

How I added
410 subscribers
to my email
list,
in only 2 days,
with Facebook
groups

**FREE CASE
STUDY**



Hi there!



I am Olivia and I am a content marketing strategist for time starved solopreneurs.

I show you how to start and grow your freedom business FAST, with content marketing, even if you barely can write your own groceries list!

In this free guide I am giving away my exact Facebook strategy that added 410 subscribers to my email list in only 2 days.

When I was just starting out with my freedom business, I had zero connections online. Nobody knew me. I was just a random woman from Romania who had this crazy idea she could suddenly start an online business. All my corporate friends thought I was crazy. I even remember my mother asking me for the 4th time if I am sure I am not trying to do something illegal online.

I also had another “small” problem: I had no money to invest in marketing. I had spent all my budget on a few expensive online trainings, and I did not want to ask my husband to help me with this, as I was not quite sure yet that I will be able to make any money at all. So all I had was a deep desire to make this happen and some free time (and by “some” I mean not that much, considering at that time I just had my second baby, and I was so sleep deprived).

But what now? I had:

- a stellar optin freebie offer,
- no one to promote it to and
- zero marketing budget.

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One night, when my baby was crying, and I couldn't get any sleep at all, I had this idea that I could build my email list by only using assets I already had. You see, between all the free and paid online courses and my interest in online marketing and freelancing, I was already part of more than 87 Facebook groups! And they were full of people who I knew needed to hear about my freebie.

But wait, before rolling your eyes over let me say that I did not have the time to explore them all, of course (have I mentioned I was deeply sleep deprived?). So you know what the best part is?

I build my list in 5 days by using only 3 of those groups!

Yes, that's right. And now I am going to show you, step by step, how I did it.

So let's dive in.

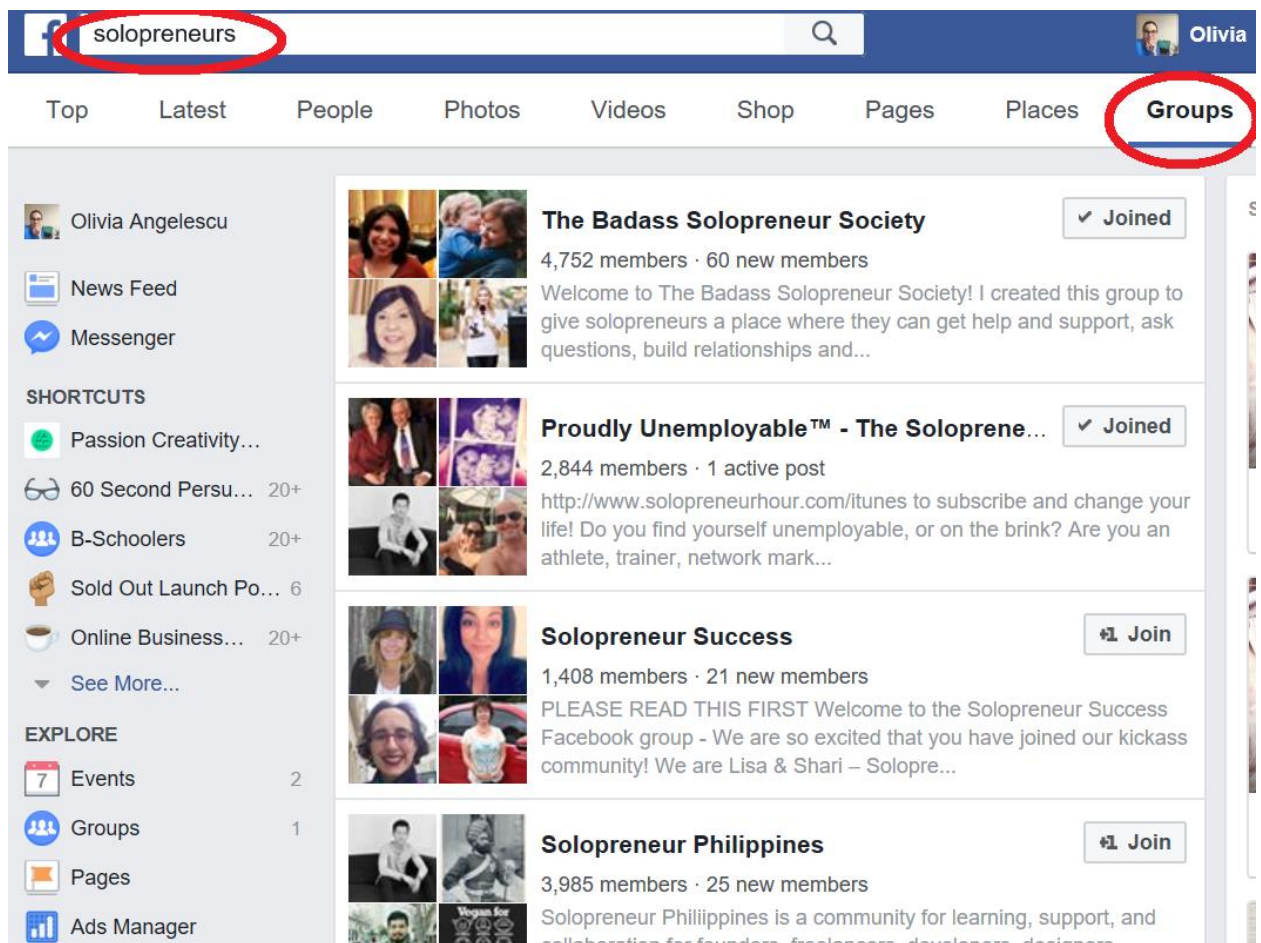
Step 1: Facebook groups research

I began by spending 2 hours going through each of the Facebook groups I was part of. I carefully choose the ones I wanted to use for my experiment: at the end, I had a list of 10 very good groups, but I decided to start with only 3 of them, as this was all I could focus on at that time. Depending on your available time, you might want to increase the number.

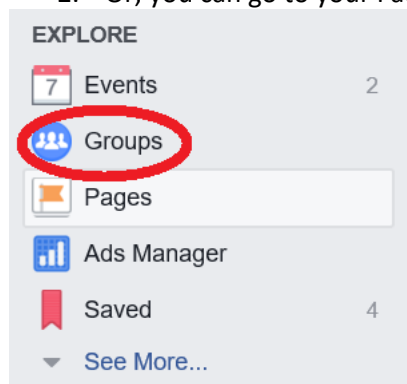
In the process, I also unfollowed more than 40 groups (what I was thinking when I joined them in the first place?). They were nothing but places where everybody posted every other day a link to their amazing offer. Hint: you should stay away from those (spammy) groups. Why? It is simple: people will be attracted to you only if you add real value to their lives (like inspiring them, helping them out for free, teaching them stuff). If it gets hard for you to do this (because you will get lost in all the pitching), then it's just not going to work.

If you don't already know good Facebook groups to start with, here are two ways you can find them in under 5 minutes:

1. Go to your Facebook home page and type in the Search bar keywords related to your targeted audience. In my example below I wanted to find groups where solopreneurs hang out.

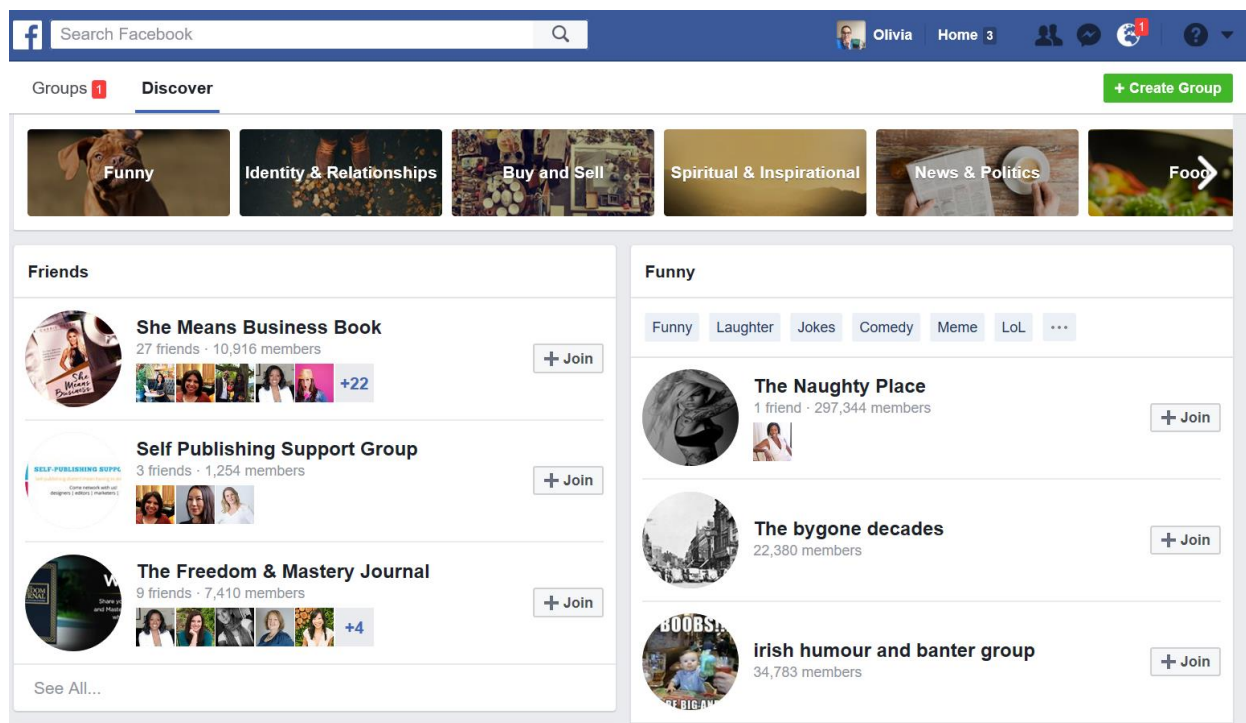


2. Or, you can go to your Facebook left side bar and click on “Groups”.



Then Facebook will show you:

- all the groups your friends have joined
- local groups in your area and
- a lot of other groups categorized by topic (Funny, Identity & Relationships, Buy and Sell, Spiritual, Food etc).



Now you just have to go through as many of them as you can, carefully read their description (to make sure it is indeed what you need – a place where your targeted audience is present) and then ask to join at least 30 of them. You need to join as many because now you can only see the group description and the number of members. Once you are inside you'll also get a clear picture of the quality of the discussions within the group, **and you might decide that a lot of them are not good for your strategy.**

If you are accepted into a group, and then you see that the level of discussions inside is not the one you are looking for (in other words if the group is just full of spam), do yourself a favor and leave the group immediately. They are a terrible place to find any leads, as there isn't any space for quality networking when everybody just tries to pitch everybody else.

Step 2: After joining

2.1. Read the rules

For every group you joined, carefully read the group guidelines. You can find them usually in a pinned post at the top of the group page.

This is important because you are going to be present in other people's groups, so they are the host and you are a guest, and you have to respect the house rules. It is common courtesy and if you don't pay attention, you can get kicked out fast. And you don't want that.

Also, for each group, make sure you know if they allow any form of self-promotion. From this perspective, there are three types of groups:

- groups that **don't have any official rules about promoting** your content/freebie/paid offer etc
- groups **where you can promote your stuff only on certain days or within designated threads**
- groups that are **zero tolerant to any form of self-promotion**.

2.2. Make a plan

I don't do anything before making a (detailed) plan first (my husband seems to get quite annoyed by it sometimes, especially right before we have to plan out holiday... I wonder why!).

So I took a simple sheet of paper, and I drew three columns. At the top of each column, I wrote the name of one of the 3 Facebook groups I was going to use. Then I added three lines for the 3 days of the week I could be present for 30 minutes in each of the groups.

It looked something like this (it is very basic, but as I said, I am all for planning everything, I am weird like that):

	FB group 1	FB group 2	FB group 3
Monday	network	network	Post freebie
Wednesday	network	network	Post freebie
Thursday	network	network	Post freebie

Now, before going to the next step, you have to go into each group and make your powerful introduction. I haven't done this because I was already a member of those groups and I had already introduced myself. But if you are new to a group (or if it is a lot of time since you last interacted with the group), then do this first.

Try to make your introduction as memorable as possible. Start by complimenting the group host (in a sincere way). Then speak a little bit about yourself and what you do (without adding links to your website) and be as "human" and relatable as possible (you could speak about your family, your pet, what you love to do in your free time, etc.).

The idea is that you have to see those Facebook groups like a room full of real people with whom you will start networking. So first you will stand up, thank the group host for this opportunity and then effectively introduce yourself, right? Just like in real life. ☺

Step 3: Take action!

For the next three days, I have strictly followed my plan. I showed up in the groups two times per day (mornings and late evenings) for at least 15 minutes (for each).

I searched the group for keywords related to my topic, and I answered all the questions I could find on that topic.

When I didn't find any new questions, I just tried to jump into the latest conversations and help in any way I could. And by helping, I don't mean being generic: I tried to add as much value as I could.

For example:

- I gave my detailed feedback on some logos (from a client perspective),
- I helped someone find some spelling errors on a new sales page,
- I answered a few polls or
- I just honestly congratulated those who were posting about reaching a milestone.

All I did is just basic stuff, but I was completely honest in any feedback I provided, and I had the mindset of 100% trying to help. I haven't thought one second about pitching anything to anyone.

Step 4: Go for it!

On the third day, I posted the same message in all the 3 Facebook groups, at the same time.

Looking back, that is definitely something I have learned a lot from. I have never considered that those groups (on roughly the same topic) could have shared members who would see the same message posted by me in all the three groups – some of them considered this to be spammy.

So I posted the three messages introducing my freebie and then I went to bed. The next morning, I woke up to this:



Olivia Angelescu

July 20, 2016

EDIT 3: Since I have received a lot of messages saying that you can't locate my post in the Show&Tell thread, all I can do is to tell you that if you are in this situation and still want the link to the file, you can always drop me a line at Olivia@passioncreativitybusiness.com and I will have the link sent to you. Thank you to each of you for expressing your interest in my work. It is amazing!

EDIT2: As per the group rules (I did not know about the new rules, I am sorry), I ... [See More](#)



and 188 others

521 Comments



Like



Comment



Yes, that's more than 500 comments from people thanking me and even saying that they are willing to give me money if I was ever selling an expanded version of that freebie (and as we all know, this is a very powerful validation that your product idea will sell).

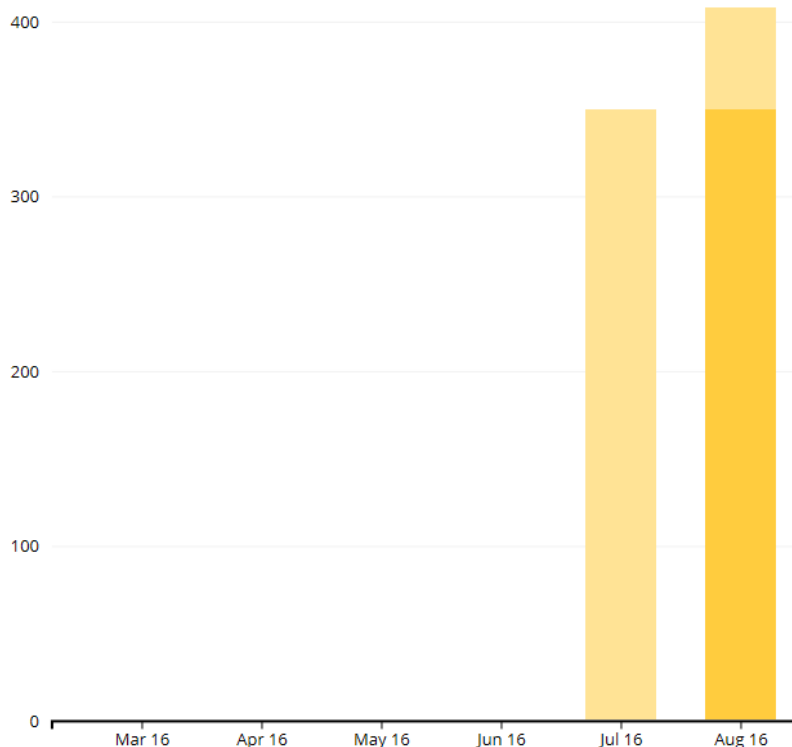
And this was in only one of those groups. The response was amazing in all of them.

With my brain frozen I checked my MailChimp account: 360 subscribers in 8 hours! In the following days, after further updating my initial post in the groups to make my opt-in link more visible and even personally reaching out to many of those who commented on my post, I added another 50 people to my list and wrapped it up at 410 subscribers.

This is a print screen of my Mailchimp account for that particular list. As you can see, I started at zero and in July (on the 27th to be more exact) things exploded (at least for me, a total beginner who thought that it will take a lot more than 8 hours to go there). ☺

[Campaigns](#)[Templates](#)[Lists](#)[Reports](#)[Automation](#)Average subscribe rate 6,000.0% *A*

Audience growth



As you can imagine, I got an immediate boost of confidence and motivation that helped me a lot.

So where am I, a few months later? I am proud to say that I still don't pay one dollar for marketing and I still use my free time to network in Facebook groups. Now, because my one-year-old daughter goes to daycare, I have a little more time to work on growing my freedom business. But guess what? I am also very busy working: I am fully booked for my VIP package. Care to guess where I got all my paying clients? Yes, still Facebook groups (I have a process now for getting clients from those Facebook groups, especially from the groups that have zero tolerance for any form of self-promotion).

I have learned a lot since my first attempt, and I would never again make the mistake to post the same thing all over the internet at the same time. I developed an entire process around it which I use all the time. It works.

I am sure it can work for you also. Go ahead and give it a try. As long as you remember the most important rule (to network in those group just like networking in person), you can have tremendous results.

