

## Find Your People on Facebook

It's essential that you continually add people to your Amazing Potential Clients List. In order to do this, you've got to have ways to find new people on a consistent basis.

If Social Media is your strategy to book consults, you've got an endless number of potential clients you can find and connect with.

Watch the accompanying video with screensharing to review the exact steps for the ways mentioned here

### Where to Find the Accompanying Video

Thrive Hub » Resources » Thrive Membership Recordings » Get Clients from Social Media » 4 Ways to Find Your People on Facebook (11-03-21)

#### Organic

##### » Friend Requests

- » People who sent you a friend request
- » Review their profile to see if they could be an ideal client

##### » Friend Suggestions

The quality of your Friend Suggestions depends on how well you've curated your profile to attract your ideal clients. The longer you stay in a niche, the more Friend Suggestions you'll get with people who could become clients.

##### » Facebook Groups

- » Find groups where your people are hanging out.
- » This only works for groups where the rules don't prevent you from connecting with members.
- » Post content that engages your ideal clients so you can respond and follow the Book Consults in the DM's template