

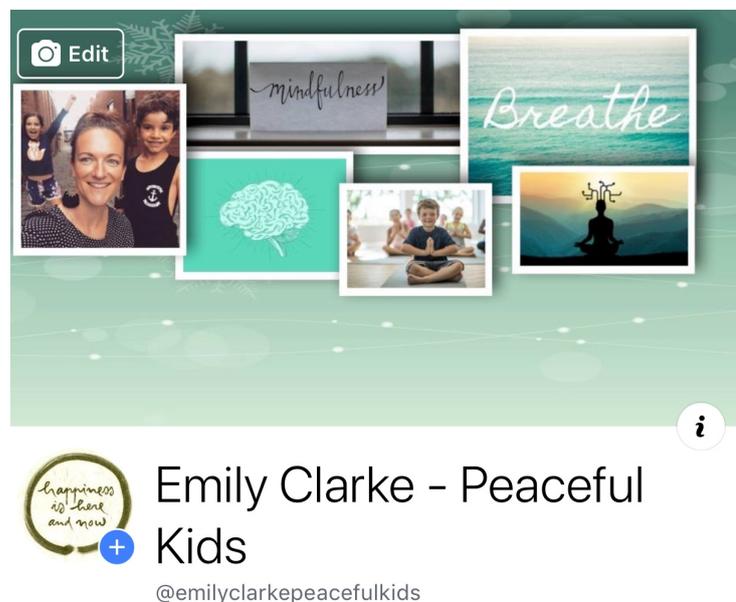
Tip Sheet: Facebook and starting your business!

The most effective form of advertising Peaceful Kids and Peaceful Parents is via social media, especially Facebook. Facebook allows you to engage with potential customers and demonstrate your knowledge and passion. Facebook provides the best platform for your content to be shared and for word to spread about what you have to offer.

1. Facebook Design

Ensure you set your page up as a 'business' page and not a 'personal' page. Choose a cover photo that is a good representation of who you are and what you are about. Having a photo of yourself helps parents get to know you. They may be considering sending their child to you for 8 weeks so some people like to 'see' who you are.

Be mindful of copyright and where you are getting your images. Also be mindful of the Peaceful Kids License conditions of using images.



2. About

Include as much detail as possible in the 'about' section. Include your email, a link to the Peaceful Kids website so people can source further info if they require and a short summary of the program. File your page under multiple 'types'. This will help people find you easier when they search for your type of business.

About

✉ emilyclarkepeacefulkids@hotmail.com

🕒 Typically replies within a few hours
[Send message](#)

🌐 <http://www.peacefulkids.com.au/>

ℹ Peaceful Kids is a Mindfulness and Positive Psychology based program to lessen anxiety and stress and increase resilience in children from Prep - Year 12.

📁 [Medical and health](#) · [Education](#) · [Health & wellness website](#)

3. Build your followers first!

Before advertising your classes it is so important to build rapport and trust! Set up your Facebook page a month or two before you intend to begin classes (if possible!).

During this time try and be as authentic as possible by posting advice and demonstrating your own knowledge, skills and beliefs. You want people to trust in you and believe that you are the right person to be helping them and their child. You also want to be very relatable.

Some of the posts that have got the most engagement on my page include:

- Nerves on the first day of school and practical advice to support your child.
- The mental load of women from my personal experience and how meditation helps with that.
- Loss and grief in parenting.
- Surviving school holidays and being more present for your children.
- Book and resource recommendations.

4. Begin to advertise your classes

Once you have built some engagement on your page and have some followers you can begin to advertise your classes. There are many ways to sell tickets but the method I have found most successful is selling them through Eventbrite. This allows you to set up a time for bookings to open. You can then advertise this date and build anticipation for that date. I also create a 'flyer' with the links to the Eventbrite booking page and the Peaceful Kids page. This flyer can then be shared on other Facebook pages (think Wellbeing networks, local parenting pages etc.)

EMILY CLARKE'S

PEACEFUL KIDS

PROGRAM

WEDNESDAY APRIL 24TH- WEDNESDAY JUNE 12TH

The 'Peaceful Kids' program is a Mindfulness and Positive Psychology based program to lessen anxiety and stress and increase resilience in children from Prep through to Year 12. This program helps children to build their emotional resilience so they are better equipped to deal with the day to day stresses that life brings them.

Where: The Healthy Hub Ballarat- 100 Bridge Mall
When: Beginning Wednesday April 24th and finishing on Wednesday June 12th
Cost: \$160 for the 8 week course (45 min session per week) 5:00pm-5:45pm
Bookings: Bookings open at 10am on Saturday March 23rd
via <https://www.eventbrite.com/e/peaceful-kids-2019-term-2-program-ballarat-tickets-58235120814>

For more information about the program please visit www.peacefulkids.com



© Wellbeing For Kids. All rights reserved. Melbourne Australia

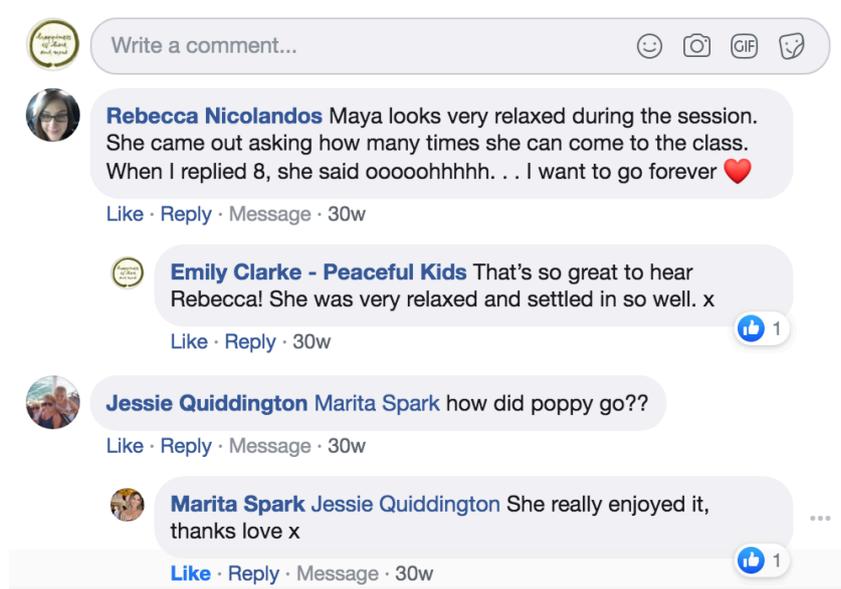
If and when your class sells out/fills up, post about it! It helps to promote your class as something that sells out and this gets people very keen to get into the next one.



5. Share snippets of your classes and celebrate your groups

Before I begin classes I send a permission form out asking consent to take photos of the children and post to Facebook. Always ask permission before posting photos that identify children! Throughout the 8 weeks post little snippets of the class and what you are focusing on (without giving out the entire content of the class). Parents LOVE seeing their children in these and will often share or comment on the photo, which will then spread your post further.

It also gives potential clients an idea of what their children will be doing. I have had many people enroll their children just based on seeing their friend's kids in photos and reading positive comments underneath the post.



6. Testimonials

Following the final class I send an email thanking parents. In this email I also direct them to my Facebook page where I ask them to leave a review if their child enjoyed the program. I also invite them to email me if they have any constructive feedback for next time (this avoids them posting the constructive feedback on your page).

Potential clients love reading good reviews. Make sure you also comment and respond to the reviews.

Recommendations and reviews

 Recommended by 5 people



What an amazing experience and term my daughter has had with Emily I earning some wonderful tools.

W... [See more](#)

 [27 March](#)



My daughter has thoroughly enjoyed the Peaceful Kids program with E mily, and has learnt many new too... [See more](#)

 30 November 2018



The most amazing course! Emily is amazing and cannot recommend her highly enough. I sent a very anxi... [See more](#)

 18 September 2018

7. Offer something for everyone

Try and ensure your page offers enough to keep people following you and engaging with your posts. There may be people who can't quite afford the Peaceful Kids program just yet or there might be some people who are undecided if that's what their child needs. Ensure you post helpful content for these people too. If all they see is advertisements for Peaceful Kids and nothing else they may unfollow you. By making sure your posts are helpful to all people you can keep them engaged longer and they may end up deciding to enroll their child.

8. Insights

Facebook has a section on your business page where you can look at Insights into your page. It will give you a summary of what posts get the most engagement and which posts reach the most people. This is really handy for you to see what type of content to post based on your followers.

16 April - 13 May

Last 28 days ▼



Posts ?

[See more](#)

8 posts published in the last 28 days.

MOST ENGAGING POSTS



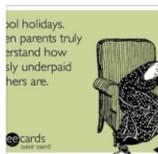
The Mental Load:
This week has been...
8 May

| | |
|-------------|-----|
| Reach | 988 |
| Engagements | 337 |



Welcome to the Term
2 crew!
24 April

| | |
|-------------|-----|
| Reach | 788 |
| Engagements | 249 |



Are you surviving? I'm
a parent and a teach...
16 April

| | |
|-------------|------|
| Reach | 1.2k |
| Engagements | 218 |

Top Tips!

- Be authentic; let your followers get to know you.
- No matter what type of post, tie the theme of Mindfulness into it.
- Offer something for everyone on your page.
- Always like/reply to comments on your posts.