

My best tips

to get your  
first

10000

FB Followers

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FB DO'S AND DON'TS

# Get Your First 1000 Followers on Facebook

To begin with, I want you to remember everyone started small. Every single brand, influencer and blogger started out with just a handful of likes on their page... myself included!!! Getting your first 1000 followers makes all the difference in the world to your business and I can teach you how to get them **organically**. Even with Facebook's algorithm constantly changing these have stood the test of time. I will share the tips that have helped me grow my page and will help you get on track to getting your first 1000 followers and beyond. Once you reach that magical '1000' number on your page you will feel a shift in your brain and your business!

## To grow... do these

1. Ask your friends and family to like your page, don't be insulted if they don't follow you though. Those who are your genuine cheerleaders will support you and your new business adventure, those who don't aren't your ideal customer anyway, so don't stress.
2. Post four times a day. **Every day**. This may seem like a lot of work but at this stage this is what it takes to grow, so roll up those sleeves!
3. Be YOU. Let your followers get to know who you are - let your freak flag fly! You will attract your ideal customer by being relate-able and different.
4. Get your beautiful face on a Facebook Live every week if possible.

## To grow... do these

5. Have a look at your Facebook Insights to see what your audience have engaged with the most and then do more of THAT.
6. Write your Facebook posts like you're texting your best friend. Quit talking and writing like an English professor and write your posts like you actually talk! You want to build a RELATIONSHIP with your audience, because people buy from people they know, like and trust.

## Don't do these...

1. Don't just put up sales posts all day long on your page...and don't have every post about you - People will unfollow you real quick! Instead entertain your likers with funny memes or something that your ideal customer would actually relate to, after all, people go onto FB to be entertained when they are bored, not to buy stuff.
2. Don't start obsessing over your numbers. Don't look at the unfollows and quit trying to figure out who just unliked your page. Who cares if your sister-in-law's babysitter just unfollowed you, shes probably just jealous that you are rocking this FB thing any way! - NEXT!
3. Don't try to be someone you're not. It will be exhausting, people can see through it and you could alienate your ideal customer in the process.

## Don't do these...

4. Don't outsource your voice. Ideally you want to be the one writing your posts, it's you that has the passion for your business, and that can be felt through the wording of the posts you write.
5. This one is going to sting a few of you. One of the biggest mistakes I see on FB... Don't run contests with the sole purpose to grow your page numbers to get customers, because you're attracting the "coupon cutters" as followers - I've learnt my lesson here! These people very rarely turn into full price paying customers for your high end craft. Trust me.

## What's next?

Consistency is key to grow your page. You have to show up every day and be willing to serve your audience with the best, most engaging content you have or can find. Also please make sure your Facebook business page is set up RIGHT, that is vital!

I will be covering this plus loads of other FB magic I have learnt over the years to help other creatives grow their FB pages, get more sales and ultimately more money into their accounts.

If you need a little hand holding and want to learn how, you can get on the wait list and I will let you know when this course becomes available.

In the meantime these tips above should really help your Facebook get going. Now get posting.

Happy growing!  
Anita x

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