

MOOLAH MARKETER

# 100 PERFECT people

THE CHALLENGE VIDEO GUIDEBOOK

A guide to help grow an  
audience for your business.

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**100**  
**PERFECT**  
*people*  
THE CHALLENGE VIDEO GUIDEBOOK

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# **MOOLAH MARKETER**

**ANY QUESTIONS??**

**EMAIL US:**

**HELLO@MOOLAHMARKETING.COM**

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After seeing so many companies come to us frustrated as they saw a problem in the world, they had a message to tell, they wanted to make a **DIFFERENCE** with their products...

But they couldn't. Not from lack of trying but because they didn't have an audience - and they didn't know where to start.

We created 100 Perfect People to help you build an audience for your business - help you find the first 100 People who are your **PERFECT** customer.

Without spending a penny on ads.

This is business-changing, life-changing, if you'll let it.

Be sure to use the QR codes in this book to get access to all the training content.

*Rachel Miller*

# notes

*I don't have time... really means  
this is not a priority.  
Ask yourself, is this a priority?*

*To have friends  
you need to be*  
**FRIENDLY**

# YOUR *profile*

Grow Your Audience. Grow Your Business.

## DAY ONE TASKS

1. Set your profile to accept new friends.
2. Print your question sheet & fill-in-the-blanks.
3. Ask a question on your PERSONAL profile.
4. Reply to answers 10 times  
(or as many as ya can.)

## WATCH THE VIDEO WITH THIS LESSON

Hold your camera over the QR code & you will get access to this video lesson





WATCH THE VIDEO WITH THIS LESSON

## CONNECTION QUESTIONS

- ☐ Who else has used \_\_\_\_? Your thoughts on it???
- ☐ What are you using to solve \_\_\_\_??
- ☐ Which of these are better?? THIS?? Or THAT??
- ☐ If you could fix just 1 thing about \_\_\_\_ what would it be?
- ☐ You ever noticed that \_\_\_\_ happens when you \_\_\_\_?
- ☐ What's the worst (OR "best") thing about \_\_\_\_?



*do you  
have a  
buddy?*

## CONNECTION QUESTIONS

- ☐ WHOOP! I just learned to \_\_\_\_\_. Have you?
- ☐ I'm looking for a \_\_\_\_\_. Do you know someone who can help me out?
- ☐ What books about \_\_\_\_\_are you reading now?
- ☐ OY! What would be your strategy for surviving \_\_\_\_\_?
- ☐ We need to save money on \_\_\_\_\_. What's your best tip?
- ☐ If you \_\_\_\_\_ (and it was just horrid). What would you do next?
- ☐ I am new to \_\_\_\_\_ what is your best tip for \_\_\_\_\_?
- ☐ What is your best alternative to \_\_\_\_\_? I can't do that because \_\_\_\_\_.
- ☐ \_\_\_\_\_: Love it?? Or HATE it??  
(something controversial in your topic)

*date  
used*



*question*



*place used*



# notes

*Be somebody who makes everybody  
feel like a somebody.*



**YOU**  
*have a  
message*

# YOUR *people*

Grow Your Audience. Grow Your Business.

## DAY TWO TASKS

1. Create a List of Groups Where Your Perfect Audience Hang Out
2. Ask a question in a couple of the groups. Do not be a group “crossposter” - post different questions into different groups
3. Be your own first comment. Tag either a friend (or two) or the admins in your comment, ask them: “@ \_\_\_ I would love your opinion” or “@\_\_\_ has this happened to you??”
4. Reply to 10 comments. Note. Try to get a back-and-forth dialogue.

## CONNECT IN GROUPS

THE GROUPS YOU ARE PART OF:

- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_



WATCH THE VIDEO  
WITH THIS LESSON



THE QUESTION YOU ASKED:

- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_

# notes

*Speak your heart. if they don't understand,  
the message wasn't meant for them.*

*You aren't for*  
**everyone**

# YOUR *friends*

Grow Your Audience. Grow Your Business.

## DAY THREE TASKS

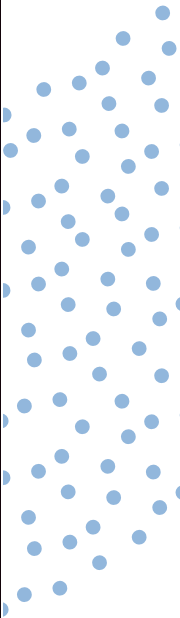
1. Segment Friends From Your Personal Profile Into an Interest List
2. Segment Friends From Your Groups That You've Joined into an Interest List
3. Cheerlead in the groups. Cheerlead With the People in Your Friend List.

**TIP: MAKE TALLY MARKS IN THE CALENDAR TO TRACK YOUR RESULTS**



*day 3's lesson*

**WATCH THE VIDEO WITH THIS LESSON**



DAY 3	DAY 4	DAY 5	DAY 6	DAY 7	DAY 8	DAY 9	DAY 10
TALLY # FRIENDS ADDED TO THE LIST	TALLY # FRIENDS ADDED TO THE LIST	TALLY # FRIENDS ADDED TO THE LIST	TALLY # FRIENDS ADDED TO THE LIST	TALLY # FRIENDS ADDED TO THE LIST	TALLY # FRIENDS ADDED TO THE LIST	TALLY # FRIENDS ADDED TO THE LIST	TALLY # FRIENDS ADDED TO THE LIST
POST USED:	POST USED:	POST USED:	POST USED:	POST USED:	POST USED:	POST USED:	POST USED:
PLACE POSTED:	PLACE POSTED:	PLACE POSTED:	PLACE POSTED:	PLACE POSTED:	PLACE POSTED:	PLACE POSTED:	PLACE POSTED:
CHEERLEAD OR REPLY 10+ TIMES	CHEERLEAD OR REPLY 10+ TIMES	CHEERLEAD OR REPLY 10+ TIMES	CHEERLEAD OR REPLY 10+ TIMES	CHEERLEAD OR REPLY 10+ TIMES	CHEERLEAD OR REPLY 10+ TIMES	CHEERLEAD OR REPLY 10+ TIMES	CHEERLEAD OR REPLY 10+ TIMES

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*your interest lists:* ↘

## 100 Perfect People is just the beginning...



We have a course  
that helps YOU  
build an audience

Click for more info





# notes

*Being for everyone is being for no one.*

*trust is*  
**earned**

*so be trustworthy*



# YOUR *messages*

Grow Your Audience. Grow Your Business.

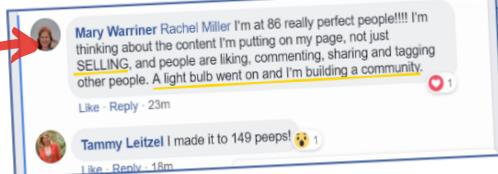
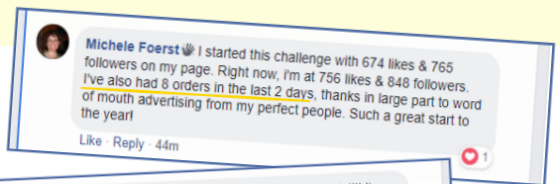
## DAY FOUR TASKS

### 1. Send Friend Requests to the People who Previously Engaged with us...

1. BUT... Do not cold-friend folks from groups, only friend people you've had repeated conversations with these are folks who commented & replied back to us.

1. AND... Limit friend requests to 10-20 a day. Spread them out throughout the day: 5 for breakfast, 5 for lunch, 5 for dinner and 5 before bed is usually a good number. The BEST people to "friend" are the ones who left the longer responses.

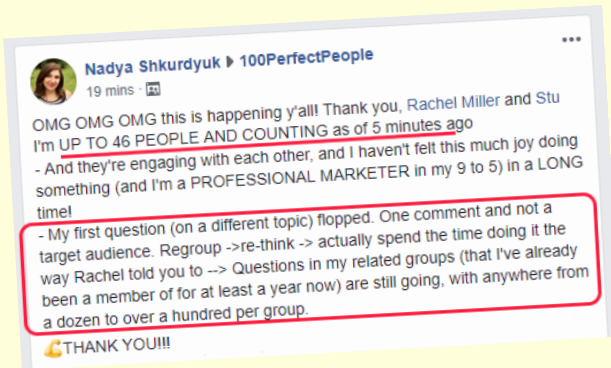
*proof  
conversations  
sell.*



## BRING IT TO CHAT

2. Message them with your friend request. See sample wordings below. Do NOT pitch. Ask them questions about the topic you both care about. Your goal is to be friendly and make connections.

## PROOF. IT WORKS.



3. Ask a Question on Your Personal Profile, in a group, etc. (different posts) AND Reply to Answers 10 Times (or As Many as Ya Can).

4. Add relevant new friends to the interest-list so you can target specific content to them later.

## WAYS TO MESSAGE

*without being spammy*

- ☐ We were just talking about \_\_\_\_ in \_\_\_\_group, did \_\_\_\_ work for you??
- ☐ I LOVED your response about \_\_\_\_ in the \_\_\_\_group... AND... I had a follow up question\_\_\_\_??
- ☐ You just were in the group \_\_\_\_ with me and I appreciated your insight and I was wondering... Got any experience with THIS?? Or THAT??

## WATCH THE VIDEO WITH THIS LESSON

We have a video lesson and extra assignments for you! Just click the QR Code.



*The most courageous thing you can do for your future audience is just show up. Show up & show up again & again.*

# notes

*The best time to make friends  
is before you need them*

**SMALL  
CHANGES  
CREATE BIG**  
*impact*

# YOUR *page*

Grow Your Audience. Grow Your Business.

## DAY FIVE TASKS

1. IT'S TIME!! Create Your Facebook Page.
2. Ask a Question on Your Personal Profile, in a group, etc. (different posts) AND Reply to Answers 10ish Times.
3. Add relevant new friends to the interest-list so you can target specific content to them later.

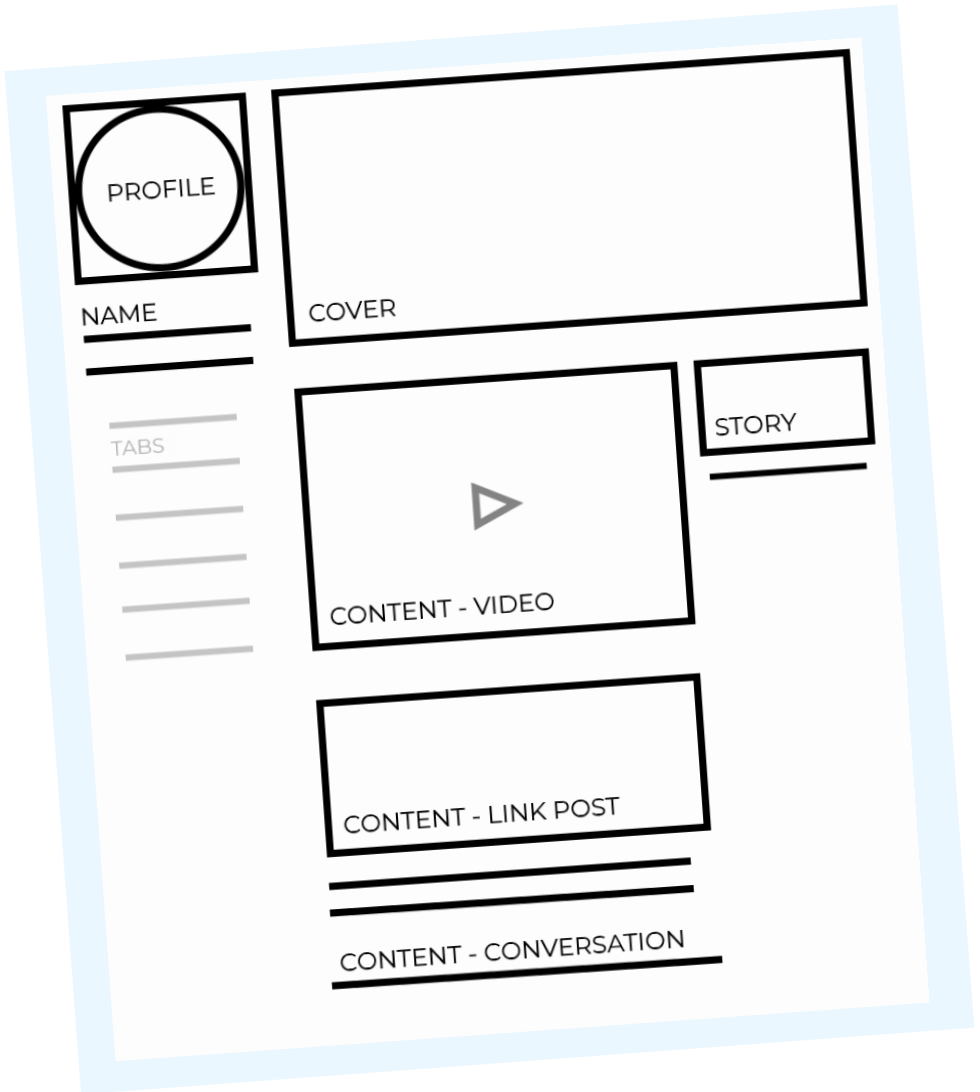
## WATCH THE VIDEO WITH THIS LESSON

Hold your camera over the QR code & you will get instant access to this video lesson





# PAGE PARTS TO OPTIMIZE



## PAGE PARTS TO OPTIMIZE CONT..

- ❑ Cover should be 1900:1000 - see tools if you need help making your cover. Best Tip: Use cover to ask readers a question, like “Are you a... ?”
- ❑ Give your page a name that is like a “club” - or what your audience would call themselves.
- ❑ Add a profile that is clear to identify what is pictured in a small circle.
- ❑ Share 3-6 posts onto your page that you know your readers will find interesting. This is so your page is not a ghost town.

*the person coming to my page is someone who....*





## TOOLS TO HELP YOU

- ☐ WordSwag - This App will let you create images for covers as well as for quote-featuring content, or memes.
- ☐ Vintage Font - This app is great for graphics with words on them as well as t-shirt and merch design.
- ☐ Facebook Creator - Use this app to post onto Facebook and create drafts from your phone.
- ☐ Clipomatic - This app will let you make a video under 1 minute long and will add captions in real-time so your video is mobile-ready and accessible.
- ☐ Veme.ly - This app will let you make custom captions - this style is popular with most square talking head vids.
- ☐ Snapchat - Get lots of fun filters to make video editing easier.
- ☐ Pixabay - Place to get free images

*Buckle up, buttercup. Don't give up.*

a cheerleader is a  
**DREAMER**  
that never gives up

*...be their dreamer.*

# YOUR *profile*

Grow Your Audience. Grow Your Business.

## DAY SIX & SEVEN TASKS

Keep your personal profile PERSONAL

Put Your Page (or Group) Onto Your Personal Profile.

1. Focus on Real Connections - Aka... Don't be Fake, Really love people, really be interested in your niche.
1. Pages are designed for promotions. They have ads, re-targeting, etc.
1. Continue to do your post and replies, cheerlead and replies, adding new pals to the segments

## WATCH THE VIDEO WITH THIS LESSON

- Hold your camera over the QR code & you will get instant access to this video lesson



# *it's their brag time*

## POST TO YOUR SEGMENT

Pick a “Brag” Post and get your newly segmented friends to engage. These build rapport - a “give” before your ask.

BRAG

- ☐ When was the last time that you \_\_\_\_\_?
- ☐ What is YOUR best tip for \_\_\_\_\_??
- ☐ Brag time! What's your favorite \_\_\_\_\_?
- ☐ Who is beyond excited that \_\_\_\_\_?
- ☐ Who are the \_\_\_\_\_ in my pals??  
You know who you are!
- ☐ Who has the best \_\_\_\_\_ EVER??
- ☐ Shout out if you've \_\_\_\_\_ (and spill the details for the rest of us!)
- ☐ Brag Time: What win are you celebrating today?

# notes

*Marketing is loving people.*



*give much*  
**because**  
**you've been**  
*given*  
*much*

# YOUR *live*

Grow Your Audience. Grow Your Business.

## DAY EIGHT THINGS TO NOTE

- 1. Momentum is something to celebrate!! Celebrate YOUR momentum and celebrate your READERS momentum.
- 
- 2. GO LIVE!!
  - a. From your page.
  - b. Make sure your lighting is amazing.
  - c. Start your session right away, don't wait around for people to show up.
  - d. Be energetic & quirky. Turn your energy level up to a ten or even more.
  - e. Always introduce yourself so new folks to your audience know who you are - BUT don't introduce yourself at the beginning. Call people out as they begin to see your live.
  - f.
- 1.3. Share your live onto your profile to your segmented list.



## WATCH THE VIDEO WITH THIS LESSON

Hold your phone camera over the QR code and the video lesson should pop up. If you have issues download the QR code app.

## THE VIDEO FORMULA

1 - A hook or a manifesto.

- ☐ I am OBSESSED with \_\_\_\_\_!
- ☐ Don't you just LOVE it when \_\_\_\_\_!
- ☐ The world is a better place if \_\_\_\_\_.

2 - Connection (add them to your story)

- ☐ Are you obsessed with \_\_\_\_\_ too??
- ☐ Tell me about your \_\_\_\_\_.

3 - Introduce yourself & tell them a story

- ☐ Hi guys! It is your name here and I am here today to tell you my experience with.... (and then tell them a story).

4 - Wrap Up and Call to Comment or Talk to You

\*Video formula is from Stu McLaren & Tribe - It's Awesomesauce!!

# THERE ARE NO LIMITS

Where are the glass ceilings in your life and business?

Is it that you think you need to pay? That you think it is luck to get engagement?

**STOP IT!**

*what is stopping you?*

# notes

*You have a duty to make a difference*

**if you are for**  
*every one*  
**you are for**  
*no one*

# YOUR *business*

Grow Your Audience. Grow Your Business.

## BEFORE YOU START

You do not want ANYONE to like your page. You don't even want everyone who is in your niche to like your page - not at first.

You want the people who know you and LIKE you - the people who have been proven to engage with you and your business.

This section is NOT a license to go and randomly message people you don't have previous interactions with :)

Create REAL relationships.



## WATCH THE VIDEO WITH THIS LESSON

Hold your phone camera over the QR code and the video lesson will appear. Click and go.



## DAY NINE TASKS - 1

**Invite people who are in your segmented friend list to like your page.**

They may have seen it yesterday in your live... today, go for the ASK!

### WHAT SHOULD YOU SAY?

- ☐ BIG ANNOUNCEMENT!! I have a biz page!! And I would LOVE some LOVE!! Come join us!
- ☐ Are you obsessed with \_\_\_\_ too?? I started a community page to talk all about it!! Can you like my page & “join” us??
- ☐ WHOOOP!!! I have been thinking about creating a page for AGES about \_\_\_\_\_ - Did it!! Who will be my first “fan”??
- ☐ We just started this page @\_\_\_\_\_ & it is AWESOME!! I know you love \_\_\_\_ as much as I do. Make my day, come like my page!!

*commit to it!*

**date:**

**In 1 year I will have an audience of**



## DAY NINE TASKS - 2

Anyone who liked the content on your page, gave it a thumbs up, a heart, invite them to like your page.

These people do not need to be your “friends” in order to be invited.



### WATCH THE VIDEO WITH THIS LESSON

Hold your phone camera over the QR code and the video lesson should pop up. If you have issues download the QR code app.

**YOU CAN  
DO THIS.**

**YOU CAN  
MAKE A  
DIFFERENCE**

**START WITH  
100 PEOPLE!**



We do have a "part 2" - a course that can help you grow your audience beyond 1000 fans, to 10,000 and 50,000 - even to over a million!!

**Our Ads are coming your way soon. Stay peeled to your feed.**



**MORE LIKES & MORE LEADS**

Alexis Robinson commented on this.

Alexis Robinson • Moolah - class of 2018  
16 hrs · 🌐  
#moolahwin  
Since Thursday I've gained 100 new followers. This has been the fastest, easiest, and cheapest I've grown and it's all thanks to moolah!!!

Love · Comment

You, Sandrine Faverda Coosemans, Bruna Rubinate Efe and 18 others

View 3 more comments

Fynn Sor Fang Ting That's awesome! · 🌐  
Like · Reply · 14h

Alexis Robinson Between voting this last night and now I've gained another 25 followers! The snowball is growing!!  
Like · Reply · 5h

Matt Harris • The MAKERS  
2 hrs · 🌐  
#bigwin I decided to test something that combined something I learned from Rachel with ManyChat. We gather emails for our free Vlog group. Yesterday we sent out a FB Messenger blast to that full list of subscribers and not only added 1000 members to the group, we gathered 700 new emails in one day and it didn't cost us a dime.

Sarah Mueller, Zariya Lulu and 3 others · 1 Comment

**REAL RESULTS WITHOUT HIGH AD SPEND!!**

Kate Moore • Moolah Marketing Alumni  
1 min · 🌐  
#moolahwin did I just hit the lowest cost per engagement ever???

573 Post Engagements

\$2.76 spent

Post Engagements per Day

PERFORMANCE

Cost per Post Engagement \$0.005

Total Reach 1,785

AUGUST BOOSTS  
153 Post Engagements  
\$0.004 per Post Engagement  
Active  
\$0.67 spent

Deanna Wall Blowing it up!!! · 🌐 1  
Like · Pin Comment

Deanna Wall Hey Rachel I am rocking Facebook like a crazy lady with no paid boosts!  
Like · Pin Comment

# food for thought

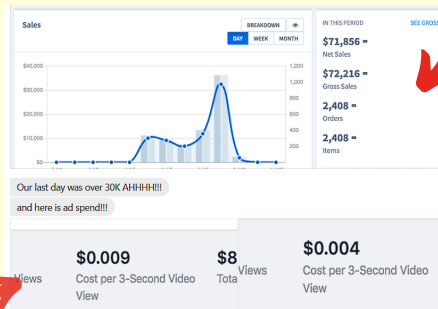
*The last time someone made me feel special online was when...*

*I make people smile when I....*

## PROOF. IT WORKS.

She created conversations, and then sold.

You can too!



# notes

100 Perfect People | 46

*the best time to make friends  
is before you need them*

*you only  
want your*  
**perfect  
person**

# YOUR *impact*

Grow Your Audience. Grow Your Business.

## DAY TEN TASKS

Take a moment to CELEBRATE! Getting 10, getting 15, getting 50 perfect people into a list is an amazing start.

1. Just imagine where you will be if you can add 10 or 100 new perfect people EVERY TEN DAYS, for the rest of the year, for the next two years.

## BOUGHT FANS DON'T BUY

1. Real people buy. Real people TALK to brands.
1. Conversations build trust and bring OTHER people to your content.
1. Don't stay with just friends you want strangers to become fans so you can scale!!

## YOU HAVE 100 PERFECT PEOPLE

Keep doing what has been working...

- ☐ Ask questions to find the perfect people.
  - 1. ☐ Reply to people and build REAL relationships.
  - 2. ☐ Cheerlead! Celebrate your niche and their wins.
  - 3. ☐ Segment new friends into interest lists.
  - 4. ☐ Invite & add them to your page, groups, email list, etc.
  - 5.
- 6. AND... NOW... SCALE.

*You've got this!*



**WATCH THE  
FINAL VIDEO**



## WE HAVE TACTICS THAT

*build your audience & build your business!*

- ❑ FEEDING FACEBOOK (™) - posting content in a way that helps FACEBOOK reach its goals so you get more interaction in the feed!
- ❑ BUMPER STICKER - speaking for your audience so they speak for you and share your content organically!
- ❑ NICHE NEIGHBORHOODING - using pages and groups to grow your OWN audience!
- ❑ The 6-9 BOOST PLAN - use ads, for just a dollar or two a day, to find the message your audience wants to share with the world, then to find where those people are... and to SCALE.
- ❑ The AD WATERFALL SYSTEM - this is the system that convert strangers into buyers - and then into FANS that multiply your impact!



## OUR TACTICS BUILD AUDIENCES

100 perfect people was just a taste.

We have a full course to help you build your audience.

Hope to you can join our marketing family.



[https://moolah.life/get\\_the\\_course](https://moolah.life/get_the_course)



# notes

*Invest in yourself to invest in others..*

# notes

*Invest in yourself to invest in others..*

# **MOOLAH MARKETER**

**Grow Your Audience.  
Grow Your Business.**