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Special Report

"Facebooking Guide for Internet Marketers"

by George Langer of

<http://www.millionstrategy.com>

Why Internet Marketers Should Use Facebook, How It Can Help Grow Your Business And How To Get 500 Friends In 30 Days!

About This Report

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George Langer

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Introduction: Why Use Facebook?

In marketing circles, there is a great deal of talk about Facebook. Facebook is a social networking site that came quietly into the Internet scene in early 2004, when it was founded by Mark Zuckerberg. Mr. Zuckerberg was still a student at Harvard University at that time, and Facebook was geared towards college students only.

Within the Facebook interface, users are able to create their own profile, complete with personal data, professional data, and a picture. They are then able to add other users of Facebook to their circle of friends. They can add people they know or request to add complete strangers, therefore widening their network, or circle of friends.

Friends – or strangers soon to be friends – can be located with their email address, by region or city, by profession, by their school, or numerous other options. Once a person has joined your circle of friends, you can interact with them by sending them messages or leaving notes on their profile, which is essentially called 'writing on one's wall.'

As stated, Facebook was initially designed for use by college students – first those attending Harvard, and later those attending other ivy league schools. A lot has changed in four years, and now anyone over the age of 13 can open a free account at Facebook and start interacting with

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others. Today, there are more than 80 million people using Facebook.

Since Facebook has become open to non-college students, some of the most famous Internet Marketers, including John Reese, Mike Filsaime and Willie Crawford have found that the social networking site is more than just a way to connect with old friends and to meet new friends, it can also be used as a valuable marketing tool.

Internet Marketers around the world have found that Facebook allows them to interact with people on a more personal level, which in turn builds even greater trust and stronger relationships with customers and potential customers. It has even been said that social networking, especially through a site such as Facebook, is more effective than marketing to one's opt-in list in many ways.

Facebook is no longer a 'little known secret.' It's been blown wide open, and it is essential that you start using it and including social networking in your Internet Marketing endeavors – just as the most influential Internet Marketers are already doing.

Marketing tips and ideas for Facebook

When the 90's introduced Friendster, it turned out to be one of the most popular things. A lot of people had an account here and almost anyone could create one here. This was an innovative and unique way of staying connected with friends. And since it is in the World Wide Web, it is easily accessible by people around the world. However, as they say that all good things have to come to an end. But the loss of one such website led to the creation of Facebook.

People forgot other social networking websites with the advent of Facebook. This is actually a very sophisticated mechanism of networking and advertising. Over here you can get connected with many business minded people. They have seen the potential of this website as a marketing tool. Once you have friends and social contacts on your list, it becomes very easy to increase and expand your business.

There are a lot of marketing gimmicks and tips that you can apply here. For example, if you have the flexibility to add friends of your choice, you can avoid adding a business contact or friend to your list, by denying

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their request. Choosing your own friends here is a big advantage. The Facebook user gets a message from the individual who has sent the request to be added. If confirmed, they will get the confirmation from the website. The message either invites such users to buy a certain product. For example, if the person you just added is a real estate agent then you can get their latest promotion.

It is quite simple and ethical to market your products on Facebook. As long as you are following this etiquette and marketing tips, you are bound to get success here. The first factor to keep in mind is that you have to write a message to the individual added to your list for expanding or widening business contacts. So you should reply with a thank you and give them the time for introducing the particular range of products and services.

Like with other business advertising techniques, Facebook is against hard selling. There is no doubt that it can become irritating for a probable customer to get forced into buying products or investing in services that they are not interested in. Introduce yourself first if you plan to send messages to your customers.

A lot of marketing tips are listed on the website itself. The process begins with your profile status and this should be kept as sincere as possible. Those who trust your product would be showing some levels of enthusiasm based on the info provided in the profile status. Don't patronize yourself but let the product details do the trick for you.

How to Register Your Facebook Account

We've all had those experiences where signing up for a service – especially a free service – turns into a nightmare at the worst, or a headache at the least. You typically have to wade through questions that have little to do with the service you are signing up for, and of course view countless offers in which you have no interest.

This is not something that you will encounter when you sign up for a free account at Facebook. The entire process takes five to ten minutes, and few questions are asked. In fact, the only questions that are asked are those that are absolutely necessary for opening an account. It's definitely

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a refreshing change, and here are the steps that you need to take to get started with your own free Facebook account:

1. Go to www.facebook.com

2. In the box where it says to 'Sign up for a free account', enter your name, email address, and password. Select whether you are male or female, and fill in your date of birth. You must use your full name here. This will not be shown on your profile. You must also enter your date of birth, so that Facebook can ensure that you are over the age of 13.

3. Go to your email and open the confirmation email from Facebook. You must click the link in the email to confirm your account or you will not be able to activate your Facebook account.

4. Once you've clicked the link in the confirmation email, you are good to go. You can login to Facebook, start setting up your profile and add friends to your list. There is a utility you can use to search your address book to see if any of your current friends are a member of Facebook.

That's all there is to setting up your free Facebook account. The entire process takes less than ten minutes, although setting up your profile will most likely take longer. The signup process, however is very easy and mostly self explanatory and it is just a matter of reading what

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information is being requested and filling that information into the incredibly short form to get started.

How to Write an Attractive Profile

Now that you are all signed up and confirmed as a Facebook user, you need to set up your profile. This is quite easy to do but it does require some thoughts. Because you are using Facebook to increase business and to connect with customers and business associates, it is essential that you use good business sense when setting up your Facebook profile.

Obviously, when filling in the blanks, you fill with care. For your screenname, as a business person, the best thing you can do is use your own name. Many people use their business name and if you want to do this, you might want to consider setting up a second account with your business name, then connect it to your personal Facebook account where you are using your real name.

People generally don't want to see 'the business.' Instead, they want to see the face behind the business – you.

With each blank that you fill in, remember that potential customers, current customers, and business associates will be reading what you've written. It cannot be said enough – write with caution. You want to sound human and friendly but you don't want to go overboard here. If anything else, answer questions in a way that gives you more credibility in your market.

While you may not see the extra applications that you can add to your Facebook profile in the beginning, it won't take long before people start sending you applications for you to add. Again, use caution.

Since you are using your Facebook account for business purposes, you do not want to clutter your page up with a bunch of silly applications that have no connection with your business. Furthermore, each application you add slows down the load time of your page and too many can also cost your credibility to decrease, which is something you definitely don't want.

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When it comes to adding pictures, make sure you upload your professional photo. You may add photos that are more 'casual' as well, so that readers can see that you really are human and that you really do have a life.

Finally, make sure that you include the website addresses for your business. But for your main URL, use the one that links to a page on your website where people can get more information about you, your experience, and other information that makes you an expert in your field.

When you are finished, have a few other people review your profile for you. Check it for spelling and grammar errors. You might even consider comparing it to the profiles of other successful Internet Marketers just to be sure that you are on target – at the same time, however, make sure that it is unique.

Adding Friends and Building Your Network

There is nothing worse than logging into your Facebook account, clicking on your friends list, and seeing the words 'you have no friends.' That's an assault to one's sense of self confidence and self worth! You've got to start adding friends as quickly as possible.

Start with the people that you already know. You want to get that friends list populated fast. You can use the Facebook feature that will search your email accounts at Gmail (<http://www.gmail.com>), Hotmail (<http://www.msn.com>), and AOL (<http://www.aol.com>).

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If it discovers some of your contacts are Facebook users, it will give you the option to send those people a friends request.

From there, consider other social networking sites that you belong to and the friends that you have there – even if they are not in your email address book. Check to see if they have an account on Facebook. Write a message in NotePad so that you can copy and paste. It should be very short and to the point.

You may need a couple of different messages. One might say "I know you from such and such forum or social networking site and I would like to add you to my friends list here at Facebook." Another might say "I realize that you do not know me personally, but I see that we have xxx in common, so I would like to add you to my circle of friends."

Look for people that you know from other social networking sites, social bookmarking sites, microblogging (Twitter, at <http://www.twitter.com>), forums, and even blogs that you commonly read, as well as people who read your blog. Also consider adding other Internet Marketers, including marketers who are in the same niche that you are in.

From there, you can use the search features to find people in your general area as well as people who have interests that are in common to yours. Just add them even if you've never had any contact with those people in any other online or offline venue. Look at the friends of your

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friends. This is an excellent way to grow your network as well – the thing that you have in common is the original friend.

Just remember that every person you add to your network is a potential customer, a customer, or a business associate, and you definitely want your network to grow as large as possible, as quickly as possible to get the most benefit from Facebook.

How to Get More than 500 Friends in 30 Days

If you don't have friends added to your friends list, being a part of a social networking site is rather pointless. On Facebook, you can be average or you can be a super star. Obviously, since you are using Facebook for marketing or business purposes, you want to be a superstar. You can achieve that status in as little as 30 days, but it does take a time commitment on your part.

First you should note that if you have fewer than 200 friends on Facebook, this isn't a bad thing. In fact, it's an average thing. However, again, you want superstar status, so this won't do for you.

Once you have 500 friends, you are considered to be popular, and people will gravitate to you, and when you have between 800 and 1000 friends, you're essentially a Facebook celebrity. Eventually, that's what you should be working towards, but for now, let's concentrate on becoming popular, with 500 friends.

Do not use automated software that adds friends to your Facebook friends list. This defeats the purpose of social networking. Instead, do it the 'hard way'. You will come to realize that the hard way really isn't hard at all.

The first thing to do is to join all of the Internet Marketing groups that you can find. There are plenty of them out there. Each time you join a group, send a friend request to all members of that group.

Not all members will accept the request, but the majority of them will. This can be a little time consuming, but it is well worth the effort in the end. This should easily net you 200 to 300 friends. Try to add at least 30

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new friends each day, for the full 30 days.

Once you've exhausted the IM groups, find other groups that are related to your business. For example, if you are in the personal development group, find those personal development groups, and start adding members as friends.

Use your existing website to get more friends, as well as your blog. Post your Facebook badge on your website and blog. Make a blog post and invite your readers to add you as a friend on Facebook. If you twitter, tell your followers to add you on Facebook. If you have a mailing list, send out a note and invite them to join you on Facebook.

Again, it does take a concentrated effort on your part, but it is well worth it in the end, and if you are dedicated, you absolutely will have more than 500 friends in less than 30 days, and if you want that superstar celebrity status at Facebook, you can continue to add new friends for an additional 30 days to reach that goal.

How to Get Targeted Prospects from Facebook Advertisements

Facebook allows you to not only connect and find new friends and associates, it also allows you to promote your business through various types of Facebook advertisements. These are not free advertisements, however it is very affordable.

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