



6-WEEK COW CAMP BOOT CAMP **OCTOBER 22 - NOVEMBER 26**

Boot Camp is designed to teach you to effectively position your operation in Facebook YEAR ROUND to gain engagement and convert followers to buyers that ultimately create bidding wars on sale day, driving up your sale average. The estimated time commitment is 1 to 1-1/2 hours per week (includes training time, post creation and scheduling posts).

What's involved:

WEEKLY LIVE ZOOM TRAININGS

Each week we will explore a different topic that will advance your presence and engagement on Facebook. In addition to the training, we will work together to plan your weekly posts and tweak them to engage your followers.

7 WEEKS OF PLANNED FACEBOOK POSTS

Starting with the VERY FIRST DAY, we will post to Facebook and start engaging with your followers, priming them as your fans all year long – not just in bull sale season. Each week we will help you plan posts specific to the topics that define your operation and are important to you, converting your followers into buyers.

DEDICATED FACEBOOK GROUP

During the six weeks of Boot Camp, you will have access to the Cow Camp Boot Camp Facebook group. Only fellow boot campers and the Cow Camp team will be in this closed group, so it's a safe zone to practice, tweak posts and ask questions. Lessons will be recorded inside so you can reference them if you have questions or miss a live training.

PRINTABLE BOOT CAMP TRAINING GUIDE

You will receive a printable training guide with a chapter for each week. This guide is yours to keep and implement in the future. There will also be bonus materials that will help direct your social media to reach your target audience.

METRIC TRACKING OF GROWTH

We will help track your growth with weekly check-ins – number of friends and followers, which posts gained the most traction and where you need to ramp up your exposure. We will give you ideas to increase your numbers as necessary.

ONE-ON-ONE CALLS

You will receive a one-on-one call with Tracey. You can book your call whenever you need a little extra clarity on a topic. At the conclusion of Boot Camp, you may have an additional follow-up call if you'd like.

How to register:

Simply fill out this easy application and Tracey will connect with you for the final details on Boot Camp.
<https://bit.ly/CowCampBootCampApp> or scan the QR code with your smartphone.



Space is limited – Reserve your spot by Oct. 20 for BONUS templates!