

VIP Customer Group!

- 1. Check your content!** Do you provide value to your group? Is it THE place for people to be for Epicure resources? If not, go back to my guide on how to manage an effective group
- 2. Think of your group as the end of a funnel.** Every single interaction you have with someone about your business should include mentioning your group. Your end game is to get people in that group regardless if they purchase from you initially or not.
- 3. Ask for referrals.** If you are providing valuable content for people your customers are willing to refer people. You can ask them directly or provide an incentive for them to make the referral.
- 4. Go back to your "Who do you Know" list!** When you are not making any movement reference back to your list and make personal invitations.
- 5. Share your group in every online cooking class!** Do a "join my group" post plus reference the group when you are thanking people for ordering. At the end of the class I also personally contact each person who ordered and share my link again.