

**“A New Approach to Facebook™ Success”**

# **Fast Facebook!**

*Insider Tips To Quickly Build an Empire  
Using The Facebook™ Social Platform*

**Digital Download Edition 1.1**  
*(Free to share)*

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# The Quick Breakdown

## What you'll find in this Facebook™ learning guide:

### **Welcome & Why Facebook**

Includes interesting marketing points which explain why your business MUST have a presence on Facebook.

### **Registration and Page Creation**

Learn all the basics on where and how to get started.

### **Profile Customization**

What works, what doesn't, and how to get your message in print on your fan page.

### **Building a Fan Base**

Successful tips for reaching fans and building an online presence.

### **Managing the Fan Base**

How to keep your fans engaged and interested. (Includes hot tips: What NOT to do)

### **Starting with Advanced Techniques**

How to use tabs, Boxes and the next level of Facebook customization.

### **Facebook Applications**

How to find, add and implement applications. Plus: Which Apps are a MUST-have!

## **Facebook Markup Language**

What is FBML? What can I do with it? (PLUS: Even MORE hot tips for Facebook success).

## **Finally – A Fool-Proof Hot TIP for Facebook Success**

## **Fun Facts, Hot Links and Glossary**

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## Welcome! Thanks for stopping by.

In this guide we're (yes, it's all of us) going to show you how to create a business fan page on Facebook and get it up in running in less than 30 minutes. Whether you're a first time Facebook user, or an old hat at social networking, our tips for Fan Page success can help develop the internet presence so vital for connecting with the millions of users surfing the web every day.

In the Advanced Tips section, we'll show you how to utilize applications for a rich interactive media experience that will keep fans returning to your page on a regular basis. Loyal fans convert to a larger customer base. Using this approach to social media marketing will give you a priceless connection with the needs of your primary demographic.

Don't worry about the technical jargon; the Facebook platform is incredibly easy to navigate if you know where to look. We'll point you in the right direction and give you everything necessary to launch your own social media Facebook network.

**READY?**

## Why Facebook?

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

According to a report published in January 2009 on Nielsen Wire<sup>1</sup>, on behalf of The Nielsen Company, the average time spent on social networking sites is seeing a massive increase in the marketplace. (Please see footnote document below). This is one of many reports that establish that social media is not only here to stay, but it's only going to continue to increase.

Nielsen goes on to report that over 90% of consumers **trust recommendations** from someone they know, versus the 41% who trust advertisements on web pages. So this is where we begin. In less than 30 minutes, you can take your business from just another webpage to a fully interactive media hotspot with a growing customer fan base. Developing your own Facebook presence is quick, painless and unquestionably the best source of no cost/low cost marketing resources in the world. (Twitter and LinkedIn (business network) are part of that portfolio, but not discussed in this e-book).

Why wouldn't you want to tap into the minds and walls of over 45 million active users. And, that's only in the United States. Worldwide, there are over 400 million and counting.

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<sup>1</sup> \*<http://blog.nielsen.com/nielsenwire/wp-content/uploads/2009/04/nielsen-online-global-landscapefinal1.pdf>

## Also included in this guide:

10 Hot Tips for  
creating a  
Buzzworthy  
Facebook

The 5 Biggest Social  
Networking Mistakes

A fool-proof, top-  
secret tip for  
Facebook Success!

With little to no social networking savvy, you can be up and running in less time than it takes to have a pizza delivered.

## Registration – So easy a caveman could... well, you get the point.

There are two ways to create your business page on Facebook; in conjunction with your personal profile, or as a standalone page. This guide will explain how to set up both.

## “I’m already a Facebook user, but I want a page for my business”

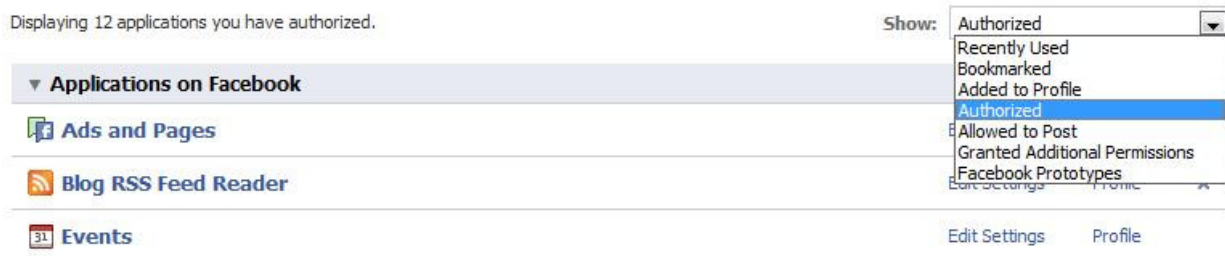
To add a business page to your existing profile simply log in and look for the account tab in the upper right hand corner of the page. The drop down menu for this tab will have a link for Application Settings.



Under the application settings, look for another drop down menu on the right side and click “Authorized”. Once selected, Facebook Ads and Pages should now appear at the top of the list.

#### Application Settings - Authorized

Displaying 12 applications you have authorized.



Click it and look for the “Create Page” tab. From now on, when you log into your personal account, Facebook Ads and Pages will be an easily accessible option located on the navigation column underneath your profile picture. From here, just follow the steps for first time Facebook users.





**Joe Waffle**  
View My Profile

 **Welcome**

 News Feed

 Messages



 Events

 Photos

 Friends

 Applications

 Games

 Ads and Pages 

 Groups

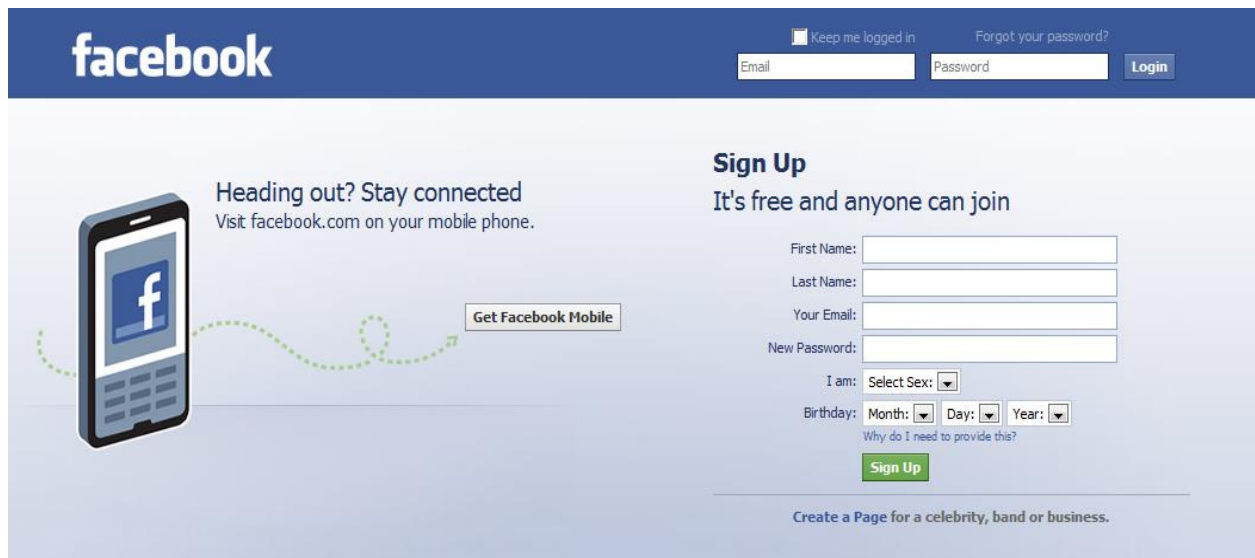
More

**Chat with Friends**

Go Online

## “Brand New Users – Set up a Business Page Like This”

Start by visiting Facebook.com. On the right side of the page you’ll see an area where you can sign up for a personal Facebook. Underneath the text fields there is a small link that reads “Creating a page for a celebrity, band or business”. Click this link and select the tab that best describes the nature of your business.



The screenshot shows the Facebook homepage with the sign-up section. On the left, there is a promotion for the Facebook mobile app featuring a smartphone with the Facebook logo and the text "Heading out? Stay connected Visit facebook.com on your mobile phone." and a "Get Facebook Mobile" button. On the right, the "Sign Up" section is visible, with the heading "Sign Up" and the sub-heading "It's free and anyone can join". Below this are several text input fields: "First Name:", "Last Name:", "Your Email:", and "New Password:". There are also dropdown menus for "I am:", "Select Sex:", "Birthday: Month:", "Day:", and "Year:". A "Sign Up" button is located below the "New Password" field. At the bottom of the sign-up section, there is a link that reads "Create a Page for a celebrity, band or business." The top of the page features the Facebook logo, a "Keep me logged in" checkbox, a "Forgot your password?" link, and "Email" and "Password" input fields with a "Login" button.

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