

# Customer Avatar

**Niche:**

**Gender:**

**Age:**

**Lifestyle:**

**Profession:**

**Income:**

**What they desire, want and aspire to?**

**Their fears, frustrations and challenges?**

**What keeps them up at night?**

**What do they like and dislike?**

**What conversations are happening around their kitchen table?**

**What do they read?**

**What social media channels do they hang out on?**

**What websites do they visit?**

**How do they relax?**

**What objections could they have to buying?**

**How do they make their decisions?**

**Personal Goals?**

**Business Goals?**

**Family Goals?**

## Questions To Ask In Facebook Group To Learn About Your Audience And Fill Out Your Customer Avatar

I always find when you ask any of these questions it's best to include your answer in the comments as well to start things off.

- **Introduce yourself and let us know a bit about yourself: why you decided making your own beauty products (insert your niche), where you live and what you do for your day job 😊**
  - This is a good question to ask and have pinned to the top of your group below your rules and any promotions you offer.
- **What tool/ingredient/resource can you not live without? \*\***
  - This is a good question to learn what would be a good physical giveaway to use on your optin page
- **Why did you first start making your own beauty products (insert your niche) and how long have you been doing it?**
  - This is a really good question to learn why people started to pursue this niche. The answer to this question helped me modify my sales copy messaging to trigger the real problems and emotions my customers were experiencing.
- **What are your top three goals right now in (niche) ?**
  - This is a really good question to ask to get ideas for information products you can either make or affiliate products to promote on the thank you page
- **I'm curious, what does everyone do for a 'day job' around here?**
  - The answer to this question gives you a sense of how your customer spends most of their time, thoughts and ideas that may be presented to them on a daily basis, their income.
- **What are some of your other hobbies and passions?**
  - The answer to this question helps you understand where your prospect time is being spent, what they really enjoy and learn more about them. It will also give you clues to the types of websites/magazines they may read.
- **What are some of your biggest pet peeves?**
  - I like this question because if you can learn what makes them angry or upset and you can identify with that pet peeve perhaps you can include it in a piece of copy.
- **Favorite books? Magazines? Websites?**
  - Learn where your customer is spending their time. Great potential for additional advertising sources or for you to spend some time reading for content post/email ideas.
- **What do you do to unwind and relax a little?**
  - Another great question to ask to learn how they spend their time.

## Email To Promote FB Group

I like to build my mailing list first and in email three promote my Facebook group. In email 1 and 2 I usually promote the offer I promoted on my squeeze page thank you page (my upsell). Below is the copy of the actual email I use to promote my Make Your Own Beauty Product Groups.

**Subject:** Social DIY?

One of the hardest parts of **DIY** anything - and especially **DIY** beauty products - is the "yourself". As in by "yourself".

You have to figure everything out on your own - recipes, ingredients, methods. Anything and everything you've got to learn from scratch. Usually with just the Internet to help you.

The problem? Everyone's body is different. You won't have the same reaction to a recipe that I will. So you can't 100% trust any advice that isn't specifically FOR YOU.

Curious if a recipe is any good? You have to try and find out. Wonder if an ingredient will work for you? Cross your fingers and give it a shot. Hopefully it won't have any unexpected or unmentioned side effects.

And what if you create something cool? What if you want to share it with other **DIY**'ers, and get their feedback? For a lot of us, there's no good way to do that.

So I had an idea. It's a Facebook group for you and me, and everyone else that LOVES creating their own **DIY** beauty products. You can check it out here...

**LINK TO Facebook GROUP**

I'll be sharing my creations with you, plus recipes and my favorite ingredients. You'll be able to share your best finds and inventions too.

More importantly, you'll meet an entire community of likeminded people

Women who have stopped using toxic, over the counter cosmetics - and started creating healthy alternatives of their own.

It's going to be a fun group, and I really want you to join. So please consider this your invitation!

**LINK TO Facebook GROUP**

Brittany

# Different Uses For Facebook Groups

## Identify A Compelling Offer To Use In My Ad and on my Optin Page

I use Facebook groups as a way to improve my return on investment on my internet marketing funnels –wether I'm just starting a funnel or optimizing an existing one. My funnels typically look like this:

FB AD Traffic (usually PPE Ad)→ Optin Page → Upsell on Thank you page → Email Marketing (promote offers in my email marketing).

If you are just starting a funnel and are not yet making consistent income online using Facebook groups is a great way to learn what lead generation giveaway your audience will respond to and get you a high click through rate on your ad.

Getting a high click through rate will really reduce your Cost Per Click.

< 5% CTR on PPE ad – Pause your ad campaign and look at your ad copy messaging. Can you improve it? Try joining Facebook groups to get ideas for other lead generation giveaway ideas.

8-12% - You should aim to get a CTR of 8%+ at this point you'll start to see your CPC drop down low. Typically I find PPE ads actually decrease in cost after they've run for 24 hours.

Use CTR as a metric/ gauge for how successful your entire campaign is going to be. In my experience if I have a CTR of 10%+ I'm fairly certain I'll be able to develop a profitable funnel.

\* Note \* Having a CTR below 10% doesn't mean your funnel won't be profitable. Just that if your funnel currently isn't profitable and you have CTRs lower than above to use that as a 'clue' to dig deeper. \*

To get ideas for lead generation giveaways and to learn more about your audience start by searching for other peoples Facebook groups to join. Request to join the group. Once your accepted try asking this question “ **What is the one tool/resource/ingredient that you can not live without when it comes to (insert niche)?** ”

You should start to see some common responses. Usually I'll choose the most popular response and run a 'free giveaway' campaign around that answer.

I find free giveaway ad campaigns and optin pages convert the best particularly if you're giving away a physical item. You don't need to be the owner of that item. If you are it's bonus because you can upsell that item on the thank you page but if you're not you can still upsell a similar information product. For example on my

essential oils thank you page I upsell a guide on how to use 40 different essential oils even though I'm giving away a set of essential oils (physical).

This ad below has over a 12%+ click through rate.

 **Soaps And Cupcakes**  
Sponsored · Edited · 

Hit Like & Click The Link Below To Enter Your Email & Win A Set Of 12 Therapeutic Grade Young Living Essential Oils



**Giveaway**  
SOAPSANDCUPCAKES.COM

Like · Comment · Share ·  3,800  211  188

**WIN A FREE**  
**SET OF 12 THERAPEUTIC GRADE**  
**YOUNG LIVING ESSENTIAL OILS**



Enter to  
**WIN** 

Enter Your Email To Win

**Sign Up**

This optin page has a 91% optin rate

## **Establish Yourself As An Expert Faster**

I find many beginners delay starting an information marketing business because they don't believe they are an expert on a topic they have an interest in. In my experience being the admin of a Facebook group helps to establish yourself as a 'tribe leader' and an authority/ someone to look up towards in this niche.

Naturally when group members have questions they refer to the administrator of the group. Anytime a group member asks a question in the group it's also an opportunity for you to show your value by answering... Even if that means you need to spend sometime researching the answer to the question online before answering it yourself. This process also forces you to learn more about this topic and keep your finger on the pulse of what's happening in your niche.

## **Prevent List Burnout By Identifying And Providing On Going Value**

Anyone who has emailed their list before knows that no matter how hard you try you're going to have people who unsubscribe.

Groups are a great place to learn more about what your audience and your niche wants. I ask at least one new question daily to my groups. The answers are a great way to get new ideas for content emails or even product ideas to promote to your mailing list – in my experience this helps prevent list burnout by keeping current on topics that interest your audience.

# Creating Your Own Facebook Group And Launching Your Facebook Group

- The first 100 members – welcome them all individually and ask them each a question like “Why did you first start making your own beauty products” (insert your niche).
- Make sure to @tag each member you welcome so they get a notification and come back to the group to check out their message.
- Launch with Facebook Group Rules. Here is a copy of mine.
  - \*\* No advertising please - Unfortunately Facebook groups can become targets for spammers, for this reason anyone who posts links to their website or products will be removed from the group if they don't PM me first for permission. A zero tolerance policy is in place to ensure our group doesn't become a target of spam. Additionally I don't like to endorse other peoples products or websites unless I've reviewed them first myself to ensure the safety of our members. \*\*
- Create a banner for your Facebook group using canva.com
- Start with 5-10 good content posts and ask questions to start conversation.
- Don't forget to pin a post to the top of your group. This is valuable real estate to introduce yourself, present an offer or discount for one of your products. Here is a copy of the post I have pinned to the top of my Make Your Own Beauty Product Niche
  - Hey Hey DIY Beauty Members,  
READ THIS POST FIRST.  
First off welcome to the group. This is a group for people who make their own beauty products or want to learn how from soaps, to lotions, scrubs and soaks as well as cosmetics.  
There are already so many great posts, tips, tricks and recipes for you to browse through as well as awesome people for you to meet in this group.  
How can you get the most out of this group? Introduce yourself in a new post and let us know why you decided to join and what you're looking to learn here. Ask questions when you need help. That's what the group is here for!  
Here are a few resources other members have found useful!  
How To Make An Emulsified Lotion - A Video  
Tutorial:<https://idealme.com/lotion-tutorial/>  
How To Make Your Own Beauty Products Course -This course is

especially good for anyone who is just starting out. The course helps you understand common ingredients that go into different DIY beauty products, how to customize recipes for your skin type, provides you with many recipes, shopping lists and resources to get the best deals. You'll walk away with an understanding of how to get started making your own products and how to customize recipes to make them right for your skin type as well as some great recipes for your DIY recipe book to start out

with:<https://idealme.com/diybeauty>

DIY Beauty Recipe Book - A new video tutorial is released every month on a different beauty product, recipes, packaging ideas and tips for selling your products. <https://idealme.com/diyclub/>

Other than that, browse the group and ask questions and interact with fellow group members You'll learn a ton!

\* No advertising please - Unfortunately Facebook groups can become targets for spammers, for this reason anyone who posts links to their website or products will be removed from the group if they don't PM me first for permission. A zero tolerance policy is in place to ensure our group doesn't become a target of spam. Additionally I don't like to endorse other peoples products or websites unless I've reviewed them first myself to ensure the safety of our members. \*\*

- If you do all this after you have 100 members the group should take on a life of its own and won't need you to actively participate as much. I'd still post a question or piece of content at least once a day and try to spend 15 minutes in the group interacting with members. The more you interact with members, the more you're able to build trust and learn about your audience this will directly translate into much higher sales when you sell a product in the group (and via your email list).