



Balanced Path Coaching

# HOW TO NETWORK IN FACEBOOK GROUPS

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Learn The Simple 5 Step Process To Network  
Online and Meet Potential Clients!

[www.balancedpathcoaching.com](http://www.balancedpathcoaching.com)

Your network is the most powerful tool to growing your business. One of the fastest ways to grow your business is to meet people online.

Facebook groups are an easy way to meet people by just using your phone. They can become your friends, referral partners or potential clients.

I'll show you the 5 simple steps to get started growing your network!

## STEP

# JOIN GROUPS YOU LIKE

# 1

You get invited to join groups every day. So how do you choose which ones to join?

actually enjoy, you'll want to engage there more frequently.

Choose the ones you'd actually want to participate in. Is it based on a topic that you're actually interested in? Are there people who'd you genuinely like to get to know better?

It's a lot more effective to belong to a few groups you like and are active in instead of belonging to 100 that you never visit and just clog up your feed.

Even if it's a topic that isn't related to your line of work, if it's a group you

Pick 4-5 groups you like best and leave the rest.

## BE ACTIVE

Be active in the group by commenting or liking posts, or ask questions in the group.

The more active you are, the more likely you'll get noticed, so people will want to engage with you.

Give more than you take in groups. Make thoughtful comments or add insights when appropriate. Be yourself and show your personality!

That's how you get noticed more. Not by talking about yourself and your business all the time.

Find out if there are days when you can promote your business or share your links and put a reminder in your calendar to comment on those posts. Those are a super easy and effective way to let people in the group know what you do. (And they do want to know.)

Tip: Limit how much time you spend in groups because it's very easy to go down the social media rabbit hole for hours. You can spend 5-10 minutes a few times a week in each group.

## STEP

# 2

## STEP

# 3

## FRIEND A FEW PEOPLE

Once you've become more active in the group, choose a few people who you'd genuinely like to get to know. Start commenting and liking their posts in the group, then send them a friend request.

Usually they'll do the same for you. Get to know them on a more personal level and write thoughtful comments on their posts. That's a great way to build a relationship and give value to them.

If they accept, start commenting and liking their posts on their personal page.

Once you're friends, you can take it to the next step.

## START A CONVERSATION

If they've commented on one of your posts, send them a message thanking them and telling them you appreciate what they wrote.

If they wrote a post that really resonated with you, send them a message telling them what you loved about it.

If they respond, now you can continue the conversation with them so you can get to know each other more. Don't just focus on the standard questions about work—find out what they're interested in and ask thoughtful questions. Once you've started a dialogue on messenger, now you can take it to the next level.

## STEP

# 4

## STEP

# 5

## INVITE THEM TO A VIRTUAL CHAT

Once you've gotten to know each other, if they're someone you think you'd like to get to know or could be a potential client, invite them to a virtual chat.

If they mention a problem that you can help them with, make an offer to help them. People work with people they know, like and trust.

This is a great opportunity for you to learn what they do and share what you do also.

Meeting people in groups and having conversations with people is the fastest way to build up trust that will grow your network and can lead to future clients.



Hi, I'm Jennifer Kim and I help coaches get fully booked in 25 hours a week. I teach coaches how to sign two clients a month consistently with joy and ease. I'm all about building genuine connections, and helping people create their dream lives and businesses.

If you're a coach and would like some help booking more consults and signing clients, sign up for a free strategy call today.

We'll go over your offer, niche and delivery system and I'll tell you the biggest obstacle that's preventing you from getting fully booked this year.

Click [here](#) to book a call today.

