

## How to make a Facebook Event Page


Facebook :

1. After you sign up for Facebook, create a fan page. This page is for your business. This is the place to advertise courses, public presentations, trade shows, community clinics or other events. This way, as your business grows you can keep your business and your personal life separate on FB.

Karla Kadlec: My personal account  
Sage Heart Healing Arts: My business fan page

2. From your business (fan) page you want to create an “event” by creating a Facebook event. It is simple to invite your contacts, and it is also simple for your contacts to invite their contacts. This is essential. If you can remove any extra steps between you and your audience all the better. We want our event pages to go “out there” to as many people as possible. A public presentation is open to the public! Make an interesting event page that encourages people to: (1) Share the event with their friends and (2) Actually show up to the event.
3. Making an Event is easy through the fan page. You will add the name of the event, details about the event (this can be as short or as long as you like), location of event, and the time.

### Create New Event by Sage Heart Healing Arts Centre

Name	BodyTalk Public Presentation
Details	<p>Want to discover what BodyTalk can do for you?</p> <p>Join us for an evening of consciousness medicine. Learn how BodyTalk can uncover the root causes of discomfort and disease. Explore how conflict is a pathway to healing.</p> <p>Instructor Karla Kadlec will also share the BodyTalk Technique called Cortices, a powerful brain balancer.</p> <p>Karla will also demonstrate a BodyTalk session on an audience member.</p> <p>Come get your questions answered.</p>
Where	<span>📍 Sage Heart Healing Arts Centre</span> ✕
Tickets	Add a link for guests to get tickets?
When	11/12/2013  7:00 pm PDT <a href="#">End time?</a>
	<input type="checkbox"/> Only admins can post to the event wall
	<a href="#">Add Targeting</a> ▾ Targeted to: 309

Create Cancel

4. Now what we have is a half-cooked event page like this:

[Add Event Photo](#)

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**BodyTalk Public Presentation** Page Events Join Maybe ⌵

Public · By Sage Heart Healing Arts Centre

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[Export](#) · [Share](#)

**Tuesday, November 12, 2013** 7:00pm

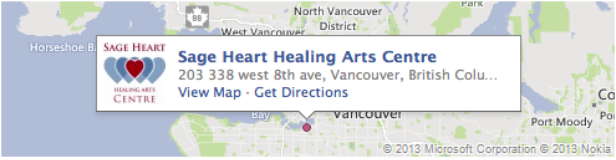
Want to discover what BodyTalk can do for you?

Join us for an evening of consciousness medicine. Learn how BodyTalk can uncover the root causes of discomfort and disease. Explore how conflict is a pathway to healing.

Instructor Karla Kadlec will also share the BodyTalk Technique called Cortices, a powerful brain balancer.

Karla will also demonstrate a BodyTalk session on an audience member.

Come get your questions answered.



[Write Post](#) [Add Photo / Video](#)

Write something...

RECENT POSTS

**Sage Heart Healing Arts Centre** created the event.  
Like · Comment · Follow Post · 2 minutes ago

It's missing content. Let's add an event photo -



**Sage Heart Healing Arts Centre** created the event.  
Like · Comment · Follow Post · 13 minutes ago

**Sage Heart Healing Arts Centre** updated the event photo.

**Learn BodyTalk**  
with Karla Kadlec, M.Ed., M.P.T.  
At SAGE HEART

**BodyTalk Public Presentation**  
November 12, 7 pm

**BodyTalk Fundamentals**  
Practitioner Training  
Register & Pay by November 2nd to save 100\$  
November 16-19

Contact local CIP Lisa Dery to register:  
deriproductions@gmail.com Phone: 604-928-5282

**SAGE HEART** #120-138 West 8th Ave, Vancouver, BC, V5Y 1S2  
WWW.SAGEHEART.CA

Like · Comment · Follow Post · Share · 21

NOTE: If you have a poster for your event already, you can use that. If your poster is in a PDF or a word doc, you will need to save it as a JPG for it to work in Facebook.

On a mac you would open your PDF in Preview, and then SAVE AS a JPG.

JPG and PNG files :  
For Social Media

PDF files : High  
Quality for Print

There, that is better.



Is the Instructor well-known to the matrix? If not, it doesn't hurt to introduce again. This may be the first time a potential student has ever heard of said instructor. (The more info the better.)

5. Now lets add some more content to the comments section.

Post any pictures of the instructor or classes studying BodyTalk. Is there a VIDEO of the instructor on YouTube doing anything? A short video of the instructor talking about anything (even cortices) will give potential students an opportunity to connect with the instructor's energy.

## Cortices on Heart Rock - YouTube



[www.youtube.com/watch?v=fREZlvqXUvQ](http://www.youtube.com/watch?v=fREZlvqXUvQ)

20 feb. 2013 - Geüpload door Karla Kadlec

I stopped to tap out my **cortices** while walking in Sedona. BodyTalk **Cortices** technique can be tapped out ...

Any other cool things related to the class to increase interest. Yes, we are using our event page to market ourselves, but that doesn't mean people want to be sold to all day long. Your business page and your event page should also have some other fun content on it to keep people interested in your posts. (Consider your professional appearance when you choose what you post. Once it is out there, it is out there.)

6. Now you have to "Invite Friends" to your event. Start to create groups so you can invite people easily in the future as well. Your BodyTalk Fundamentals Study Group List, or other groups you belong to on Facebook, Health, Yoga, Meditation, Friends, and Family.
7. Now share the event on your Fan Page and on your personal page. Share it with your coordinator matrixes as well so they can send it on too.

Extra Tips:

Eventbrite is an excellent forum to advertise public presentations.

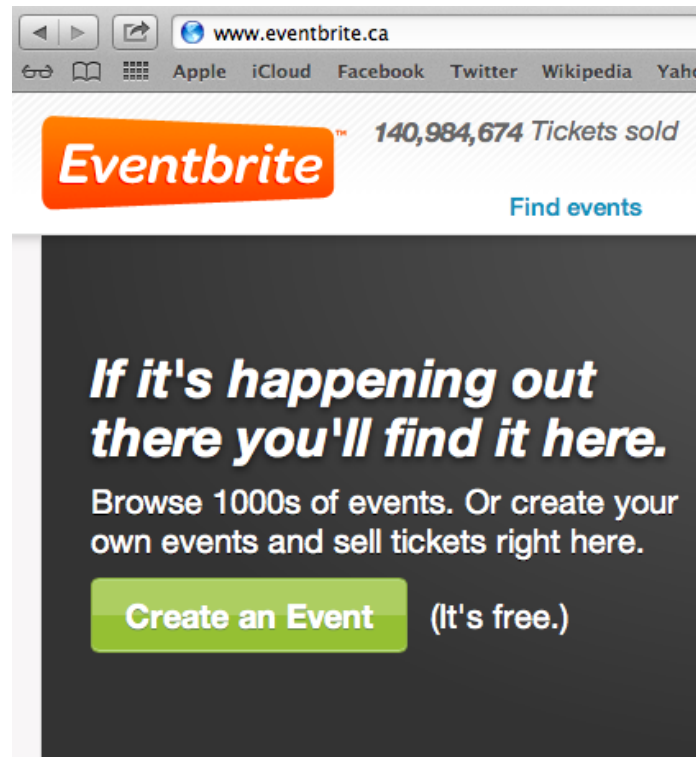
Registration is free. Use it to post free events, and there is no charge. If you have a charge on your event, Eventbrite will want proceeds from ticket sales. The benefit is that your public presentation will be listed as an event to persons outside your contact list. You have access to public persons looking for something fun or interesting to do.

If you have an Eventbrite account, you can make your event there and then link it to your Facebook page in one easy step. You don't have to make the event in two places.

Eventbrite is global- but here is a pic of the Canada site.

[www.eventbrite.ca](http://www.eventbrite.ca) - Canada

[www.eventbrite.com](http://www.eventbrite.com)- US



If you want to add more written content to the Internet, there are several websites that look for free content all the time. This is a great opportunity to share your knowledge and experience. There are several, but here are two I like.



Vitality Link

[www.VitalityLink.com](http://www.VitalityLink.com)

This website lists holistic practitioners throughout the world. It is free to join. The more active you are on the website, the more prominent your profile is. Not only do they allow you to write content about BodyTalk on their site, they provide an event listing for you to list all your BodyTalk events. Students can also write a review of their class for all to read.

**Testimonial: Joy in Participating in Bodytalk Fundamentals**

Jan 07, 2013

**Client:** M. Morrison    **Conditions:** Recent Graduate of the Fundamentals Training

"The course was wonderfully balanced, thought provoking and a great jpy. The new perspective on life and healing was the best!"

**Testimonial: Recent Graduate of the Bodytalk Fundamentals Training**

Jan 07, 2013

**Client:** M. Ainsworth    **Conditions:** Student of Bodytalk Fundamentals with Karla Kadlec

"I am absolutely amazed by the whole process. I am very excited about learning more. I like how learning was broken down into sections-day one was very overwhelming, but by day two there was a groove. The instructor was very knowledgeable and fun, and the group was wonderful."

**Testimonial: A Recent Graduate of Bodytalk Fundamentals**

Jan 07, 2013

**Client:** Sonali P.    **Conditions:** Student of Bodytalk Fundamentals with Karla Kadlec

"I liked that we practiced everything we learned on eachother right away. I also liked that we have text books we can take home...I loved it!"

The logo for MindBodyGreen features the words "Mind", "Body", and "Green" in a sans-serif font. "Mind" is blue, "Body" is orange, and "Green" is green. The letters are bold and closely spaced.

Mind Body Green

[www.MindBodyGreen.com](http://www.MindBodyGreen.com)

This website is looking for content on many topics health related. It is a great forum to share BodyTalk. Look for the bottom of the first page under "Write for Us" for more details.

Why write for them? Here is what they say:

## **WHY WRITE FOR MINDBODYGREEN?**

Here are a few reasons why you should share your ideas at the world's most popular online wellness destination.

### **1. You'll change lives.**

Our community of millions is passionate about wellness! They're eager to learn how to live their healthiest lives, share tips with friends and clients, and discuss ideas here on the site. Writing for MindBodyGreen gives you a chance to be part of this discussion, and to shape the way health is perceived around the world.

### **2. You'll reach a global audience.**

Once your piece has been accepted for publication, we'll do our part to make sure it reaches as many people as possible. In addition to posting your work on our home page, which gets millions of visits each month, we share most posts on Facebook, Pinterest, and Twitter. Published pieces will also live in our library of wellness content.

### **3. You'll achieve your professional dreams.**

Our writers have parlayed success here at MindBodyGreen into book deals, speaking opportunities, and teaching gigs. They've also attracted more clients, booked coaching jobs, and grown their brands, simply by writing great posts that got people interested in what they had to say.

### **4. You'll work with top-notch editors.**

Our team of professional editors will edit your piece and give it a title to help it get seen by the largest audience. They'll also choose high-quality photos to make your work look great!

### **5. You'll set your own schedule.**

You can contribute posts as often as you like. Which means: no deadlines, except the ones you create for yourself!