



BE THE...  
**HUNTED not the  
HUNTER**

**Hi**

**Hope this helps you crush your business like it has for mine. IT MAINLY MENTIONS FAC EBOOK BUT IT APPLIES TO LINKEDIN TO !!**

**Go for it**

I  
AM  
**RHINO**

# Step! Have a FB/LinkedIn

## Face Lift

**YOU MUST DO THIS OR AT**

**LEAST GET IT MOVING** Do this now!!!

Look at mine!

**NOTE ALL THIS IS FACE BOOK BASED BUT IT IS FOR LINKEDIN  
USE TO**

### INSTRUCTIONS FOR YOU FACE LIFT

#### 1 KNOW YOUR TARGET MARKET! ( )

Is it mums, entrepreneurs etc. You decide!

**So who is it!!**

**My Target market is?** Write below! Mine is people who want more money without much work or time and no investment etc. Yours's may be children's health or weight loss. Decide!!

.....

#### 2 PROFILE PIC Clear photo needed ( )

No pet's just you with a smile!!

**3 COVER PHOTO** Very important! 50% of your page. This is what turns 'Strangers into friend and eventually some into family (Strong

Team members). This is your brand. Have 4 categories about you that become attractive. People either want to follow you because of what you (into footy, travel etc.) or who you are. Explain here who you are. Always include network marketing professional. This will get rid of negative people. Get it made on [www.fiver.com](http://www.fiver.com) See mine. ( )

### **My 4 Categories**

A Mine is PROFESIONAL NETWORK MARKETER

B

C

D

### **Existing FB connections 'Let's bin them!'**

PLEASE UNDERSTAND THAT YOUR GOAL IS:-

- To convert friends from strangers.
- To get them on a video call
- To eventually meet them face to face at a Live Event.

**MAIN POINT IS TO CREATE CUREOSITY – DON'T MENTION YOUR COMPANY OR PRODUCT AT FIRST**

Do this via private messages via the **WINING PITCH**

BEFORE YOU GET GOING Understand this below or you will FAIL!

**POSTING AND FACE BOOK/LINKEDIN EDGE RANK**

## **EDGE RANK**

**You are going to get rid of anyone who is no good for you with respect to your reach or FB EDGE RANK** – In short the more people you are engaging with the more people will see your post.

So if you have 1000 friends and you communicate with say 100 you have a 10 % communication ratio. If you had 500 friends 100 communicating then you have 20% of your friends engaging.

This is much better for you and FB will let your post go further. **Less is more.**

**Wow** post too as this goes further.

The harder the activity the bigger the reach. So commenting goes even further than a wow.

**FACE BOOK LIVE** goes along way!!

Also liking and wowing FB connections banners is massive for your rank.

Share things you like and this will get you out there.

**So:-Wow, Comment, Share and use positive Emoji's on a regular basis. Use FB Live if you dare**

It's a bit like a fisherman casting a net. The more % engagement you have per connections the further away (more people see your post) the boat his net goes. Also if people share your post then you have your own fleet of fisherman casting net's for you. **This is your goal!!!** People will start to connect with you because they will look at you FB profile – **Make sure you are attractive!! Did you do your FACE LIFT!**

**GOOGLE FACE BOOK EDGE RANK NOW AND READ! ( )**

**OK SO STEP 1 to work with your existing FB Friends.**

DOWN LOAD FACE BOOK REMOVER PRO LOAD ON TO YOU SCROL BAR

**FB Friends remover HELPS YOU GET RID OF PEOPLE WHO DON'T COMMUNICATE OR WHO ARE NOT OF VALUE TO YOU.**

Get rid of people you won't be communicating with such as those with no profile picture or from place you cannot work in.

**STEP 2** Go through each person individually and connect. If they don't get back then get rid. If they do not get back they are inactive and then you will have a lower reach. **LESS IS MORE** - get your % up!!!

***What to say?***

***Hey John, It's been a while since we chatted if ever. I would love to find out a bit more about you. What is it that you do for a living if you do not mind me asking? Rob*** **Be creative but short and to the point!**

If they do not answer get rid.

If they do **BUILD UP KNOW LIKE AND TRUST** – See **FORD** below!

Don't mention the business or product until you have found some wounds and have done a **FORD** and only then the following day unless they ask. Even then be elusive. Don't be needy!!

**FORD** Talk about these things with them. Try and get things moving

**FAMILY** – Are they single, have a family etc.

**RECREATION** – Who do they support as a footy team etc.

**OCCUPATION** – What is the JOB – I bet you love it don't you? Most say no !

**DREAMS** – Wishes in life they think they will never have etc.

I have found that you cannot say the wrong thing to the right person. One you get one you will see what I mean. You will be rubbish at first but keep going and you will recognise the signs!!

**NEXT STEP Become more attractive. Not another FACE LIFT LOL**

**How?**

- Keep getting rid of people who don't engage
- Post good info of value See Below!
- Talk to people who connect with you or like your post. If they don't engage '**get rid**' Remember **FORD**

So keep going through your FB friends. Message them. Keep chatting to your warm market etc. **Post good info.**

**WHAT TO POST** – Just text is OK down the line when you have a healthy % following who like anything you do. For now post images pics and Videos. Images at non-busy times (Day) and videos at busy times (Eve). They go further with ref to the FB Edge Rank. Just do something. Pics will do.

Make sure the post are about...

**LIFESTYLE** – places you are at. While you travel etc.

**VALUE** – Quotes etc.

**RESULTS** – ***‘Wow. I have just been with John. He has lost so much weight in just a month using our revolutionary products and the mad thing is I have lost some weight to. Then CALL TO ACTION. Inbox me now or like tis post for more information.’***

## **DO A RUSH HOUR**

As you have more following you will notice more people on FB at certain times. Have your own **‘Rush Hour’** – 4 posts at once, once per day. In the UK it’s probably between 7 and 9 pm but if you have attracted people from Australia it will be different. Theirs’s will be 7am till 9 am our time as it will be evening for them at that time. Don’t worry too much about this at this stage but stick to the UK.

For now as my mentor said at the beginning

**‘Think local, go global’** It will happen naturally. **‘You have plenty of grass to cut in your own garden.’** Thanks Shay again...

## **YOUR LIST’S**

**Now you are attracting people you need to put on YOUR FB LIST**

Bottom Left Side of your **FB page** – Make them so you will no longer need to scroll and waist time and engage with whom you want **TO WHO WILL BUILD YOUR BUSINESS**

**Try it first for family members to practice.** You will see that the only post you will have on your feed will be family members and you can save scrolling time!!

Plus think how this will affect your FB reach with all this engagement.

### More ACTIVITY

- **Start** to see who like's your post and message them to start a conversation and a FORD then the perfect pitch and then the WINNING PITCH Videos etc. Do say 10 a day
- **Also** find pages of people who are like minded. Say Pedigree Chum. Look at the likes and connect with the people. If they add you connect and say Hi John Great to connect with you. How's it going. I see you like dogs like me.
- **Wish** people a message **happy birthday**. This goes miles with respect to the FB Edge Rank

Do a **perfect pitch** and then the **winning pitch**- easy

Save the Best till last the **3-3-3**. This how you are going to get the most and best new people WHO WILL CONNECT WITH YOU.

## The 3-3-3

List 10 people/businesses that are of influence within the industry you are looking to attract. You are going to find their fan page and use it to your advantage.

### **Example**

Thomas Cook for Travel – Richard Branson for business Jim Rohn for personal development, Top Gear for cars etc. They have millions of followers so this is the key.

- **The fan page must have a massive following.**

**So each day to attract people do this...**

**1** Have your list of 10 to 20 influencers, Robins, Branson and so on!

**2 Wow (emoji)** their post. **Comment** on three of their post for 3 different people for a total of 9 posts. Add **positive emoji's** to get the net to go further. Three for each. Change each day so it's not the same three.

**This is the 3 - 3 - 3**

The person who has the most likes will appear at the top of the comments. But just commenting and liking once with cast you're net out there further and get people to have a look at you so make sure your FB house is in order. No bad post of you drunk in Benidorm etc.

People will then look at your profile and fingers crossed add you so you then can build rapport. Remember **FORD. Then a PERFECT PITCH the day after and a WINNING PITCH.**

**Be more Rhino**

**Ask as many questions as you want Charge your way to success!**

Let's keep in touch!!

