



YOUR COMPLETE GUIDE TO

■ FACEBOOK MARKETING

How to leverage your existing network and warm relationships
to drive real conversations and calls to your AI.

WHAT YOU'LL LEARN IN THIS GUIDE

- ✓ Optimize your Facebook profile to attract viewers
- ✓ Post your video to your timeline for maximum reach
- ✓ Pin your video so every visitor sees it first
- ✓ Share into wellness groups the right way
- ✓ Messenger DM strategy — natural, not salesy
- ✓ Use Facebook Stories 3–5 times per week
- ✓ Create a Facebook Page for expanded reach
- ✓ Weekly schedule with copy-paste captions

Powered by Wave Builder Marketing LLC

■ Why Facebook Is a Powerful Platform for You

Facebook is where relationships live. Unlike YouTube or TikTok where you mostly reach strangers, Facebook lets you reach people who already know and trust you — friends, family, coworkers, and acquaintances. **Warm audiences convert at a much higher rate.** When someone you know shares a wellness video, people actually watch it. Facebook also has 1.8 billion daily active users and Groups that connect you to millions of health-conscious people.

■ Facebook native video gets 3–5× more reach than a shared YouTube link. Always upload your video directly to Facebook — never just paste a link.

STEP 1

Set Up Your Facebook Profile to Work for You

Before posting any content, make sure your profile creates a great impression when anyone clicks your name.

■ FACEBOOK PROFILE SETUP

INTRO SECTION → Add: "■ Private AI Wellness Line: [YOUR AI NUMBER]" ABOUT SECTION → Add: • Wellness Advocate – Light-Based Technologies • Your city and state (builds local trust) • Your YouTube video link PROFILE PHOTO: Use a clear, friendly, professional headshot. COVER PHOTO: A calming wellness image from Canva.com (free).

STEP 2

Post Your Video Directly to Your Timeline

1. Go to your Facebook profile or home feed.
2. Click **Photo/Video** in the post creation area.
3. Select and upload your Wave Builder video file directly.
4. While it uploads, paste this caption:

■ TIMELINE CAPTION TEMPLATE

Feeling stuck with sleep, energy, pain, or overall wellness? Watch this short video. It explains an at-home solution that's helping thousands of people improve their quality of life — naturally, with no drugs. ■ Call my private AI wellness line anytime: [YOUR AI NUMBER] This line is available 24/7 to answer your questions and help guide your next step.

5. Click **Post**. Your video is now live on your timeline.

■ Pinning, Groups, Stories & Messenger

STEP 3

Pin Your Video to the Top of Your Profile

This single step turns every profile visit into a potential AI call.

1. Find your video post on your timeline.
2. Click the **three dots** (⋮) in the top right corner of the post.
3. Select **Pin to Profile** (or "Move to Top of Profile").
4. Your video is now the very first thing anyone sees when they visit your page.

■ Every time someone looks you up — from a comment, a DM, or a mutual friend — they land directly on your pinned video. This is passive marketing that never stops working.

STEP 4

Share Into Wellness Facebook Groups

Facebook Groups are communities of people who already care about health — your ideal audience. To find groups:

1. Click the **Search bar** at the top of Facebook.
2. Type "holistic health," "natural pain relief," or "wellness community."
3. Click **Groups** in the filter options. Request to join 3–5 active groups.
4. Once accepted, wait 2–3 days before posting. Read the rules carefully.

■ GROUP POST CAPTION

If you've been exploring drug-free ways to improve sleep, energy, or chronic pain — this short video may be helpful. ■ For questions: my private AI wellness line is available 24/7: [YOUR AI NUMBER] (Call anytime — no salesperson will reach out. It's an AI that knows everything about this approach.)

■ "No salesperson will call you" is one of the most powerful phrases you can use. It removes the #1 barrier people have to engaging.



STEP 5

Use Facebook Stories — 3–5 Times Per Week

Stories are shown to your friends BEFORE your regular posts in their feed.

- Upload a 15-second clip from your video to your Story.
- Add text: "Call my AI wellness line: [YOUR NUMBER]"
- Add a poll: "Do you deal with pain or low energy?" — this drives comments.

■ Posting Stories 3–5 times per week keeps you visible to your entire network without flooding their feed. Consistency in Stories is what keeps you top of mind.

STEP 6

Messenger — The Permission-Based Approach

■ STEP 1: Always Ask Permission First

"Hey [Name]! I found a short wellness video I genuinely think you'd appreciate. Want me to send you the link? No pressure at all — just thought of you."

■ STEP 2: When They Say Yes

"Here it is: [paste your link] If it sparks any questions, there's a private AI wellness line at the end — available 24/7 to answer everything. No pressure at all. Hope it helps!"

■ Send to 3–5 people per week. Prioritize anyone who has recently mentioned pain, sleep problems, fatigue, or health concerns.



■ Your Weekly Facebook Schedule

Day	Action
Monday	Post your video to your timeline — pin it to your profile immediately after
Wednesday	Share into 1–2 wellness groups with the group caption above
Thursday	Post a Story with a clip and your AI number text overlay
Friday	DM 3–5 people using the Messenger permission-based script
Saturday	Re-share your pinned post to Stories with a fresh one-line intro
Sunday	Reply to all comments from the week. Engage with 5 wellness posts.

Going Further: Create a Facebook Page

Once you are comfortable with your personal timeline strategy, consider creating a dedicated Facebook Page for your wellness brand. This separates your personal life from your business, looks more professional, and gives you access to Page Insights (so you can see exactly who is watching your videos) and the ability to run paid boost campaigns for \$5–\$10 per day to reach people beyond your friend list.

■ READY TO TAKE IT TO THE NEXT LEVEL?

What you're doing here is powerful. But imagine if instead of waiting for people to find your content, a fully trained AI was already out there **finding targeted prospects, starting conversations, and booking meetings directly onto your calendar — every single day, on autopilot.**

That's exactly what **Wave Builder PRO** does. Ella AI handles everything from first contact to confirmed appointment. You just show up and close.

Basic gets your video seen. PRO gets you in the room.

Learn about Wave Builder PRO → thewavebuilder.com/pro