



Reduce your free advertising gradually

Drastically reduce free advertising posts.

- Gradually reduce free advertising.
- Figure out the starting point phase that most closely resembles your group and work forward from there.
- How long you keep each phase in place is up to you. Doing this gradually may help save you from headaches from the backlash, but...
- Each group is different and you know your group best!

Phase 1:

If you allow free advertising at any time in the form of individual posts, reduce it to one day per week.

- Post an invitation on the advertising day, as a reminder.
- Clearly indicate and label the post something like “free advertising today only” in order to get the point across that this is a privilege, and not something group members are entitled to.
- After your group gets used to the Phase 1 change, move on to Phase 2.

Phase 2:

Reduce free advertising to the first and 15th of every month only.

- Again, post an invitation on the advertising day, as a reminder. Make sure you clearly indicate and label it something like “free advertising today only.”
- After your group gets used to the Phase 2 change, move on to Phase 3, the final phase.

Phase 3:

Reduce free advertising to one day per month and limit thread times.

- Reduce free advertising to one day per month... AND...
- Any business ad must be within a designated thread, not outside the thread in a separate post.
 - Example text to use on thread:
 - This thread is only open from 9 a.m. - 5 p.m. The thread is closed promptly at 5 p.m.
- When it closes, include a thank you to everyone who participated.
- I recommend allowing this opportunity on the first day of the month. It’s easy for everyone to remember, including you.
- Schedule this thread in advance.
- Use consistent image and consistent language for the invitation.

Once you have completed Phase 3...

- Expect people to break the rules. A lot.
- Have a pre-written response message ready to go for when people violate your rules (because they will).
- In your message, remind them of your rules regarding advertising, and consider adding a link to them.
- If you already have some advertising options in place, you can also provide these options at this time, in your message. I recommend including a link.

- You might also include an invitation for them to provide their email for your list - or a link to sign up - and a promise to let them know that you will get in touch with them when paid advertising is ready to launch.

Learn more!

I will teach you how to build a business based on your community Facebook group.

To get on our course waitlist & **receive a discount**, visit grouptize.com/waitlist.

To join our free community, visit facebook.com/groups/grouptize-community.

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