

Support Programs



Facebook Groups

We use Facebook Groups because they offer a convenient platform for sharing information that clients are interested in. The major caveat with any groups is that the information is exposed, which means anyone can see what the issues are that keeps other people awake. Always use the Facebook group with the understanding that your competitors may be looking at what you are sharing or asking about, so that you do not compromise any initiatives you have underway for which you want to use a dynamic **LIFTOFF Business Plans** approach to due diligence.

The main advantage of a Facebook group is that it allows asynchronous communication, which is a challenge in a community that spans many time zones. You can pose a question regardless of the time of day in the coach's area, and receive a response a day later because of that, but it is also flexible in how we may respond with a DM that contains potentially confidential text, or with an Email if we have your contact information as a signed-up client. We only post direct answers in the Facebook group that are not confidential in nature, but we will comment that a DM or an email was sent.

The interactive nature of a Facebook group can also encourage members to interact and to support each other through informal networking. We operate the groups as "closed" to accept new members by invitation or referral only, but we cannot restrict qualified members based on potential competitors already in the group. Any information sharing is fine so long as people do not offer their services in explicit posts (that means, outside of responding to someone with a solution to the challenges they are sharing), which means no links to your website or private Facebook group (or other social media sites). That you can do via a DM if the person you are communicating with asks for more information. If members complain about someone violating this restriction, then that can lead to the offender being expelled from the group by the owner, or moderator, who is usually a certified **LIFTOFF Business Plans Coach**.

To go to the Facebook page, click on: [LIFTOFF Business Planning | Facebook](#)