

If you want to get in front of more of your ideal clients without doing more work, you're going to want to stick around for today's episode, where I'm going to be giving you the exact strategy to create a visibility, web and omnipresent in your business. There's a whole world out there of people that need you to start that you are now investing your time and your energy, and you are stepping up to be that person and that woman who makes investments like this, who takes her business seriously, who's willing to go on, who is driven, who is ambitious, who is going to make shit happen no matter what this is meant for millions. Here's your host, Jennifer Faith. Welcome to Met for Millions, the podcast for online entrepreneurs who want to create wealth and freedom with their business. So you are in the right place.

If you're looking for the mindset and strategies to get seen, known and paid online, I am your host, Jennifer Faith, success and mindset strategist for entrepreneurs who want to leave a legacy and build a sustainable and profitable business, make sure that you join us each and every week where you'll get a short 15 to 20 minute audio training on how to build your wealth from the inside out. There is absolutely no fluff here. You'll get a little bit of strategy, a whole lot of mindset and a healthy dose of top love with 100% authentic, raw and real advice on how to navigate this crazy world of entrepreneurship. In today's episode, I am super excited. We're doing a lot of strategy actually in today's episode, where I'm going to be sharing with you, how to build your online web, how to really make it so that you are omnipresent so that people can find you everywhere, but without actually having to do more work. So I'm super excited to bring this special episode to you. Let's go ahead and dive right in.

And one of the things that I'm so passionate and adamant about is that you should never be putting all of your eggs into one basket. There's so many people that are teaching and also following the rules of just doing organic social media. And while that is powerful, if you can really do it correctly and consistently, I really believe that it is a disservice to yourself, to your own business and to other people. When you just put your time and energy into that, any amount of things can happen when it comes to social media, the algorithm can stop showing your posts. Rules may apply where you can't post certain things, certain places in groups. I've, I've heard stories about people having their entire pages completely deleted, not being able to put links in their groups, people having their specific posts just disappear. And so it's a really risky game to just put all of your eggs into one basket.

So today we're going to be talking about creating this web that not only allows you to be visible everywhere, but also makes it so that people can escape. I've spent a lot of time in my business growing my email list. And I think it's so important to have the email list, but I also know that people unsubscribe, it doesn't bother me anymore, that people unsubscribed from my email list, because I know that I'm going to find them and hit them in other places. So even if they unsubscribed from my list, they're probably still in my Facebook group, or they're probably still friends with me on Facebook, or I can retarget them with ads, which we're actually going to talk about in a second. So no matter what, even if somebody unsubscribed, even if somebody left my group, even if somebody got out of one of the ways that I could be visible in front of them, there's multiple different ways and multiple different layers for me to still be in contact with them.

And so as you start to think about what your visibility plan is going to look like, I want you to really keep this in mind and also just don't get upset. People, leave your group, or, you know, leave your email list or anything like that. Because if you have these proper things in place, then they can not escape you. And I'm being cheeky and funny about it, but it really is, is the truth. I have made it so that people can't leave. They can't leave. Once they've experienced something of mine or they downloaded something or joined the challenge or joined my group. And I'm going to be giving you some tips on how to make this profitable for yourself as well, and how to make this really relatable work for you. Here's my theory, eggs and all kinds of baskets, not just one, not just social media, not just your email list, not just

Instagram, not just Facebook ads, but like literally being able to have a presence in omnipresent everywhere.

This isn't really that difficult to do a lot of them times we think, Oh my gosh, if I have to be everywhere, that means I have to be on social media, 24 seven. And that's just not the truth without sourcing with having systems in place where your VA is going to repurpose your content, you know, using certain content in different places, you really don't have to reinvent the wheel all of the time. It's just a matter of putting a system in place that allows you to have your face, your program, your free stuff, content in multiple different places. This is for you to choices. This is for you to become visible everywhere, without feeling like you have to be everywhere, right? So it's like being everywhere without actually being everywhere. And this is going to allow you to actually take breaks from social media. If you go on vacation or you just want to take some time off, you want to do a little detox, you still have all of these other things going on, right?

You don't have to be attached to your Facebook or to your Instagram. You don't have to attach your worthiness or think that in order to sell your program, you have to be online that day. And you have to talk about your program that day, but it's like, you've been setting this up and it's compounding. And it's this consistency that even if you didn't go online for two or three or five days, you still have all of this other stuff going on in the background where you can continue to make sales, continue, create leads, and continue to bring people into your business. So again, before I go on to the next slide, not to overwhelm you, this is to show you the possibilities and to show you how powerful it is to have your eggs in all kinds of baskets. Here is my list of where I think you should be present.

The first thing is, is your two dominant social media platforms. So we talked about this already before and how you really want to choose the platforms that are easy for you to do the platforms that feel fun, the platforms that you're already on. Can I say two because of the simple fact, like I said, things are changing. The reach on my post has just completely plummeted. I'll go from having a hundred likes on one post the next post, like literally getting zero or one and there's really no explanation for it. So just imagine if I was relying only on my Facebook posts and some of them weren't being seen at all, you know, that would be really, really stressful. What if Facebook group rules change? What if Facebook, you know, actually he starts to enforce their terms and conditions that you can't talk about your business or promote your business on your personal page.

This is why it's so important to have more than one place place where you're doing this. So choose two platforms and choose where you want to be. Now. I also just want to have, make a caveat because, you know, within each platform, there's going to be things in that platform that you can choose. So for example, for Instagram, you can choose to really go for your Instagram stories, which is different than really promoting your feed. So which one are you going to do? Or are you just going to do them as a whole together? Same thing with Facebook. So Facebook, it could be, I'm all in on my Facebook profile. I'm all in on my Facebook group. I'm all in on Facebook ads. I'm all in on live streams. I'm all in on my Facebook fan page. Just really decide also within that platform where you're going to put the most time and energy, because the place that we are at the most, the place that we give the most energy and the most time to that's, what's going to Excel.

That's, what's going to Excel. The reason why some people are really, really good at certain platforms and not others is because that's where they're putting their time and energy. So you want to choose your two dominant social media platforms, and then you want to choose two passive platforms. I put passive here because essentially you're going to have a presence on these platforms, but you're not going to be actively spending a lot of your time or energy on it. So this could be something where you are VA or your assistant, just post content, right. Or perhaps you could hire someone. So I actually have Pinterest as one of my passive platforms, and I basically just hired someone to do it all because I didn't

want to be bothered. I didn't really understand the platform that much I would forget to log on. And so I just hired somebody out to do it for me.

So that way I still have a presence there. And Pinterest is powerful because of the SEO, but I'm not actively online. Pinterest, although to the rest of the world, it seems that I am so something that your passive platforms can be outsourced. This could also be maybe you want to have a presence on LinkedIn. And basically you're just having your VA repost all of the things that you're posting on your blog or all of the things that you're posting on your Facebook onto LinkedIn. You know, maybe you want to turn your Facebook live streams into videos that you then upload to YouTube. Maybe you have a podcast that instead of just recording audio, you now record video and you upload those onto YouTube. The idea of the two passive platforms is that you have a presence there, but your time, energy and effort is not there.

You know, you're either outsourcing it or it's just such an easy process that you're just duplicating the information from one platform and popping in into the other. The next is the one that I talk about the most, and I feel like is so powerful to have an email list because even though email open rates are, you know, not that amazing, the people that are on your email list, actually, I want to hear from you, they actually signed up for something that was relevant to your business. Whereas on social media people didn't become your friend on Facebook so that you could sell them. It might be the other way around. They may not become your friend thinking that they could sell you. Even with the algorithm. There's a small percentage of people that see it. And of those small percentage of people that see it. Only another small percentage of people actually will buy from you.

That's why, again, the organic social media can be powerful, but it's difficult. Whereas the email list, even though, again, small percentage of people that are actually opening and engaged, but of that percentage, a hundred percent of people said, I want to hear from you about your business. That's where that difference comes in. For me, the next thing is a bought list. So I'm not going to dive into details about this and you can do a Google search. There's plenty of free information online about creating a messenger bot. And so all you have to do is go to Google research, messenger bots, you know, or YouTube and tons and tons and tons of free content and information is available about creating a messenger bot list. But I think that this is another layer that's really important. And so essentially what the messenger bot is. You're able to communicate with your audience similar to an email list, but through their Facebook messenger, the open rates, the click-through rates on a messenger bot broadcast is exponentially higher than an email list.

However, it's hard to do. We get people on a bought list because some people don't want to be messaged and don't want to be pitched through their Facebook messenger. So right now our bot list is about, I think 2,500 people, but what's really cool about this is that we can retarget those people with ads. So we can actually retarget people who have signed up for our bot list. The open rates are significantly higher than mine, most of the other platforms. So this is just another layer. So now people are seeing you on social media, Instagram, Facebook, whatever your two platforms are. They're getting emails from you regularly every once in a while, that will get a message from you on the messenger bot. They're going to see you pop up in an article. They're going to see you pop up as an expert on somebody's podcast.

They're going to see you as an expert in somebody's Facebook group. So now can you see how like your visibility now is like super expanded because they're not just seeing a bunch of Facebook posts from you. They're not just seeing a live streamer to their see literally everywhere. And again, it is not difficult to be everywhere or to appear to be everywhere without being everywhere. Right? So for example, like my email list, when I send out a, an email that email turns into a Facebook post, you know, even though I do create additional content for my social media, there's one piece of content right there. So if that's

all you wanted to do, you could do that, send the email, copy and paste the email. I usually have to edit it a little bit just because, you know, it's a different format when you're sending an email, then when you're doing a Facebook post, so I'll have to edit just maybe a line or two or a word or two, and then bam, it gets posted in my Facebook group, or it gets posted on my Facebook.

I'm not doing double work. I'm just repurposing what I already have. I am all about the repurposing, all of, about reusing, all about taking little pieces of things that you've already done and using them again. So now we have your two dominant social media platforms. You have a presence on two additional platforms, you have your email list. People are getting emails from you. You have your messenger bot list where you can actually send someone a message right in their Facebook messenger. Would you know that they're going to open? You know, they're going to read it. Then you have your articles and your podcasts, and you're getting featured all over the place as an expert already, you have like massive authority. You want to have these multiple layers, right? Multiple layers for people to find you, this is the web. All right. You unsubscribed from my bot list.

That's cool. You're still on my email list. You're still in my Facebook group. You stopped following me on Instagram. That's cool. You're still at my Facebook friend and you're still on my email list. So this is the one web. This is why you want to be everywhere and not have all your eggs in one basket. And so the final thing on this list here is Facebook ads. I am by no means a Facebook ads expert, but what I want to share with you is the types of ads that you can do that are very low cost and that you're doing to be able to maximize the most. So again, this is not a Facebook ads course, but I want to tell you about two ways that you can maximize and leverage the power of Facebook ads. And to be a thousand percent honest, I really believe, especially in this day and age to really have a long lasting sustainable business advertising is the key.

Think about any other business out there in the world, ever. They all have it, whether they're advertising on Google, whether they're advertising in their local newspaper, whether they're putting out a coupon book, whether they are, they have a billboard or a radio ad or commercial, like the businesses that are truly creating a foundation and truly a sustainable business, invest in advertising in general, as a way to continue to grow their business, to continue to bring clients in. So now I want to talk about the Facebook ads and the ads that I feel are going to be the most effective and the ads that if you haven't done ads before, this is where you should start, because it's not going to cost you a lot of money. It's going to be, I mean, you literally can do this spending \$5 a day, \$10 a day, even \$50 a day, right?

\$50 today is what? 1500 bucks. Yeah, I think that's what it is. So, you know, as you start to build and as you start to make more money in your business, and as you start to see your ads working, then you can always go up. But you can literally start with like as little as \$10 a day, which is 300 bucks a month for your Facebook ads. You spend that a little bit of money to do an ad to cold traffic and get new leads. So the two things that I'm going to be talking about today are re-targeted ads and groups. And I've been doing ads on and off probably it's 2015 or 2016. Once my business started making about \$10,000 a month, I was like, okay, I'm going to hire somebody and do Facebook ads. But there really is so much power in this.

The realization that I had the other day was like just doing organic social media. It's great when you're just starting. It's great. When you don't have a budget, it's great. If you can be really consistent, but the reality is, think about the reach that you want to have. If you're just doing organic social media, the reach is very limited. If you really think about it, even if you're in a group of 10,000 people, even if you have a group of 10,000 people, 10,000 compared to the almost 3 billion people that are on Facebook, it's like 1e-08% of people that you're reaching. It's crazy. If you really, you know, take a step back. Wow. Yeah, I'm so limited. And I'm so kept. Even if I have a list of 5,000 friends, which is the max and only a certain amount, small percentage of those people are seeing my stuff.

Let's say 25% of people are saying your stuff. That's about 1200 people for me. My realization was like, I want to impact millions. Like I want to reach millions and millions of people. So limiting myself to just this one way, way of getting in front of people. It's not going to work for the vision that I have, right. Doing the articles, getting featured as an expert in front of other people, doing the podcasts, you know, leveraging the platforms and the email lists and all that, the things that other people have built. So again, I want to just talk about the two types, Facebook ads. I believe that you should start with, if you have a low budget, if you, you know, I can't spend money on Facebook ads right now, these are going to be the ones where you can actually put \$10 a day to and see results.

So the first one is a retargeted ad. This is not necessarily getting new leads, but what this is is it is activating the people that are already in your network. So what's cool about this is again, we talked about how social media, you know, and I feel like I'm being generous by saying 25% of people see your stuff, but let's just go with that. Let's say 25% of people see your stuff. You have a friends list of 5,000. So about 1200 people are seeing with retargeted ads. You can get more of those people to see you. If you have a Facebook fan page, and those of you who have the, the struggle with the Facebook fan page, because it's like, Oh my God, I have this fan page. And I have, let's say a thousand people on my fan page. And I get one like on all my posts.

Well, the reason why is because Facebook has paid to play Facebook, isn't going to allow you to just have a free advertising platform because they want you to pay for it. However, with using retargeted ads, basically you're targeting a warm audience. So this is people that are connected to you. You don't have been to your website, like your Facebook page. Like I mentioned earlier, you can retarget your bot list. You can actually upload your email list into Facebook ads, platform, and target people who are on your email list. Like I said, it's not so much getting new people with the retargeting ads. It is activating the people in your network who may not be seeing yourself otherwise because of the algorithm and because of this, because these people already know who you are, they seeing you, or they may have signed up for something or liked your page.

They're going to be more likely to click on your ad. And because they're going to be more likely to click on your ad. The ad is very inexpensive versus you going out there and saying, okay, I want to build my list. I want to have new people come into my challenge or new people come into my masterclass and new people come into my webinar. Those people have never heard of you. They never seen you. They're brand new. And so it's going to take a little bit, right? Like the conversion is going to be higher than yeah. If somebody already knows you. So really targeted ads is just a great way to really start. Another thing that you could do with the retargeted ads is to do a video on your phone, Facebook page, a video ad. And you can then also retarget people who have viewed your videos or viewed your live stream. So when you're ready and either you're going to hire somebody, or are you going to do them yourself? This is what you want to look into. And again, you can just let your person know whoever's going to do the ads for you. I want to do some re-targeted ads to my world audience, or you can just Google re-targeting ads to warm audience. Facebook actually has its own free Facebook ads,

That's training. So you don't even have to pay for it if you want to do them yourself. And I will get you the direct link, but I'm pretty sure it's called

Facebook blueprint. And they actually walk you through how to set up your own ads. So that's the first one. The second one is group ads. So,

So those of you that either have a group or are thinking about doing a group, this is again going to be something that you can really leverage and

The cost is going to be small. So essentially

What the group ad is. You're getting people

To sign up for your group or to join your group. Now, there is  
The caveat to this because Facebook doesn't allow you to use it  
Was a link that goes right back to Facebook. So

Well you would have to do here is actually create a landing page, which I actually recently did this for my  
New biz coach Facebook group. Basically, we're just sending people to that landing page that says, come  
join the XYZ group. Here's what you're going to get. Enter your,  
Your name and email. And then on the thank you page, the thank you page actually takes them to the  
group. Again, these are going to be

Ads that are super cheap because we're basically just trying to get people to click on that. And then once  
they do that, they're going to join the Facebook group. So these are my two favorite, very  
Low cost, very easy to put together

Facebook ads that when you're ready, when you have a budget, that's where I would like you to start.  
Now, again,

This is not to overwhelm you. This is not to say that you have to do Facebook ads right now, because all  
of the other ways that you've been given an all of the other strategies will work amazingly and will work  
wonders. But when you are ready and you're really ready to go to that next level, I highly recommend  
that you love them

Bridge and invest in Facebook advertising and start small, start with  
You're a \$5 a day, or you're \$10 a day or whatever it is right.

You can do. And then once you know, it's working, then you can ramp it up. But what happens too  
often?

What I see happen a lot of times with people is they're like, I've tried Facebook ads and they didn't work.  
The reality is most of the time, people just didn't

Buy them long enough to actually get data, to see if they worked or not. They maybe had the ads going  
for a little bit, you know,

Like a lot of people weren't signing up. And so they pulled the,

They didn't actually like the ads take time to actually start to work or, you know,

It was the wrong targeting or the wrong opt-in or the wrong languaging. And, and so they've seen

Thrown money out the window with Facebook ads. So that's why I think these two are ways that are  
there shore fire. Right?

Right. So the retargeted, it's your warm audience. They've visited your website. They like your Facebook  
page. They've watched a video

Yours. They're going to be more likely to click on that ad and sign up for your thing. And then the group  
ads is like, you're just building an audience for your Facebook group. It's a lower commitment than like  
Join me for seven days in a challenge or come spend an hour and a half away

Me on a webinar that I know is going to be pitched at the end. So these are just two really easy ways for  
you to start.

So build your audience on top of the other strategies that we put together. All right. So that wraps it up  
for today's show I to thank you so much for tuning in as always, you can head on over to the show  
notes@jennscalvia.com or flash E 74. That is the letter E and the number 74. And over there, I have the  
links to some of the things that I've mentioned in today's podcast, as well as a video version of today's

episode with some slides. If you're someone who likes to learn better, that way you can head on over to the show notes, to check that out and make sure that you come back next week, where you'll get another quick bite episode on how to build your business from the inside out.

Let's keep this conversation going. Join us in the private discussion group. The ambitious babe, where ambitious driven online entrepreneurs go to get the mindset and strategy to grow and scale their online empires. Join the ambitious babe at [Jen scalia.com/tribe](https://jen-scalia.com/tribe).

[inaudible].