

# How To Start Landing Meetings and Making Sales Using Organic Marketing

Organic marketing is one of my absolute favorite strategies for coaches, consultants, service providers, anyone who sells something over \$2k.

I can personally attribute over **\$1.2 Million Dollars** directly from Organic Posting on my Facebook Wall, Groups, and other places the past 10 years.

We landed our biggest client from an organic post (*They pay us over \$100,000 a month right now to run their ads*)

I hired my best salesperson to date from organic posts.

Now the one thing I want to note here, these posts are from your personal Facebook profile, not from a fan page.

Don't worry about what your friends or family think, don't let them stop you from reaching your goals.

Don't overthink this, just do it consistently every single day. It's extremely easy and can bring you to \$25 - \$30,000 a month quickly.

## **Organic Posts Allow You To Start Being Seen As An Authority**

When you start posting about your expertise consistently, people will start seeing you as an authority, which will naturally have them curious about how you can help them in their business, fitness, etc..

## **How to Build Your Audience**

You need to research and see where your audience is actually hanging out on Facebook..

- Groups
- Search Function at the top

Add 10-15 people every single day, who fits in your “Perfect Client” Avatar.

Not everyone will add you, but that’s ok.

We’re just looking to have a snowball effect.

### **Let’s Say You Own A Marketing Agency**

You would search for groups with a ton of members inside them, that you could join, which would allow you to do two things:

- Add People Who Would Be Your Perfect Client Avatar
- Post Value In The Groups to Get People To Reach Out To You

One of the groups that you could start at would be the ClickFunnels Group:

<https://www.facebook.com/groups/ClickFunnels/>

You could go in there and start searching for people who are already running a real business.



**Robby Blanchard**

4 hrs

Qualified for the dream car a few months back and decided to pick up this 2020 Ford Raptor!

Huge thanks to Clickfunnels for such an amazing affiliate program!



David Frey, Dave Miz and 186 others

23 Comments

I would go and add this guy as a friend, because he fits my perfect client avatar.

He's making enough sales of ClickFunnels to be awarded a Ford Raptor, he's in marketing, and could afford my services.

Now I'm not looking to actually add him and just start pitching him.

I want to add him and 10 - 15 other people a day just like him.

All people that could afford my services.

At the end of 30 days, I will have 200 - 300 of "Perfect Prospects" that I can market to using my personal Facebook Profile everyday for **FREE**.



Josh Cousins

Visual Storyteller · 1 hr

### From Nothing To \$30k Months...

(This is for motivational purposes)

Each and every single day I'm pushing myself to do even better than the last...

[See More](#)



Success

£15,560.09 GBP

has been sent from your PayPal balance to your LLOYDS BANK PLC  
\*\*\*\*5860.

Done



Kevin Pierce, Emanuele Vinci and 93 others

37 Comments

Here's another good person to add, making \$30k a month, most likely needs to start outsourcing his marketing needs to grow.

Let's say you taught Photographers how to bring in higher paying clients..

Search in Facebook for "Photography Groups"

The screenshot shows the Facebook search interface with the search bar containing 'photography groups'. The top navigation bar includes links for All, Posts, People, Photos, Videos, Marketplace, Pages, Places, and Groups. The left sidebar contains filter options: Filter Results, POSTS FROM (Anyone, You, Your Friends, Your Groups and Pages, Public, Choose a Source...), POST TYPE (All Posts, Posts You've Seen), POSTED IN GROUP (Any Group, Your Groups, Choose a Group...), TAGGED LOCATION (Anywhere, Westfield, New Jersey, Choose a Location...), and DATE POSTED (Any Date). The main content area displays search results under the 'Groups' tab. The first result is 'Photography For Beginners' (Group · 90K members) with a 'Join' button. The second is 'Photography Beginners Group' (Group · 22K members) with a 'Join' button. The third is 'Photography Gear Exchange - Buy & Sell Camera Equipment' (Group · 41K members) with a 'Join' button. The fourth result is a page titled 'PHOTOGRAPHY' (Page · 1.3M like this) with a 'Like' button. The page description mentions 'Gerald Soh and 6 other friends like this' and 'Welcome to the largest photography community on Facebook!'.

Facebook search results for "photography groups". The search bar shows "photography groups" and the user profile is "Mike". The results are filtered by "All" (Posts, People, Photos, Videos, Marketplace, Pages, Places, Groups). The left sidebar shows filter options: Filter Results, POSTS FROM (Anyone, You, Your Friends, Your Groups and Pages, Public, Choose a Source...), POST TYPE (All Posts, Posts You've Seen), POSTED IN GROUP (Any Group, Your Groups, Choose a Group...), TAGGED LOCATION (Anywhere, Westfield, New Jersey, Choose a Location...), and DATE POSTED (Any Date). The main content area displays search results under the "Groups" tab. The results include:

- Photography For Beginners** (Group · 90K members) - Hello everyone and welcome. Please read this before posting. Thanks. By the way, if you fail to answer the questions when you... 310 posts a day. + Join
- Photography Beginners Group** (Group · 22K members) - Beginner Photography is all about starting out in photography - we are going to help each other with questions, give shooting tips an... 380 posts a day. + Join
- Photography Gear Exchange - Buy & Sell Camera Equipment** (Group · 41K members) - Join the fastest growing photography buy/sell/trade group on Facebook. All brands are welcome! ... 470 posts a day. + Join
- PHOTOGRAPHY** (Page · 1.3M like this) - Gerald Soh and 6 other friends like this. Welcome to the largest photography community on Facebook! Like

You would then go into these groups and start posting value posts:

Hey, what's going on everyone, my name is Bobby, I'm the Founder of BobbyBandz and we do wedding photography.

I figured for my 1st post here, I'd share some value, as I've gotten some good value from the group already..

I wanted to go over how I landed my first three \$4,000 Photography Gigs..

And I wanted to go into detail on how I did this, because I really struggled to get higher paying clients when I first started.

When I first got started, it always seemed like every time I'd talk to a potential client, they would want me to shoot for some free exposure

(I mean, I can't eat with free exposure..)

I'd pick up a client here and there, for \$100, we'd shoot, and then sometimes, these people wouldn't even pay me..

It sucked, so I had to figure out a better way.

I had a buddy named Taun reach out to me, about 6 months into photography, telling me he wanted me to shoot his wedding..

He said he'd pay \$1,200!

That was 12x what I was getting paid!

I knew I was onto something here..

So I doubled down on it..

I figured, how can I get more clients like Taun, and charge even more.

So what I did was, I started researching how to get more Wedding Photography Clients.

What I found out was, there was literally a 'honey hole' filled with them..

I found out that you could actually set up shop at a bridal expo, and have hundreds to over a thousand people would attend one of these expos..

1,000 people that could pay me up to \$2,000 a shoot?

I'm in!

So I signed up, paid \$600 for a smaller booth (I was scared sh\*tless)

But I went with it anyways.

I ended up talking to around 100 people..

And I signed on 7 new clients that very first expo.

I made \$14,000 in one day and it changed everything for me.

Now I get paid up to \$7,000 a wedding and I want to go into some key points on exactly what to do and what not to do at wedding expos

- Make sure you have a sign up sheet, anyway to actually collect leads  
*(Not everyone is good with tech, so you want to make sure you can follow up with these people)*
- Dress appropriately, 1st impressions matter, this industry is very picky and you want to look your best

- Have some sort of giveaway, whether it's a % of your package, something to draw people in
- Have all of your best work present, (my 1st expo, I literally printed my photos at Wal-Greens for \$30!)
- Make sure to have a pricing booklet, which can be your website condensed, with all of your pricing info

Now here's the next thing, I went from charging \$2,000 a wedding, to over \$7,000 a wedding.

One of the main things you want to do is, is see what your competition isn't doing, in my case they limited the time that they actually spent at the wedding and I knew this was a key opportunity for us, because many prospects and clients had mentioned it.

The average photographer, usually does 4-6 hour time blocks, what I did was, I guaranteed to be there all day.

This allowed me to more than triple my prices (with a couple other bonuses added in) and it doubled my conversion rate with prospects.

I went from closing 1 in 10 prospects, to closing 2 in 10, and they were paying more than 3x the cost.

We've grown from \$14,000 a year to over \$130,000 a year, with just these key tweaks.

Hopefully that helps some of you, who are having a hard time getting paid what you're worth.



If you have any questions, post them below. Just here to give back, as so many people in the photography community have done for me.

### **Conversation Example**

B: Hey, saw that you've been liking and enjoying my content..are you a full time photographer?

Sue: Hey! I've been doing it part time! I haven't figured out how to actually get the clients that you've been talking about..

Everyone wants work for free these days..

B: Well how are you actually getting those clients?

Sue: Well I've been asking some family and friends, I make a couple posts on marketplace, all of that..

B: Well, what you really have to focus on, is the right clients, so you can actually get paid way more, instead of working with smaller people..

Are you looking to do photography full-time?

Sue: Yes! It's always been my dream to..

B: Awesome, well I actually have some tips on how to get some of the higher ticket clients that you've been seeing on my posts..

Want to jump on a call and I can go over some pointers?

Sue: Ya, that'd be cool

B: Cool, here's my calendar link

## My Favorite Post To Start Bringing In New Clients

I call this my “Engagement Bomb” where I essentially have people comment for a piece of content, then I can message them on Facebook with the piece of content and open up a conversation.

<https://www.facebook.com/photo.php?fbid=4023095379367&set=a.1188695841150&type=3&theater>

**Mike Buontempo**  
November 14, 2019 · 🌐

Anyone want a guide on how we're spending up to \$15,000 A Day on YouTube Profitably?

Drop a comment, if there's enough interest, we'll put together a quick guide on the steps we took to go from \$500 to \$15,000 a day in ad spend, while the client does over a Million a Month in sales..

Clicks ▾	Avg. CPC ▾	Conversions ▾	Cost ▾
4.59K	\$3.32	967.00	\$15.2K

12 AM

👍❤️🤔 Joe VP, Lance C. Greenberg and 87 others    145 Comments   1 Share

👍 Like    💬 Comment    ➦ Share

View previous comments    2 of 142

**Roger Dagenais** Yes!!!  
Like · Reply · 4w

**Michael Lim** yes  
Like · Reply · 3w

+ Write a comment... 🗨️ 📷 GIF 🤖

142 people that want a guide on how to run YouTube Ads.

Do you think I was able to land some clients from this post?

Of course I was.

Here's another one..

<https://www.facebook.com/photo.php?fbid=3914199697043&set=a.1188695841150&type=3&theater>



Mike Buontempo

May 30, 2019 · 🌐 ▼

Just some quick advice for young entrepreneurs or guys making their first buck..

I made my first Million Dollars by 21 years old, killed it with CPA Offers and my own Digital Product, ended up having a little over \$400,000 in my bank account after paying Affiliates, Merchant Fees, Ads, etc..

I went out and spent it like crazy, bought a brand new Dodge Viper for \$125,000, bought a Range Rover, bottle service, trips, taxes etc..

Ended up having some merchant accounts shut down and a major FB Ad Account shut down and struggled for a little bit because of all of the overhead I added to my life.

(My insurance alone for the Viper & Range Rover was over \$15,000 a year)

Now at 27 years old, we're making some real good money again, but I haven't spent a nickle of it other then buying a 6 Unit Apartment Building and Investing into building my team for my Agency.

I could easily go buy the Lamborghini I've been wanting cash right now, but I'm not looking to make the same mistakes twice. (And believe me, it takes me a lot not to go get one right now..)

Key is, save your money, invest into building a team so you can grow a lot faster and get multiples on your money so you can get wealthy and have Millions in Real Estate, Millions in your company, and not be one bad decision away from going back to not much.

Especially if your young and you have no kids, no spouse, etc.. this is where you can really get a hard start on everyone else, so by the time your 30 - 35 your a Multi-Millionaire many times over and your investments pay for your life.

Build your team, build an actual company, put processes in place, and then go out and buy a toy.

(Obligatory Douchebag Pic for Reference 😏)



I used this post to build empathy with my audience, so they could see that I make mistakes as well, I become more relatable.

<https://www.facebook.com/mbuontempo1/videos/3905713244887/>



**Mike Buontempo**

May 16, 2019 · 🌐 ▼



I recently sat down with Anik Singal to discuss exactly how I got my first 5 clients for my agency for free using Organic Marketing and the process we've used to scale it up to over \$100,000 a month in recurring revenue in 7 months..

I drop a lot of actionable nuggets in here, so watch the whole thing if you're looking to bring in more clients and make more money.



Josh Thomas, Bryan Post and 83 others

23 Comments 7 Shares



Like



Comment



Share

[View 15 more comments](#)



**Eric Louviere** That's a rocking interview set up

Really like Mike Buontempo

Here's a video of a podcast that I did with Anik, that lands me clients every month.