

# Build Your Audience Process



**Goal:** To friend request as many ideal applicants through your FB profile so they can start seeing your content and you can start to build a relationship with them

**KPI:** 50% to accept your friend request

You can do this across multiple platforms eg: (Sarah & Tristan)

## Process:

1. Add 40 people per day from Facebook groups (Ideally people with mutual friends). - [Example](#)
2. Once you have invited the applicant and they have accepted your friend request you can send a soft connection piece.

Hey (name) (wave emoji).

Great to connect.

I see that you are a (insert profession)

Looks like you are doing some amazing things :)

(name)

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## **Ideal applicant to add:**

- ✓ Either is a (insert profession) or has a job in their profile
- ✓ Profile picture of their face
- ✓ Does not need to have a fancy banner photo (but it must be a 'nice' photo or logo - no banners with cars for example)
- ✓ Based in (insert locations)

## **Non-ideal group member (Please do not add)**

- ✗ From a country other than above
- ✗ Has a profile picture of their car/cat/dog/sunset
- ✗ Doesn't look like a (insert profession) or doesn't have a job
- ✗ Is a page, not a profile

## **List of groups to add ideal applicants from:**

(list of groups here)