

#Ruleof3 Think Local not Global

## **Looking for a Holistic approach to Facebook for Business? Think High Street**

Think back to your local high street where your Mum used to shop. The butcher Mr Dewhurst would suggest a great way of cooking your beef and send you to Mrs Matthews to get some gorgeous looking swede that she took delivery of this morning. While the greengrocer is popping your fruit and veg in the brown paper bag, she probably mentions that a nice cream-bun would be a great pudding after your beef and swede. Would your Mum at any point have questioned Mr Dewhurst's intentions? Would she have thought 'oh he's a bit pushy today'? This was community. Local businesses helped each other. Their customers were friends and friends of friends. They talked with passion.

Yes their purpose was to sell you stuff, but you not only needed it but you wanted it too. They made you feel wanted and so you wanted them. Turn your Facebook into a High Street. Think Local not Global. Start with a slow natural growth and add content as if it was a conversation with a customer who walks in your shop.

### **How to you create this conversation with ease?**

When it comes to Facebook for Business, thinking of content ideas to write in the BIG white space is most often the biggest stumbling block. Try taking a simple, less stressful approach. Think back to when you first joined Facebook. Life was fun and full of great stories from friend's and family. So, wouldn't it make sense to bring back the fun and tell your business story in the same way? Fundamentally all you need to do is write about what you do, when you do it, where you do it and why they should pick you. Simple!

The following concept called #TheRuleof3, will help create a framework to start getting results and then, once you're familiar with the process you can easily repeat it as often as you like.

Your overall objective will be to create a tribe of fellow service/product lovers with whom you connect and build a relationship with. Once the 'know, like and trust' level is reached, the next time they require the afore mentioned service/product you will be at the top of the list. The speed and frequency at which this happens will be influenced to some degree by what your page is about, so this system does have some flexibility as I am well aware that a 'one size fits all approach' is not the solution

As more and more features are launched on the platform it is getting harder to know where to start when it comes to explaining the really natural and effective way to use Facebook that gets lasting results.

This particular module is not techified.

If Tech is not your first Talent then you will appreciate the softer approach in this system Having worked with many #CyberHeros in the last 3 years and experimented in workshops with teaching a different sequence of all the tools

available, there is one aspect that is at the heart of understanding Facebook to get real results time and time again, which is #TheRuleof3

The #RuleOf3 helps you balance your stories and hit the sweet spot between being awesome v annoying. Balance is key. Once you get the balance right you feel like you are having a natural conversation with your tribe and you are speaking a language they understand. Plus once you 've learnt this skill you can just rinse and repeat with ease

### **What is the #Ruleof3?**

It is a classification of the nature of your content into 3 distinct ' stories ' and use them in equal amounts.

The 3 types are:

S = Sales or Specific

G = General

F = Fun

What you say, when you say it and how you say it matters on your Facebook Page.

**YOU NEED TO HAVE A CLEAR PURPOSE AND INTENTION OF WHERE THE CONVERSATION IS GOING**

Deciding these things is most often the brain-overload, 'straw that broke the camel's back' moment.

You stare blankly at the white space and no matter how hard you try you cannot think of what to say.

You then just write something, anything, to get it over and done with.

It's almost like you forgot what you do entirely and then you have flashes of 'well no one is interested in what I have to say anyway'

I'm not really sure why business owners forget what to say about themselves, but I know it does happen and I know it stops people in their tracks, or worse still they just write random stuff and hope for the best -

'I'll just add this meme or weblink and see what happens'

So I created the #RuleOf3 as a guideline to classify what you could say and when.

Let me give you an example of each type of content

S = Sales or Specific

Facebook is not about selling!

However, on your business Page you do need to point out every now and then what you do. It helps if people know when and where as well.

Remember each post is a stand-alone item in the news feeds and if people don't go to the trouble of visiting your actual page they may not know what you actually do and even how to contact you.

On top of which if you have lots of skills and services it may be that you haven't listed them all on your page, so a post is a good place to mention it.

Plus you do need to inform them how you can transform their lives, as after all that's why you're in business in the first place ... right?

Other aspects of my #Ruleof3 training will show you how to master the art of writing your 'S' kind of post without being too salesy

To recap then

Specific = S – posts that refer directly to you and your service/product e.g.

We are open from ...

We sell ...

Here are our latest range of ...

What's your favourite X we sell ...

G = General

Talk about your niche and show how awesome you are!

This kind of post is an opportunity to demonstrate your skills and knowledge about what you do and start to plant the seed as to why they should pick you.

You don't want to talk about yourself and the service as such, but more about the transformation you can offer and why this will add value to their life.

And, likewise the content should 'add value' to their day.

Write the right stuff for the right people.

Nothing should be posted on your page for the sake of it.

You need to have a clear intention of what you wish to achieve from that post.

For example – your industry has just been salted on TV or in the papers. What are you going to say in response?

A situation or event is occurring and you can help? What do you say?

The G posts give you the chance to be there and support people in their decision-making. During intense #Ruleof3 training you will learn how to blend this kind of post seamlessly within your overall strategy.

To recap then

General = G – posts about your trade/niche. They can be informational, contradictory, endorsing, etc.

The latest research on x, y, z says ...

What do you think of the latest trend ...

Did you know that ...

Would this make a good one to add our service list ...

F = Fun

If you don't enjoy what you're doing you shouldn't be doing it!

This kind of post is not meant to be funny ha-ha, but it can be if you want.

Fun in this context simply means an opportunity to reflect your brand personality.

Don't force the 'funny'. You don't suddenly have to start being a stand-up comedian.

Be human, be sociable and be yourself.

Find the elements in your business that you enjoy or make you smile, or the element in YOU that makes your business different from the others.

This is the best area for 'story telling'.

How did you get to where you are today? What inspired you? What life lessons have you learnt to make you the best person on the planet to pick today?

I can help you find your inner story-teller when we study the #Ruleof3 in depth

To recap then

Fun = F – posts that reflect your brand personality

Here is a photo of our MD trying to ...

Great view from the window today ...

Who said this ...

Team member of the week is ...

The #Ruleof3 stops you posting lots of the same stuff.

The #Ruleof3 is a mental prompt to make you stop and think

It's really easy to start classifying your posts as S, G & F

Scan back through your last 10 posts and see how you have been balancing your recent content

As a guideline I recommend you use each category in equal amounts, over a 28 day period.

However you don't have to alternate in sequence.

Story is a buzzword these days, so let's put it into context

Stories, not history lessons help us bond.

We want to laugh and cry with you. We want to join in your outrage.

We want to celebrate your successes with you and feel part of the team.

Using a simple technique like the #Ruleof3 will boost your imagination and help you realise how much content you already have at your fingertips and more importantly discover the story-teller within