

LWA

**FACEBOOK AUTHORITY
CASHFLOW SYSTEM**

DAY 2

workbook

LWA

THE MONETIZATION FRAMEWORK

CONTENT → CONVERSATIONS → CONVERSIONS

BREAK IT DOWN IN YOUR OWN WORDS:

CONTENT =

CONVERSATIONS =

CONVERSIONS =

REMINDER:

YOU DO NOT STOP AT POSTING.

LWVA

YOUR WARM AUDIENCE (YOUR MONEY)

LIST 5-10 PEOPLE WHO:

**LIKE YOUR POSTS
COMMENT
WATCH YOUR STORIES
REPLY TO YOU
ENGAGE CONSISTENTLY**

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

THESE ARE YOUR HOT LEADS.

LWVA

WARM DM MESSAGE THE 4 POST TYPES

AI PROMPT

“WRITE ME A WARM, FRIENDLY, NATURAL MESSAGE TO SOMEONE WHO ENGAGES WITH MY CONTENT. KEEP IT SHORT, HUMAN, AND NOT SALESY.”

YOUR MESSAGE:

ACTION:

SEND THIS TO ONE PERSON RIGHT NOW.

✓ SENT ☐

LWA

THE 3 LEVELS OF SELLING

WRITE THIS DOWN:

1. LIGHT → _____

2. WARM → _____

3. HOT → _____

WHERE ARE MOST OF YOUR CURRENT CONVERSATIONS?

WHERE DO YOU NEED TO IMPROVE?

LWVA

“PEOPLE COME TO ME” POST

AI PROMPT

“WRITE A FACEBOOK POST THAT:

- FEELS PERSONAL
- SHARES A SHIFT
- BUILDS CURIOSITY
- HAS NO PRESSURE”

YOUR POST (REFINE IN YOUR VOICE):

ACTION:

THIS GETS POSTED TOMORROW ☐

LWVA

STORY MONETIZATION STACK

AI PROMPT

“CREATE A 3-PART STORY:

- STRUGGLE
- SHIFT
- INVITATION”

YOUR STORY:

SLIDE 1 (STRUGGLE):

SLIDE 2 (SHIFT):

SLIDE 3 (CTA)

ACTION:

POST THIS WITHIN 48 HOURS ☐

LWVA

FOLLOW-UP SYSTEM

AI PROMPT

“WRITE 3 FOLLOW-UPS:

- SOFT
- VALUE-BASED
- DIRECT BUT WARM”

YOUR FOLLOW-UPS:

SOFT:

VALUE-BASED:

DIRECT:

WHEN WILL YOU FOLLOW UP?

REMINDER:

MOST SALES HAPPEN AFTER THE FIRST CONVERSATION.

LWA

YOUR DAILY MONEY SYSTEM

YOUR 20-MINUTE ROUTINE:

- 5 MIN → CONTENT
- 5 MIN → STORIES
- 5 MIN → CONVERSATIONS
- 5 MIN → FOLLOW-UPS

WHAT TIME OF DAY WILL YOU DO THIS?

LWA

LIVE EXECUTION TRACKER

SENT 1 DM

RESPONDED TO A COMMENT

WROTE MONETIZATION POST

CREATED STORY STACK

WROTE FOLLOW-UPS

LWVA

FINAL COMMITMENT

"I COMMIT TO SHOWING UP FOR THE NEXT 7 DAYS AND
RUNNING THIS SYSTEM."

SIGNATURE: _____

DATE: _____

"YOU DON'T NEED MORE FOLLOWERS.

YOU NEED MORE CONVERSATIONS."

"YOU DON'T NEED TO BE PERFECT.

YOU NEED TO BE CONSISTENT."

"YOU DON'T NEED TO CHASE PEOPLE.

YOU NEED TO CONNECT."