

Twitter Thread by [Ben Bader](#)



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How to Turn Facebook Groups Into a Never-Ending Cycle of Leads WITHOUT Cold Messaging

// THREAD //



Before we get started if you're looking for a quick and easy way to fill up your pipeline, move along...

This is not a 'sexy' form of outreach

But over time, it can develop into a constant flow of warm leads

Your clients will do outreach for you...

In fact, I didn't cold DM a SINGLE one of the clients I've signed

I'm gonna be honest... I should be doing a lot more outreach than I am right now

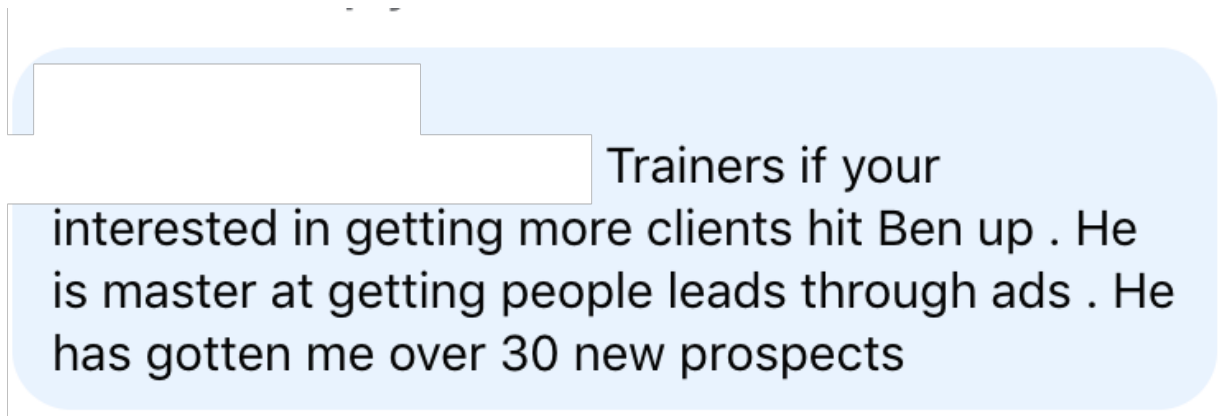
I turned off the ads I was running

I don't have a VA dedicated to prospecting

I stopped scraping contact info for cold email...

But every day I wake up to a full pipeline of warm, ready to buy prospects

My clients say things like this ↓



And I get messages like this ↓

I've been seeing the results you're getting w your clients tho. I'm definitely ready to pull the trigger and work w you if the same offer you proposed to me before still stands.

Let me know, thanks much & keep killing it!

Here's how...

A few months ago I started joining Facebook groups of the niche I was targeting (as instructed by [@PaikCapital](#) course)

From day one, I started providing value

Free PDF's, small tips, just interacting in a friendly, non-salesly way

After a while, I had prospects messaging me, asking to hop on a call

At the time, I had no idea what I was doing but I offered one of them a free trial

We got great results and he started sharing it in the group

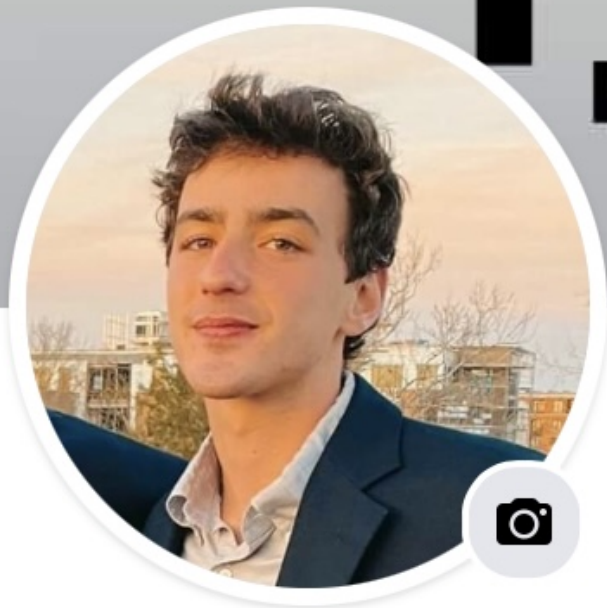
I kept planting seeds and would send friend requests to 20-30 group members every day

My profile is optimized for my industry so prospects would happily accept my request ↓



Ben Bader

hoopr
media



Ben Bader

I help full-time basketball trainers scale and automate their business 🏀 40 qualified lead guarantee

Now that I had 100+ trainers as friends I started to post tips and results to my feed

Here are some examples ↓



Ben Bader

April 5 at 5:34 PM · 🌐

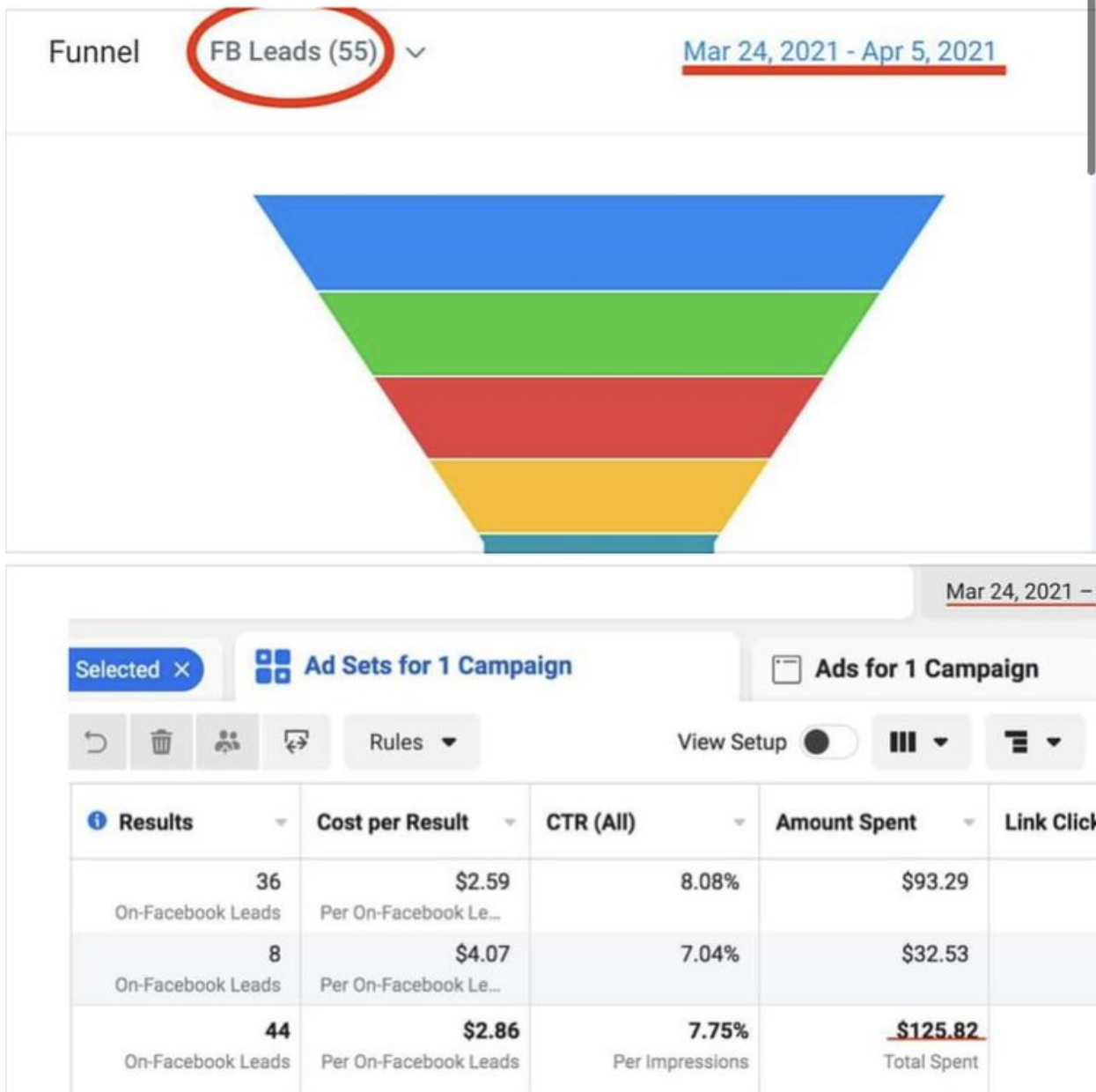


55 LEADS AND 29 BOOKED SESSIONS in just under 2 weeks of working with us!

Oh yeah... on just \$125.82 spent on Facebook (Facebook attribution is off as some prospects come through messenger).

Our basketball training clients are building the go-to program in their city and only getting bigger.

The more parents that see your program = the more kids you will train = the more lives you will impact.



Not too long after, client number 2 reached out to me and we started working together

He is the admin of the group... social proof ■

Clients number 3-7 came quickly after that...

Only one of them came from a different prospecting method

My clients constantly talk about our results in the group

Having a referral program has been crucial as well

So here's the big secret...

I care

I do everything I can to get the best results possible

I build real relationships and help as much as I can

I am a credible part of the community

That is the game-changer...

It is why I can be lazy with prospecting and keep a full calendar

I get it though...

It's much easier to pay a VA a couple bucks an hour to send vague messages about how you 'stumbled' upon your prospects account

This method was a lot of effort up front

And it wouldn't work in every niche...

But if you want to build lasting relationships and play the long game with the business owners in your industry, look no further

So before you try to fire up every form of prospecting, find the one that's working and go all-in on it

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