

SOCIAL MEDIA SECRETS FOR BIRTH PROS

10 Mistakes You're Probably Making and
What You Should be Doing Instead to Attract
Clients Online

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Top 10 Mistakes You're Probably Making on Facebook That's Not Getting You Clients

The first thing I ask when I meet a new client is: What are you doing right now to try to get new clients.

"I have a facebook page" is usually the #1 answer.

Your potential clients - they are on Facebook!

And they are looking for you!

So why is it that even though you have a Facebook page, and even though you always reply to posts about birth stuff, are you not getting tons of new clients from Facebook?!

Well, first of all - are your posts getting engagement? Are your comments getting answers? You might be making some of the most common mistakes - but guess what?

They're easy to fix!

So read on!

And start getting more engagement from your posts! More likes, more replies and more private messages!

(And then, of course you need to know how to turn that engagement into new clients... But that's a whole different topic!)

When Commenting on someone else's post:

- **Writing a megilla** - you know you've read comments like this. Someone posts: "Looking for a doula for my birth in Sept." and they post a dissertation on the benefits of doulas, the beauty of giving birth in September and they toss in part of their life story just for good measure.
- **Giving your opinion** - give value, not opinions
- **Offer your services** - "Hi Sara, I'm a doula. I'm available in September, call me!"
- **Pm the poster without asking first** - this is a big no-no. If you want to Private Message someone who posted, comment on their post and ask permission to pm them. First of all, your message is more likely to be seen if you're not friends, because they'll be looking for it. But also, it will not feel intrusive. If you absolutely can't ask permission for some reason, then lead your message with, "Hi, Sara, I saw your post about x. I wanted to share something with you that might help, is that ok?" And then wait for an answer before you continue.
- **Post a link or tag someone with no context**
- **Say, "feel free to pm me ;-)"** - both of these go back to context. Why should they click that link? Why should they pm you?
- **Trying to teach the poster everything you know about your topic in a comment** - information overload is not providing value. Give them a small bite and invite them to engage with you to learn more.

When posting a promotional post:

(some groups have specific days when advertising is allowed, these are some examples of ineffective ads)

- 👉 A photo which does not have to do with the outcome you provide
- 👉 A post which talks about you
- 👉 Ad copy that is confusing
- 👉 Asking too many questions
- 👉 Using language that is only meaningful to other professionals in your field

So what can you do to get clients through Social Media?!

Here are my top 3 secret tips!

- **Engage, don't educate** - write posts that ask a question, that get the reader to want to interact with you, to have a conversation.
- **Only answer the question that was asked!** If someone posts about finding the best price on eyeglasses, don't start writing about how eyeglasses are actually a secret conspiracy by opticians to increase your prescription and make you dependent on them. If you don't have a resource, or a quick tip that answers the actual question - then ask a question of your own to see if they are interested in your opinion. I promise, no one ever changed their mind about something based on a comment on facebook!
- **Tell stories that are relevant to your audience!** Instead of just posting a link, tell a story that illustrates how you help people.

And here's a bonus tip:

**Always focus on your potential client
and not on yourself.**

Post information that will help them,
speak in the language that they talk to
themselves.

Imagine one person that you want to
reach and write your posts as if they are
personal to that person.

**Do you want a personalized
“Social Media Client Attraction Action Plan”?
Click here to schedule a complimentary call
to unlock the secret key to finding your
clients online:**

<https://ayelet.appointlet.com/s/virtual-coffee>