

# Networking and Pitching in Facebook Groups for New Coaches



**Objective:** This worksheet will guide you in effectively networking within Facebook groups by focusing on relationship-building, offering value, and engaging in a way that is authentic and helpful rather than salesy. Use this as a tool to plan your approach and ensure you're aligned with the group's needs and culture.

## 1. Research the Group Creator(s) and Purpose

Start by learning about the group's creator(s) and the group's purpose to ensure your contributions align with the community's values.

- **Group Creator(s) Information**

- Name of Group Creator(s): \_\_\_\_\_
- Their background, expertise, or coaching niche: \_\_\_\_\_
- Something I admire about their work: \_\_\_\_\_

- **Group Purpose and Mission**

- What is the group's main goal or purpose? \_\_\_\_\_
- Who is the primary audience in the group? \_\_\_\_\_
- What types of posts or content does the group focus on? \_\_\_\_\_

## 2. Engage Authentically in the Group

Identify how you can participate in the group in a way that adds value without overtly pitching your services.

- **Ways to Interact Meaningfully**

- Share a helpful resource related to the group's focus: \_\_\_\_\_
- Respond to a question or problem someone posted by sharing a personal experience or insight: \_\_\_\_\_
- Ask an engaging question that sparks conversation: \_\_\_\_\_

- **Example Fill-in-the-Blank Responses:**

- "I recently read an article about [topic] that I think could be helpful for this group. It discusses [key takeaway]. Let me know if you'd like me to share more!"
- "I've faced a similar challenge before when [describe situation]. Here's what worked for me: [share solution]. Hope this helps!"

### 3. Identify Community Needs

Understanding what the group needs will help you position yourself as a helpful resource.

- **What problems or challenges do members frequently mention?**

- a.
- b.
- c.

- **How can my coaching services address these needs?**

- Challenge 1 Solution: \_\_\_\_\_
- Challenge 2 Solution: \_\_\_\_\_
- Challenge 3 Solution: \_\_\_\_\_

### 4. Introduce Yourself Without Selling

Craft a warm introduction that highlights your expertise without sounding salesy. Focus on how you can contribute to the community.

**Fill-in-the-Blank Introduction Template:**

“Hi everyone! I’m [Your Name], and I’m passionate about helping [specific audience] achieve [specific goal]. I’ve recently joined this group because I love [mention what you admire about the group]. I’m excited to connect, learn from all of you, and share insights where I can. Please feel free to reach out if you ever want to chat about [specific expertise]. Looking forward to being a part of this amazing community!”

### 5. Compliment the Group’s Successes

Recognizing the group’s existing strengths builds rapport with both the creator(s) and members.

- **What are some things the group does well?**

- a.
- b.
- c.

**Example Compliment:**

“I love how this group fosters [positive attribute, e.g., supportive discussions, sharing of valuable resources, etc.]. It’s inspiring to see a space where [specific benefit to members].”

## 6. Develop Your Value-Based Pitch

After establishing relationships, craft a pitch that aligns with the group's needs and focuses on the value you can provide.

### Fill-in-the-Blank Pitch Template:

"I've noticed that many of us are discussing [common challenge]. As a [your role], I've helped others overcome this by [briefly describe your solution]. If anyone is interested in learning more, feel free to reach out—I'd love to share what's worked for others and see how I can help."

### Reflection Questions:

1. How can I ensure my interactions feel genuine and not sales-driven? \_\_\_\_\_
2. What value can I consistently provide to this community? \_\_\_\_\_
3. How will I measure my success in this group (connections, engagement, inquiries)?  
\_\_\_\_\_

### Next Steps:

1. Complete this worksheet before engaging in each new group.
2. Review and adjust your responses as you learn more about the group.
3. Track your engagement and the connections you build over time.

**By following this method, you'll position yourself as a valuable contributor, build genuine relationships, and naturally open opportunities to share your coaching services.**



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