



# YOUR DAILY METHOD OF OPERATION ON



# YOUR DMO ACTIVITY TRACKER

Print this page each week  
to keep track of your activities

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Inspiring Post (3 times a week)							
Value Post (3 times a week)							
Lifestyle Post (3 times a week)							
Interaction Post (3 times a week)							
Live Video (3 times a week)							
Product Post (once a week)							
Business Post (once a week)							
Watch Party (once a week)							
Product Party (once a week)							

## EVERY DAY . . .

Message 5 Active People							
Happy Birthday Messages							
Comment on 10 Posts in Morning							
Comment on 10 Posts in Evening							
Comment on 5 Live Videos							
Add 10 times to Your Story							
Reply to 10 Stories in Morning							
Reply to 10 Stories in Evening							
Comment and Add Value in Groups							
Add at least 5 New Friends							
Messages to New People							
Conversations with New People							
Ask Just Curious Question							
Collect Decisions							
Follow Ups							

# "How Do I Get My Posts Seen More?"

Do you remember when you could put a post on Facebook and all your friends would see it in their newsfeed? But now, with so many people posting each day on Facebook things have changed.

You need to take action daily to increase your posts visibility and show Facebook you are an active user whose posts it should be showing to more people.

## **So what should your DMO (Daily Method of Operation) be?**

In this step by step guide we will be sharing with you what we have learnt from some of the top social media trainers and our own experiences

### **However, let's start with what NOT to do!**

1. Don't post on your Profile more than 3 times a day, and always leave at least a 3 hour gap between your posts.
2. Don't share too often YouTube videos, news websites or anything really that would take people off of Facebook.
3. Don't just copy someone else's post. Vary it a bit so that Facebook sees it as a new post.

# Types of Posts

Now you know the posts to avoid, let's look at what you should be posting on your Personal Profile . . .

## **INSPIRING POSTS - 3 times a week**

These could be motivational quote, sharing why that quote means something to you or stories (team member success for example, include picture of team member). Wording for quote or story should always be written in the post and not on the picture itself.

## **VALUE POSTS - 3 times a week**

Self-development is so important, and sharing that knowledge on posts shows others that you are learning, could help them if they join your team and that you are someone who is similar to them.

## **LIFESTYLE POSTS - 3 times a week**

Time with family, nights out with friends, hobbies and interests, even shopping!

## **INTERACTIVE POSTS - 3 times a week**

Think of fun posts that will make your friends smile. Ask questions. For example: *What is the first thing you do in the morning?*

# Types of Posts

## **FACEBOOK LIVES - 3 times a week**

Many friends and followers get notifications when you go live, if they are online at that moment. Even afterwards a recording of your live will often appear in their newsfeed. Engagement on live videos is better than most other types of posts.

In your lives you should share your journey, give value and yes entertain a bit too - you could demonstrate products you are using.

Decide on the days and times that you will do your lives each week, and stick to those times as much as possible. It is like a regular TV show, you will build a following and get more interaction.

## **PRODUCT POST - Once a week**

These should be about benefits that you (or your customers) have got from the products.

## **BUSINESS POST - Once a week**

Focus on the benefits of someone joining FM and working with you. Perhaps one our fabulous incentives, a delivery that has just arrived or that you are expanding your team.

# Party Time

## **PRODUCT PARTY - Once a Week**

An online party in your customer group is a great way to showcase the benefits of our products, do special offers and make new connections. Don't forget to encourage those in the group to invite their friends to join the group, so they can be part of the party too.

You can also do an online party for one of your contacts. They will be your host / hostess, and you will ask them to invite their friends to a special group that you will create just for their party.

## **WATCH PARTY - Once a week**

There is another type of party you can do on Facebook, and that is a post called a Watch Party.

It lets you post a video in a similar style to a live on your profile, and invite friends to watch the video with you.

It means you could re-share a previous Live you have done and get more people seeing it.

Alternatively, you can add other people's videos to a watch party, for example a motivational one you have seen and want to share with your friends.

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# Messages and Comments

Just posting on Facebook won't take you very far, you need to be connecting with other people on a daily basis. Other activities are:

## **MESSAGE ACTIVE PEOPLE**

In Messenger you can see which of your friends is online when you are, so send a quick message to at least 5 of them. This is a superb way to get responses and show Facebook too that you are active.

## **HAPPY BIRTHDAY MESSAGES**

Use Messenger, not their wall, to wish your friends Happy Birthday. If you really want to stand out from all the other messages they get, send them a quick voice or video message!

## **COMMENT ON OTHER PEOPLES POSTS**

Aim to do at least 10 in the morning and 10 in the evening. Vary the people whose posts you comment on, if you always interact with the same people then they are going to be the ones seeing your posts and the goal is to grow the number of people seeing your posts and connecting with you.

In addition to this, aim to comment on 5 other people's live videos a day as well.

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## **ADD TO YOUR STORY**

In addition to the 3 posts on your Personal Profile each day, you should aim to add 10 picture or short video posts to your Story.

Adding to your story shows Facebook you are not just an active Facebook user, but also someone who makes use of its newer tools.

We believe stories increase the number of people seeing your other posts and also generates more friend requests.

## **REPLY TO OTHER PEOPLE'S STORIES**

Commenting and loving other people's stories improves your connection with them.

Spread this action, by doing 10 comments / loves in the morning and 10 in evening.

# STORIES

FACEBOOK STORIES ARE VISUAL WAY OF SHARING YOUR THOUGHTS AND ACTIVITIES DURING THE DAY

STORIES DISAPPEAR AFTER 24 HOURS

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# Adding Friends

## **FINDING PEOPLE**

Your other daily actions will help you with finding new people to connect with, look for people who comment on the same posts as you or are active in similar interest groups. Facebook helps you find new contacts with suggestions of People You May Know and Mutual Friends tools.

## **ADD FRIENDS**

Now you have found possible to connect with, set yourself a daily goal to continually grow your list of people to talk to. How many new connections you make will depend on the amount of time you are putting into your business.

Begin with adding 5 people a day consistently. Then increase this to 10 people a day. By adding more people, you will get more results and won't care so much about those who don't respond.

If you are full time with FM, you could further increase this to 20 or 30 people a day - but do spread these out during the day, 10 in morning, 10 in afternoon and 10 in evening.

# Messaging New People

## MESSAGE YOUR NEW CONNECTIONS

You should then message the people you have added and give them a genuine reason why you want to connect with them. This might be for example:

You live in same area.

You also have a pet rabbit.

You both have two kids.

You share a similar hobby.

They are friends with your Sister.

Examples messages:

***Hi Sue, I notice you are also a Mum of two kids, I thought it would be cool to connect. How's things?***

***Hi Agata, I notice you also live in Coventry, I thought it would be cool to connect. How's things?***

Don't forget to also love a few of their posts too before you message them.

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# Finding Out About Them

## **FINDING OUT ABOUT THEM**

Have a genuine conversation with them the same way as you would meeting anyone new. Some things to talk to them about during your conversations with them could be:

- If you don't know which town they live in, ask them.
- Find out what they do for a living and do they like it.
- What do they like doing in their spare time.
- What dreams do they have for their future.

The idea from the answers to these questions, and from what you see on their posts, is to identify possible pain that they have that you could help with.

For example, they might be fed up commuting to work each day, want to lose weight, love perfumes but think other brands are too expensive or can't afford to take their kids on holiday,

# Collecting Decisions

Next step is to ask them if they would be interested in finding a solution. Example questions . . .

***Hey Luke, just curious would you be open to checking out some information on how to fire your boss. No worries if not, just thought I would ask?***

***Hey Becky, just curious would you be open to checking out some information on how to get fabulous perfumes at wholesale prices. No worries if not, just thought I would ask?***

Some will say Yes, some will say Maybe, some will say No.

Whatever level you are at in the business, you will still get more people say No than Yes. It is just part of the process.

If they say No, you reply with:

***That is not a problem. Have you got anything planned for the rest of the week?***

# Replying to YES

If they say Yes or Maybe you reply with one of these:

***Awesome :) So I have something that could help you. If I gave you a link to a 5 minute video, when would you watch it?***

***Awesome :) So I have something that could help you. When would you be able to take 15 mins of your time off so potentially you can take the rest of you life off?***

If they say they are free to have time to do it now, you need to ask another question so follow up with them is arranged in advance:

**Great, is it ok if I inbox you in 10 mins?**

If they say I can watch it at 8pm for example, then you say:

**Great, I will send you the link at 8pm and inbox you at 8.10pm if that's ok with you?**

During this conversation, they might ask you what is it, you reply:

**It is a visual thing, I would like you to watch the video first and then I can answer any questions you have.**

# Follow Up

Now is the time to set a plan on your Messenger so you both get notifications about meeting online on Messenger at 8pm.

At 8pm you then send them the link to opportunity video:

**<https://www.opportunitywithfm.co.uk>**

Then, at 8.10pm you need to message the person (always do what you said you would do) with one of these messages:

**Hi Kim, now you have seen our presentation are you ready to make some money online?**

**Hi Harry, what did you like best?**

**Hi Michelle, can you see how this can pay for ... (your bills , your wedding - you put their pain here)?**

These are just examples, never treat others as a number, build connections and talk to others online just like you would talk to a new friend in the pub or someone you met at a birthday party.

# LAW OF ACTION COMES BEFORE LAW OF ATTRACTION

As you will see from this guide, doing fabulous posts is just one part of the puzzle.

It is all the other actions that you take that will attract people to see your posts in the first place.

## **PLAN, DO, REVIEW AND IMPROVE**

Make use of the easy to follow **YOUR DMO ACTIVITY TRACKER** that we have created, it will help you to plan your activities, will keep you on track in your actions, allow you to review them each week and improve them for the next week.

## **HELPFUL TIP:**

**AS YOU ADD NEW PEOPLE, DELETE SOME OLD ONES WHO DON'T MESSAGE YOU OR LIKE / COMMENT ON YOUR POSTS.**

# JULITA AND ROY

When you are ready for an opportunity and determined to take the steps to make it work for you, incredible things happen.

Thanks to the incomes we have created with FM, both of us were able to fire our bosses after two years.

Today, we have a team of over 80,000 people and have achieved the highest level of anyone worldwide.

We are certain we have the best team in the world, with lots of fabulous leaders who celebrate each other's successes.

Our goal each day is to help our team members to find their smile, by helping them to grow their businesses, take massive action and achieve life-changing results.

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DREAM

BIG

CREATE

MORE

AIM

HIGHER



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