

# Facebook Organic & Groups Marketing — Workbook

This workbook turns the course into a working system you can run every week. You will set your one outcome, build a credible Page and a well-named Group, configure membership questions that capture leads, plan a comment-earning content mix, script a Facebook Live, and track everything in a simple dashboard. Work one section per module and finish with a linked Page and Group, a weekly plan, and a live lead loop you could start today.

## How Organic Facebook Actually Works Now

Lock in one outcome and one audience, and train your eye on the ranking signals before you build anything.

### Worksheet: One Outcome, One Audience

Fill this before any setup. Every later decision is judged against the outcome and audience you write here, so be specific and use your audience's own words.

The single business outcome (booked calls / signups / sales / foot traffic / qualified members)

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How you will count it (the exact number you will track each week)

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Ideal member in one sentence (who they are and their moment)

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Their number-one problem in their own words

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Where they currently look for answers (Groups, search, competitors)

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Why a small, relevant community beats a big, irrelevant one for you

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### Exercise: Ranking-Signal Feed Audit

Scroll your own Facebook feed and your target Groups for 15 minutes. Screenshot five posts that clearly got high engagement and three that fell flat. Judge each against the signals from the course (comments over likes, dwell time, reactions, shares, negative signals).

- For each high-engagement post, what specific signal did it earn most (comments, a strong reaction, shares with commentary)?

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- Did the strong posts end with a question or invitation, and what exactly did it ask?

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- For the flat posts, which negative signal likely hurt them (engagement bait, an external link, a weak first line)?

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- Name the one tactic you will copy from the strong posts and the one mistake you will avoid from the flat ones.

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## Checklist: Strategy Readiness

- I have written my single business outcome and the number I will track
- I can describe my ideal member and their main problem in their own words
- I understand that comments and replies out-rank likes for reach
- I can name three negative signals I will avoid (engagement bait, cold external links, hide-worthy posts)
- I have decided which of the three formats (Page, Group, Live) leads my strategy
- I have mapped the path from stranger to lead (discovery, belonging, trust, action)

## Building the Page and Group as a Lead Engine

Set up a believable Page and a well-named Group, then turn the join screen into lead capture.

### Checklist: Page Credibility Pass

- Profile photo is a sharp logo or headshot, recognisable at small size
- Cover image states who I help and how (not generic stock)
- Short @username set and an accurate Page category chosen
- About line is written in my audience's words, with working website, email, and location if local
- A call-to-action button is set that matches my one outcome (Book Now / Send Message / Sign Up)
- Recommendations are enabled and I have a plan to gather at least five genuine ones
- A pinned post states my offer and points to my Group, plus three to four useful starter posts

### Worksheet: Group Naming and Setup Plan

Draft your Group before you create it. Write three candidate names that combine audience and outcome, then commit to the configuration that fits a free lead-engine community.

Candidate name 1 (audience + outcome + location if local)

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Candidate name 2

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Candidate name 3 and the one you will use

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One-line promise of the Group (what a member gets)

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Privacy and visibility choice (Private + Visible recommended) and why

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Posting culture (members post freely vs posts approved) for the early days

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Three to five Group rules in plain language

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### Worksheet: Membership Questions That Capture Leads

Write the exact three questions Facebook will show at the join screen. Question three is your permission-based lead capture, so make the free offer genuinely worth an email.

Question 1 (qualifying): biggest challenge with [topic] right now?

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Question 2 (rules): agree to the rules, especially no spam? (require a yes)

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Question 3 (opt-in): would you like our free [lead magnet]? If yes, enter your best email

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The exact lead magnet you will deliver (guide / checklist / workshop)

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How you will store and follow up on captured emails (and your consent wording)

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### Exercise: Build the Welcome Flow

Set up the first-24-hours experience so a new member's silent join becomes a first interaction. Draft each piece below and turn on the auto welcome post.

- Write the pinned getting-started post: the promise, the rules, and your best free resource.
  - Write the weekly welcome post that tags new members and asks one easy question (where are you from / your number-one goal).
  - Draft a short, human direct-message template for high-value leads who left an email.
  - Decide your approval rhythm (batch new members how often) so welcome posts group people together.
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## Content and Conversation That Earn Reach

Plan a week of comment-earning posts, sharpen your hooks, and script your first Facebook Live.

### Worksheet: Weekly Content Calendar

Fill a full week using the course post-type rotation. Keep promotional posts to about one in five and assign a type to every slot so you never face a blank page. Schedule one Live as the anchor.

Cadence committed to (e.g. 1 Group post/day + 3 Page posts/week)

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Monday post type + topic + closing question

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Tuesday post type + topic + closing question

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Wednesday post type + topic + closing question

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Thursday post type + topic + closing question

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Friday post type + topic + closing question

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This week's Live: day, time, and one-problem topic

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Which slot is the soft-offer post (kept to ~20 percent)

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### Exercise: Hook and Post-Structure Drill

Write three complete posts of different types (value, question/poll, story). Facebook hides everything after the first line or two behind See more, so your opener must earn the click. Use short paragraphs and one clear point each.

- For each post, write three different first-line hooks (bold claim, surprising number, sharp question, or named pain) and pick the strongest.
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- Write the body in short paragraphs with white space and a single point.
- End each with one specific, easy-to-answer question (try a this-or-that or A/B prompt, not just thoughts?).
- Where a link is needed, draft the value as native text and write the link as a first-comment instead.

### Worksheet: Facebook Live Run Sheet

Plan one Live end to end. Promote it in advance, open strong within the first minute (viewers arrive throughout), and repeat one clear next step near the end.  
 Promo plan (where and when you will announce it; scheduled Live or event?)

One benefit-framed topic (e.g. three ways to price your first product)

Opening 60 seconds: who you are, what they will learn, how long it runs

Comment-to-action keyword and the follow-up you will send commenters

Pinned offer or resource link to drop during and after

Target run time (often 15 to 30 minutes) and your light/audio setup

Repurpose plan (clips, quote posts, written version of the topic)

### Checklist: Post-and-Engage Discipline

- Every post ends with a specific question or invitation to reply
- External links go in the first comment, not the post body
- I am present for the first 30 to 60 minutes to reply to every comment
- I reply to commenters by name and ask follow-up questions to extend the thread
- One Live is scheduled and promoted as this week's anchor
- Promotional posts are roughly one in five (80 percent value, 20 percent ask)

## Turning Community Into Leads and Measuring It

Grow the Group for free, convert engaged members into named leads without breaking trust, and run a weekly review.

### Checklist: Free Group-Growth Actions

- Personally invited warm contacts (customers, subscribers, engaged followers) with a genuine note
- Group is pinned and linked from my Page, email signature, website, and other profiles
- I mention the Group at the end of every Live and in value posts
- A member-of-the-week or referral prompt is running to pull in the right friends
- Lined up a cross-promotion with a complementary (non-competing) Group or creator
- I am NOT buying members, running engagement bait, or mass-adding strangers
- I spend a few minutes daily replying so the Group stays active

### Worksheet: Lead Loop Tracker

Set up the repeatable loop that turns trust into leads. Define each stage so a member who raises a hand never slips through the cracks.

Capture: where you log every opt-in, keyword commenter, and offer question

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Soft-conversion move you will use most (comment-keyword / lead magnet / DM conversation / occasional clear offer)

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Nurture: how you keep delivering value and follow up warm leads personally

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Convert: the exact next step you invite the warmest leads to (call / purchase / signup)

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Close the loop: how you ask new customers for a Page recommendation

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Honesty check: confirm every lead magnet delivers what it promised (no bait-and-switch)

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### Exercise: Run Your First Weekly Review

Open Page Insights, Group Insights, your Live metrics, and your own lead log. Record this week's core numbers, then turn the data into exactly one change for next week.

- Record reach, top post, total comments, new members, peak Live viewers, and new leads this week.
  - Identify your single best-performing post and write why it worked, then plan to repeat that type or angle.
  - Find your most-engaged times in Group Insights and adjust when you post and go Live.
  - Pick the one weakest area and the single change you will test next week (change only one thing).
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### Checklist: System-Running Confirmation

- My one outcome number is tracked, not just reach and likes
- I have a named lead log that Facebook does not keep for me
- I review my core numbers once a week and write down one change
- I can trace this week's leads back to a source (Group, Live, or a specific post)
- I am repeating what works and cutting what does not, one variable at a time
- I am running the loop for the long term, not chasing one perfect post

## Your Action Plan

1. Write your single business outcome and the number you will track, plus a one-sentence ideal member.
2. Audit your feed and target Groups against the ranking signals and note one tactic to copy and one mistake to avoid.
3. Set up or clean up your Page so it passes the five-second credibility test and pin an offer post that points to your Group.
4. Create a Private, Visible Group whose name combines your audience and outcome, with clear rules and a pinned welcome post.
5. Write three membership questions that qualify members and capture an email with permission, and turn on the auto welcome post.
6. Build a one-week content calendar using the post-type rotation, keeping promotional posts to about one in five.
7. Schedule, promote, and run one Facebook Live with a strong open, a comment-to-action keyword, and a clear next step.
8. Promote the Group for free across every touchpoint you control and spend a few minutes daily replying to keep it active.
9. Stand up your lead loop: capture every hand-raiser, nurture in the Group, move warm leads to a

personal message, and convert.

10. Run a weekly review of Insights and your lead log, keep what works, and test one change at a time.











