

Introduce Yourself

WORKSHEET

WHY INTRODUCING YOURSELF IS IMPORTANT

Introducing yourself is a great way to make a strong first impression, and start connecting and building relationships with your ideal client as well as your community right from the start.

Introducing yourself is also a very impactful way for you to show up, get noticed (being visible) and start building your know, like & trust factors at lightning speed.

WHILE THERE ARE DIFFERENT TYPES OF INTRODUCTIONS IN THIS WORKSHEET, WE'RE GOING TO FOCUS ON YOUR MORE PERSONAL INTRODUCTION FOR NOW. (Introduce the person behind the business)

CRAFT A WRITTEN AND/OR VIDEO

- INTRODUCE YOURSELF IN FB GROUPS
- CREATE A WELCOME + INTRO

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CREATE YOUR FACEBOOK GROUP INTRODUCTION

We're going to start with an easy introduction: Introduce yourself in a FB group

This type of introduction can be in a new group or re-introducing yourself in FB Groups you've been a part of but either...

1) You never introduced yourself

or

2) It's been a while since you introduced yourself and there are a lot of new members who haven't met you yet.

YOUR FB GROUP INTRODUCTION SHOULD BE FUN, LIGHT, EASY!.

This is the one time you get to show up and tell the community more about you, your personal life and a little bit about your business.

The main goal with this introduction post is to continue the conversation by having an easy call to action. *(do not promote or try to sell anything with your intro post, that is not the impression you want to make)*

THE NEXT SECTION HAS THE FRAMEWORK FOR YOUR FB INTRODUCTION VIA A WRITTEN POST OR IF YOU'RE UP TO IT, YOU CAN CREATE AND FILM A PRE-RECORDED VIDEO OR DO A FB LIVE TO SAY 'HELLO'!

PRO TIP: Once you draft one version, you can use and reuse this post to introduce yourself in new groups or re-introduce yourself later, just change up the images or order of content to keep the content fresh.

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YOUR INTRODUCTION

Consider a few facts when crafting your **FACEBOOK** Introduction:

- ➔ This **POST** is to Introduce/reintroduce yourself to the community
- ➔ Showcase the **PERSON** behind the Entrepreneur to show **YOU** off, and your *personality*
- ➔ This introduction is **NOT** your business **WHY** (don't worry, we'll get to that in a later lesson);
- ➔ This is a no pressure video, only to **BE SOCIAL** - say hello, engage and connect, **THAT'S IT!**

Starting to feel stuck? No worries—here are a few prompts to get you started
[My Recipe on how to create a FB introduction (you can reuse over and over)]

- > HI/Greeting {say hello to the community you've just joined}
- > THANK YOU/Admin & community {Say thank you for letting me join you & why you're excited to be there}
- > PERSONAL FUN STORY/FACT: Share a few personal things about yourself or some fun facts to let the community get to know you better.
- > Your name, WHAT YOU DO AND WHO YOU HELP [combo of one sentence statement]
- > FUN QUESTION (call to action) to continue the conversation (keeping it easy/fun)

Another framework

- ✓ Thank the Admin/Group hostess for welcoming you to the group
- ✓ Your name and why you joined the group
- ✓ Share 1-2 sentences about what you do, who you help (keep it short, this intro is not your **WHY**) and how you help them (short) [your one sentence statement]
- ✓ Share some **FUN & PERSONAL FACTS** about you (keep it to 3)
- ✓ Ask a fun question (related to your fun facts) to keep the conversation going.

[EXAMPLE Fun Facts]

- I lived in China and taught English for 2 years
- I rescue greyhounds and find them new homes
- I'm a wannabe hip hop dancer

NOW, get busy crafting **YOUR (brief!) introduction**, less than 300 words; simply create your **OUTLINE** (using my recipe if you want!) and share it in one of your favorite FB Groups.

USE AN IMAGE IF YOU'D LIKE: CREATE A COLLAGE IN CANVA TO GO WITH YOUR INTRO

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CREATE YOUR FB GROUP INTRODUCTION

follow the framework but also play around with it until you feel it reflects you. Feel free to create an image of you or a collage of pictures showing you and your family to let the community get to know you better. CREATE a few versions below.

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INTRODUCE YOURSELF VIA VIDEO OR FB LIVE

FOLLOW THE SAME FRAMEWORK AS YOUR INTRO POST IN THE PREVIOUS PAGES.

INTRODUCE YOURSELF in FB Groups with the *use of VIDEO*.

Consider a few facts when crafting your Video Intro:

- ➔ Showcase the PERSON behind the Entrepreneur—show YOU off, and your *personality*.
- ➔ This introduction is NOT your business WHY (don't worry, we'll get to that!)
- ➔ This is a no pressure video, only to be social - say hello, engage and connect

PRE-RECORD A VIDEO TO UPLOAD (WHICH YOU CAN USE AGAIN LATER)

OR

GO LIVE TO INTRODUCE YOURSELF (IF THE GROUP YOU'RE IN ALLOWS IT).

Keep the Pre-recorded video under 3 min and a FB live under 5!

OUTLINE YOUR INTRO VIDEO

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BONUS: WELCOME + INTRO

CREATE A VIDEO AND A POST TO WELCOME AND INTRODUCE YOURSELF TO NEW MEMBERS OF YOUR FB BUSINESS PAGE AND YOUR FB GROUP (IF YOU HAVE ONE).

For your OWN community, you may want to create 2 types of Welcomes:

a written post with an image and a pre-recorded video.

These can serve to:

- 1) Welcome NEW members
- 2) Tell them who you are (your one sentence intro or part of elevator pitch)
- 3) What they can expect to learn, find, be a part of by joining you
- 4) Share a little bit about yourself like the FB Group Intro framework
- 5) Have a personal/fun call to action