

16 Secrets of Facebook Recruiting



RECRUITING
SECRETS

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Before we get started it's important for you to understand that there are two types of Facebook/Social Media activities. Active Prospecting and Passive Marketing.

Prospecting will put money in your pockets. Marketing will draw people to you and help you identify who to prospect.

The secrets I discuss below will cover both activities. Keep in mind that building your business through social media takes time and consistency!

BE
different
yourself
consistent
authentic
patient
helpful
removable
reliable
responsible
available
visible
memorable
original
exciting

THE **80**
20 **RULE**

~~YOUR COMPANY
YOUR PRODUCTS~~

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1. Create a **"YOU"** Brand to create instant credibility!
2. Talk about your company/products **without** saying the name of your company/products
3. Don't run an infomercial channel on your personal FB page... you could go to FB JAIL!
4. People don't want to be sold but they do want to buy!
5. You are selling **"YOU Inc"!!!**
6. Follow the 80/20 Rule: 80% Value / 20% Pitch
7. Make curiosity Posts then focus on people who like and comment on your posts!
8. Your 1st goal is to get them to raise their hand showing that they are interested in you... what you say and do.
9. Get people to think "I want that!!"
10. Look for people already at the next level, people that have already persevered and are successful.
11. Look for people who show power and speak from experience.
12. Message people when sending friend requests and mention something in common.
13. First message: Compliment people and mention something you have in common.
14. Your 2nd Goal is to get people on the phone!! Don't try to do it all in messenger.
15. Never send an unsolicited link... ask for permission / approval!
16. Do frequent FBLive to provide value to others... not about you!

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Super Secret BONUS!

Posting a link causes a post to get less priority!

Super, Super Secret Double BONUS!!

Use the Messenger App on Your Smartphone instead of your computer when reaching out to new people... at the moment Facebook doesn't track messages being sent and received from the Messenger App so it can be used on an unlimited basis!!

If you find these insights helpful, you may want to follow my blog at www.RyanRaak.com and be sure and like my Facebook Fan Page, so you receive updates on success, prosperity and strategies from me there.

~Ryan Raak

