



TEAM CoachVille

Together in pursuit of
humanity playing better

OOC: Facebook Amplify
Why and How

CoachVille.com



A **POWER UP** is an activity where you listen to an audio, read something or do an exercise and then share your insights.



OOC: Facebook Amplify.

I just read the Facebook Amplify playbook. Here are my thoughts about sharing my coaching experiences AND our TEAM CoachVille “pursuit of humanity playing better” with my friends.



Share

WHAT TO SHARE: Share your thoughts about sharing our shared pursuit with your Facebook friends.

Note: I do really want to know your thoughts about sharing on Facebook. You sharing about your TEAM CoachVille and coaching experiences is an essential element of our visibility strategy.



FACEBOOK AMPLIFY IS OFF!

This might seem strange, but the Facebook Amplify feature is turned off for this game element. It seemed too self-referential to share on Facebook about sharing on Facebook. You know what I mean?

Facebook Amplify

Why use Facebook Amplify

- 1) When you share on Facebook you earn +1 Bonus point in your total score.
- 2) You have a random chance for a 2X or 3X Score Multiplier on the item you are playing. Very Fun.



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3) You spread the word about your coaching pursuit to your friends.

4) You help us spread the word about **TEAM CoachVille** and our **Coaching Movement to pursue humanity playing better**. Your insightful experiences and successes are by far our greatest marketing resource! AND the people who like you on Facebook are folks we would love to explore our purpose and programs.

5) When your FB friends click on the post they will learn about CV and you will earn valuable “Partner Points”. ALL GOOD.

6) If one of your FB friends joins CoachVille you will earn even more Partner Points AND create a positive ripple effect out into the world!



“When you use the Facebook Amplify feature on the CoachVille Game System a bunch of good things happen.”
– Coach Dave

How to use Facebook Amplify

The main action in the CoachVille Game is sharing about what you are learning and what you are doing in your real life! Whenever you share something, you have the opportunity to “amplify” what you are sharing onto your Facebook feed using a special button in the game platform.

Sharing on Facebook is great for many reasons... especially when you share a big insight or personal breakthrough OR a BIG WIN with someone you



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coached or engaged with as part of the program.

When you transfer your share onto FB it creates a link to the CoachVille website. And it includes your member code in the link so that it can track your Partner Points in the game.

This is what it looks like on the Gamecard...

Power Ups Game Actions Big Wins Bonus Play Partner Recent Badges Add Elements Become User			
Date	Event		Points
03/03/2017	Allen Barlo signed up		5
03/03/2017	Your Facebook post was clicked		1
03/03/2017	Your invitation link was clicked		1
03/03/2017	Your Facebook post was clicked		1
03/03/2017	Paula Johnstone signed up		5

Exciting right!

OK. Here is how to use Facebook Amplify.

Step 1: You share on your game card.



This is the badge. Click to open share box

*I just read the **COACH Mission** Playbook and made a bold plan to Coach Consciously in pursuit of life changing coaching conversations. Here is what I am excited about...*

Complete the exercise 3 points
[PC-CoachMission2-1-U](#) (URL)

Click for Play Sheet AKA Instructions

0 Share



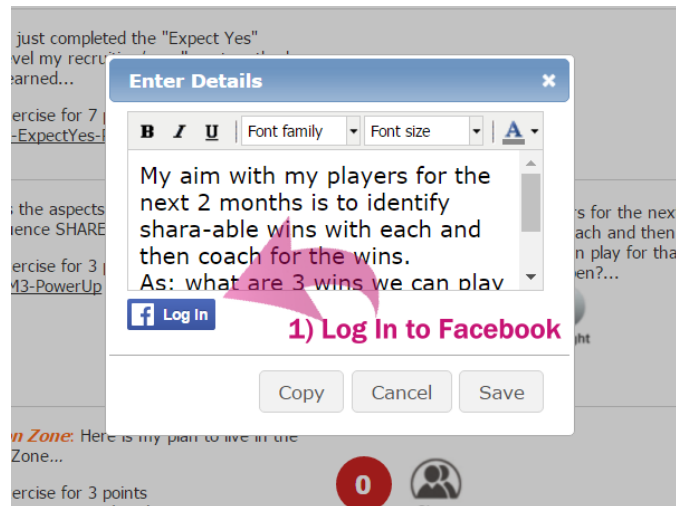
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Step 2: Log in to Facebook

The system should detect if you are logged in to Facebook on your computer or not.

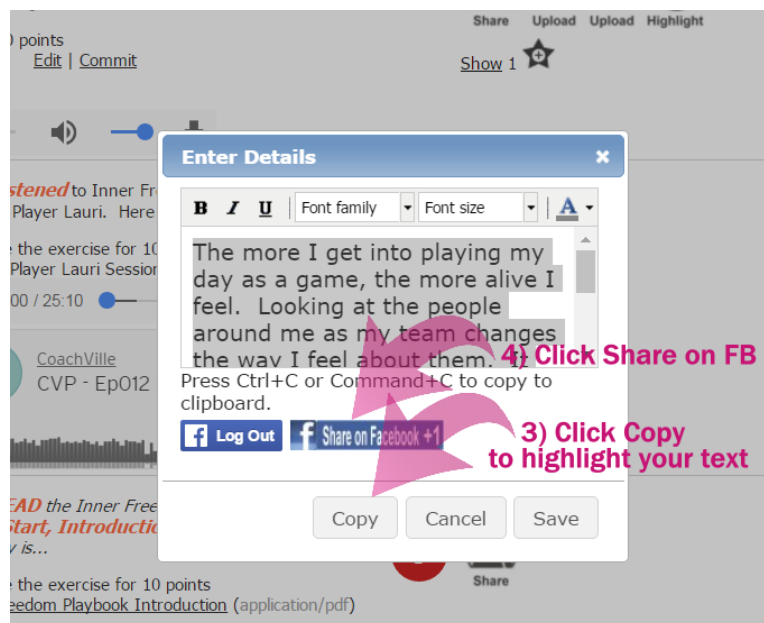
But either way you can Log In by clicking the Log In button and entering your Facebook email and password.



Step3A: Click the copy button to copy the text that you typed in;

Step 3B: Then click Ctrl+C (PC) or Command+C (Mac)

Step 4: Click the Share on Facebook +1 button



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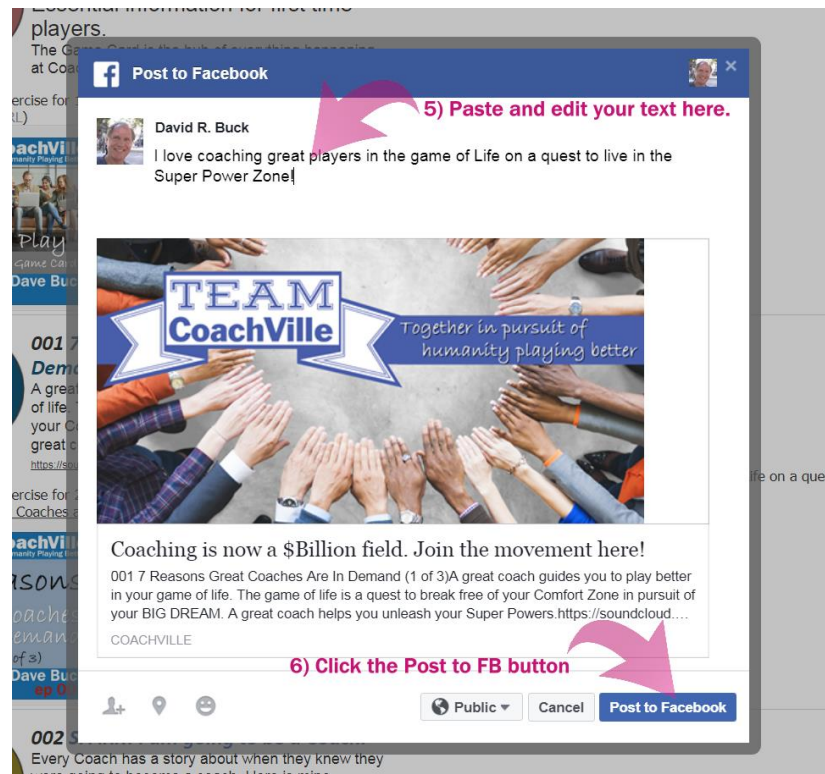
A Facebook Post window will pop up

Step 5: Create your FB Post

You will see the TEAM CoachVille graphic, our current “Facebook Headline” (note: we try new ones periodically), the text from the game item you are sharing about and a link to CoachVille.

Above that will be the box where you paste the text from what you shared on the Gamecard.

If you want to you can edit this text.



Step 6: Click the Post to Facebook Button

The post will then appear on your Facebook feed where your friends can see it.

- If any of your FB friends click on your post, you will earn Partner Points.
- You will see the FB click on your Partner Tab.
- If any of your FB friends become CV Members you will earn even more



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points.

- You will see the registration on your Partner Tab.

WE APPRECIATE YOU!

We really do appreciate you for spreading the word about our shared purpose that everyone playing for good in the world has a great coach!

AND that anyone with the desire to become a great coach can find the resources, community and training that they desire here at CoachVille.

Together we play better!



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