❑ Desktop App **(Tier III)**

❑ [Wirecast](#) or [OBS](#) (Live Stream)

❑ [Premier Pro](#) or [Final Cut Pro](#) (Editing)

❑ Stabilizers

❑ [Selfie stick](#) **(Tier I)**

❑ [Tripod](#) **(Tier II)**

❑ [Gimbal](#) **(Tier III)**