



facebook. Marketing Secrets

# EXPOSED

*A Complete Guide to 20-30 Free Leads Daily*  
*Jordan Schultz*  
*JordanSchultz.com*

**“Facebook Marketing \$ecrets Exposed”  
A Complete Guide to 20-30 Free Leads Daily  
written by:**

**Jordan Schultz**  
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## Preface

Welcome to **Facebook Marketing \$ecrets Exposed**. Throughout this book I'm going to take you on the journey of turning Facebook into a money-making machine. Before We get into the actual training section of this book, we'll have to learn some basic principles for social-media marketing in general. I'm also going to let you know exactly why I wrote this book.

The main reason I wrote this book was to give YOU a fighting chance to achieve success in the world of social media, particularly on Facebook. I chose Facebook because it is the #2 trafficked site on the entire internet, and as far as social media is concerned, it is #1. As you'll also come to find out in this course, Facebook has multiple ways to create exposure for your brand and your business.

In the 1<sup>st</sup> half of the course, we are going to focus on the most important part of Facebook... Setting everything up so that you have a well-oiled machine by the time you're ready to start marketing yourself. Before we get into all o f the components of your machine, we're going to cover some basic principles of marketing on social media and marketing in general.

In the 2<sup>nd</sup> half I'm going to take you through the daily action steps for building relationships with the right kind of people, turning those relationships into friendships, and ultimately turning those friendships into PROFIT. The biggest thing you need to know before getting into the actual marketing techniques that you're going to use to generate up to 27 leads in a single day is...

**CONSISTENT DAILY ACTION IS REQUIRED**

I made that a HUGE Point for a reason... This marketing strategy is not going to achieve 27 Leads your 1<sup>st</sup> Day. You must take continuous action until you achieve the results you want. Also Know that any of the techniques I teach in this book are merely what has worked for me. Other people have taken these techniques and made them work themselves, but they had to tweak some of the stuff to their own Style. **YOU** are the Key component in your marketing. **Make it about YOU.**

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**Feel FREE to GIVE this book away to whomever You'd like...**

## About the Author

**Jordan Schultz** has been a student of internet marketing for over 15 months now. His journey began out of sheer desperation to get away from the family business. At the young age of 19 Jordan was thrust into owning a restaurant with his mother and step-father in Wisconsin. He has a very strong passion for cooking which was his catalyst for joining his family in the business. However after 6 long years with no social life, he decided that no amount of money would make him stick around in a business. Especially when it was only a promise of money that wasn't really there yet.



He quickly walked away and started his own internet marketing business.

Jordan built up around \$13,000 of credit card debt all for his business which was from office supplies, advertising, education, and a whole slew of products and services that never seemed to work. At which point he decided to look into FREE marketing strategies that involved Facebook.

Before this point in his life Jordan had absolutely NO CLUE what the heck a “Facebook” even was. However, through sheer determination, he pushed forward and one day achieved his goal of generating 27 Leads in a day and making \$2000 a month from Facebook Marketing Strategies.

His goal is to share his techniques with as many people as possible. Are you Going to Be one of them??? Read to the end of this book, and find out.



CAUTION...Before we get into any form of marketing on Facebook, there is something of TRUE Importance you read **BEFORE YOU GO ANY FURTHER**. I had my Facebook account shut down 3 times in a few short months, and the first few times it was devastating... the last time I vowed never to have it happen again. Read This so you Know how to [Keep from getting your Facebook Account Shutdown!!!](#)

Ok, Now that you've gotten that out of the way, you're ready to begin your marketing. Just remember the principles you've read in that article so that you don't get too eager or greedy, and move to fast. Pay close attention to the # of times I complete individual tasks in a period of time so as to keep myself looking like an average Facebook user not on here promoting my Network Marketing business.

**I had my Facebook account shut down  
3 times in a few short months...**



## **Section 1: Basic Principles of Marketing**

So let's get started right away with learning some basic principles of marketing on social media and marketing in general. When you first come into the social media scene, you have to realize that you are new and no one recognizes your name at this point. This is very similar to coming to a party or social gathering where you don't know anyone. It's going to take a few visits and some conversations with different people to build enough relationships that people start telling their friends about you. This is our ultimate goal; to have our new friends telling their friends all about us.

Now that we realize this is our goal we want to discover how to make people want to tell other people about us. Do you think this might happen if you come to a party and start telling strangers to trust you enough to spend \$100s or \$1000s with you in a business opportunity??

If it wouldn't happen at a party or gathering in real life, then you can probably assume that it wouldn't happen on a social media site like Facebook either. So How do you get strangers from around the world to trust you?? We'll be covering that in depth throughout this book series, but the main idea is to give your prospects exactly what they want and need for free, and they will grow to trust YOU!

If you're not supposed to tell people about your business opportunity right away, what do you do to generate leads for your business?? The best thing to do is to show them that you're a valuable asset that their business will benefit from collaborating with. Study and learn different internet marketing strategies, and then share that information with them through various mediums. You can teach them through your blog posts, through videos(either on a video site like youtube or directly on facebook), also through e-mail and group discussion boards. Inside of your teachings you're going to want to include a way for people to sign up for your e-mail list so that you can stay in touch with them in the future, thus generating leads!

**[Learn how to use the Attraction Marketing Formula in my Blog Post](#)**

*The best way to accomplish all of this very easily is to get a [fully customizable attraction marketing system](#) that my good friends put together so you didn't have to. If you'd prefer to create your very own system from scratch, you can [follow the same guide I followed to optimize Your Attraction Marketing Funnel](#).*

Remember that when you share great information with people on social-media sites, they're more likely to share that information with their friends so that they are considered a trusted resource who refers them to good information as well. When you have other people sharing your information, then you've become a trusted resource for them to come back to...Obviously They TRUST YOU!!!

Now that your prospects trust you enough to tell their friends about you, you want to maintain that level of trust by continuing to give them that valuable information both on Facebook and then also on your personal e-mail list. Obviously if they're on your e-mail list they would get access to better information than they would simply being on Facebook. Make sure to Over-Deliver once they're on your list, and they will be yours for a long time.

Here are the basic principles:

- Don't promote your business opportunity to strangers
- Share valuable information that leaves your contacts wanting more
- Give them more so they tell their friends about you
- When you give them information offer a way to join your e-mail list
- Remind them over and over again why they trust you by giving them more valuable information time and again



## **Section 2: Setting up your Profile for Success**

*Make it about YOU!!!*

When you're beginning to create your Facebook profile for your business there are a few important factors you must take into account. First off, your profile should be focused around who you are as a person and not your business opportunity or opportunities. That is what Facebook Groups or Fan Pages are for. Second, you should not mix business and personal. Set up a brand-new Facebook account with a separate e-mail address. [Remember you can create unlimited free g-mail accounts.](#)

It is much easier to keep your personal friends from being bombarded with your business life, and it is also much easier to maintain the professional look if you have friends that might share unwanted information on your profile. It could get a little embarrassing if your friend shared some crazy pictures of you at a wild party on your wall. **So keep 2 separate profiles!**

There are only a few things that you need to focus on to set up the proper profile so that you can generate traffic to your websites. Remember the ultimate goal is to make money, and the only way to do that is to get traffic from Facebook to your actual websites. Not only traffic, but people who are ready to spend money with YOU! You have to be able to connect with them on a personal level, and that connection will grow to trust in some cases. Our goal is to maximize those connections of trust.

### **Main focus for setting up profile**

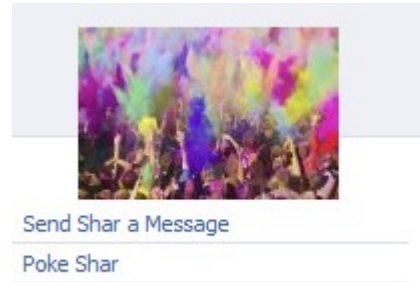
- 1. Your picture- people want to see YOU!**
- 2. Your information- people want to know YOU!**
- 3. Links to your website- make people want to connect with YOU!**

Studies have shown that people's eyes tend to land on the upper-left hand corner of a website first, then they might go down or to the right a little bit. For this reason it's essential to have the proper picture in place, and then to have some other important information in a few other key areas.

## Your Profile Picture

***People want to see YOU!***

Now that you have 2 separate profiles, let's get your business profile set up the way it needs to be. Probably the most important thing that people often overlook is having the proper profile picture. **Do NOT have a picture of your dog, or your company logo, or anything that's not a picture of you.**



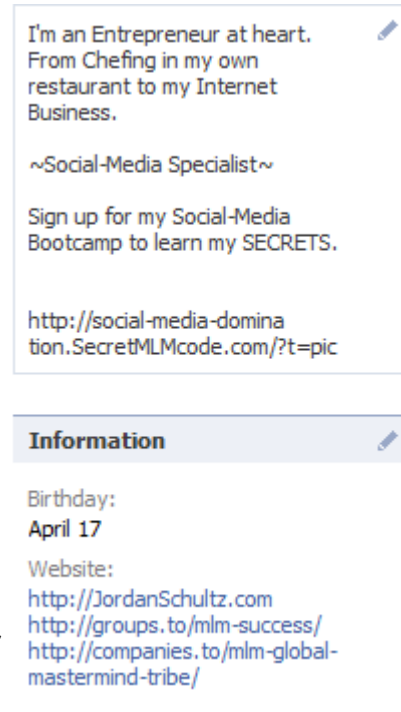
**^^WRONG ^^**

People want to see who they're connecting with, and you want to be recognized as a real person and not some "XYZ Company" Representative or as some cute little puppy. Your image doesn't have to be professional in a business suit either, unless that's what you want to portray. Let's say that you started your business to spend more time golfing... put an image of you golfing, but **make sure people can see your Face**. Below are 3 examples of good facebook profile pictures.



After you have the right picture in place you want to fill in 2 other key areas with some other important information so that you can capitalize on the fact that people's eyes tend to travel to these areas next after your picture. I'm talking about the area directly below your picture and the area directly to the right of your picture.

The area below your picture is a great place to let them know a little bit about you in 1 sentence. It's a good idea not only to summarize who you are in a sentence or 2, but then to include some of your specialties as far as business is concerned. Maybe you're really good at copy-writing, Pay-Per-Click, or something else. Letting people know about your specialty will allow people to approach you and ask you questions on that specific topic. This is a great way to break the ice and get a conversation going. I also like to include a link to some related training to that specialty, your blog, or maybe your facebook group. This is not a good place for your business opportunity link.



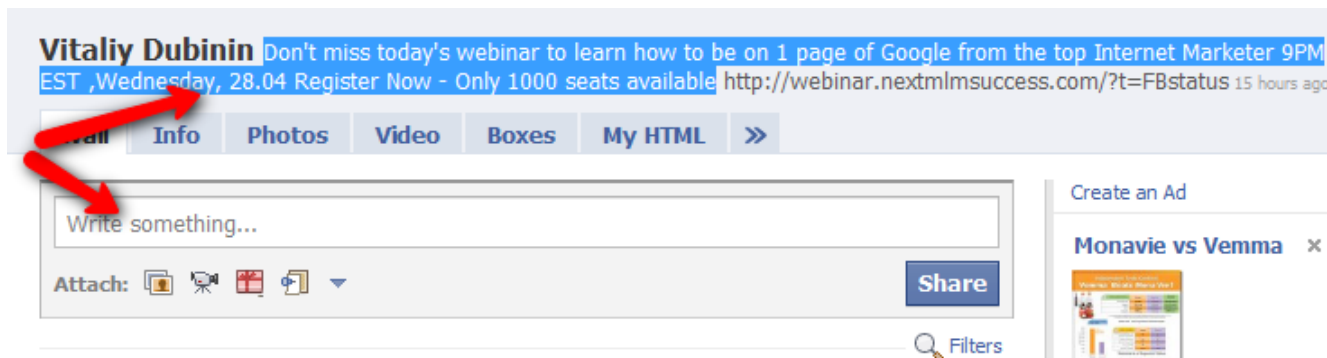
The screenshot shows a Facebook profile bio and information section. The bio area contains the following text: "I'm an Entrepreneur at heart. From Cheffing in my own restaurant to my Internet Business." followed by a tilde separator and "Social-Media Specialist~". Below this is a call to action: "Sign up for my Social-Media Bootcamp to learn my SECRETS." and a URL: "http://social-media-domination.SecretMLMcode.com/?t=pic". The information section is titled "Information" and lists: "Birthday: April 17" and "Website:" followed by three links: "http://JordanSchultz.com", "http://groups.to/mlm-success/", and "http://companies.to/mlm-global-mastermind-tribe/".

Even further down is an area where your website links will show up if you put them in your info section. DO NOT INCLUDE MORE THAN 3-4 LINKS. If you put 10 website links there, how will they decide what to click on. The ideal way to go is to have a link to your blog there, and from your blog people can access everything else that you have to offer. I also recommend including links to your Facebook group and your Facebook Fan page. You want to show people that you have great information all over the place, and this is where your group or page will come into play on Facebook, and your blog will come into play as well. We'll get into groups and Fan Pages later on in this book.

You also want to take note of the area to the right of your picture. When you make a post on your own wall, it will show up directly next to your name so that everyone who visits your profile will see it. A great post to make would be when you have a webinar invitation about a topic that people want to learn more about. This way you can generate some leads with that information provided you include the link for the webinar invitation in the post.

Another great thing to post in that area is a daily success quote. Post a quote that is relevant to how you feel that day or something that happened, that way when people respond to the quotes you can start a meaningful conversation and continue to grow relationships with your Facebook friends.

[Here is a great place to get some quotes from famous successful people](#)



If there is already something written directly by your name, you can simply clear it before you type something new in.

## **Your Profile Information**

***People want to know YOU!***

Your information section is where people are going to get to know about you as a person. Make this about YOU! Remember that this is a relationship business, and that if people are going to do business with you it will be because they like you as a person. On Rare occasions people will join you strictly for your business, but overall people like to work with someone they have a connection with. Also remember that people might start a conversation with you based off of a hobby or an interest of yours.

Ask yourself how often you've looked at someone's profile and were impressed when it focused solely on a company or a business opportunity?? You probably weren't. Also think about how often you continued a conversation with someone who introduced themselves to you by stating their business opportunity, how great it is, and that you should definitely do yourself a favor and take a look. Your profile could be the beginning of a conversation piece, so we want to make sure that we get the most out of it.

So let's get to it and fill out your profile. Like we said, you want to make it about you on a personal level, and leave your groups, pages, and blog for promoting your business opportunity. Fill in the information section with accurate information about yourself, your likes, your hobbies.. music you like... etc... Talk about what you're passionate about.

In the lower portion of the information section you can put your contact information in and your websites in. This is highly important that you don't over-do it on the amount of website links you put there. I'm sure you've seen the profiles that have 10+ website links there, and that will do nothing but harm you. When someone sees a list of 10+ sites they get overwhelmed, and will more than likely not click on any of your links.

**Contact Information**

Email: rroger17@gmail.com

Skype: Jschultz1784

Website: <http://JordanSchultz.com>  
<http://groups.to/mlm-success/>  
<http://companies.to/mlm-global-mastermin...>

Facebook Profile: <http://www.facebook.com/jordan.schultz3>

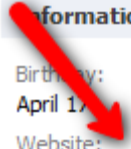


**The information that you fill in in this can show up in the sidebar**

**Information**

Birthday:  
April 17

Website:  
<http://JordanSchultz.com>  
<http://groups.to/mlm-success/>  
<http://companies.to/mlm-global-mastermind-tribe/>



Also note that you can select which information you want to show up in the sidebar. You have to make sure you check the proper boxes to get your websites to show up or not show up.

**Information**

Birthday:  
April 17

Website:  
<http://JordanSchultz.com>  
<http://groups.to/mlm-success/>  
<http://companies.to/mlm-global-mastermind-tribe/>

**Edit Box**

Show:

☐ Relationship Status

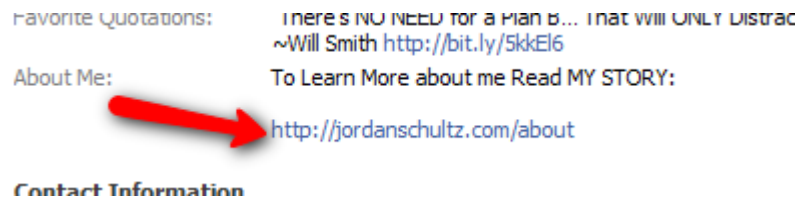
☒ Birthday

☒ Website

[Edit Information](#)



This is one of our favorite little tricks for getting traffic from Facebook to your blog and getting your visitors to actually want to learn about you as a person. Not to mention we've generated quite a few leads off of this unique little trick as well. When you're filling out your information, there is an **“about me”** section which will allow you to tell your story. The best thing you can do is to simply put a link there that directs people to your story page on your blog. When a visitor of yours moves from Facebook to your blog they've come to a new page, and they're more likely to actually read through the entire story rather than travel away after a paragraph or 2.



(this tweak alone has generated me up to 5 leads in a single day,  
and it literally only took me about 30 seconds 1 time)

Not only will they read your story, but they will also visit your blog, and probably look around at your other information. You now have a better chance of that person actually signing up to your subscriber list or purchasing some different affiliate products that you might recommend.

You should now have your profile set up and ready to rock. Oh yeah... There is one more thing that's really important. You probably want to know how to install a webform right on your profile...

This way you can generate leads right from Facebook without having to send people to another website. [Watch this Step-by-Step video to set up your own web-form now.](#)

A screenshot of a Facebook profile's 'My Info' section. It features a red banner for '8 Day Online Marketing Mastery BOOTCAMP'. Below the banner are input fields for 'Name:' and 'Email:', and a red button labeled 'Instant Access!'.

### Section 3: The Keys to Facebook Marketing

It is great to have the proper profile in place and to be adding friends daily from your niche, but that alone will not allow you to generate 20+ leads in a day. There are 2 very important areas where you can gain massive exposure on Facebook. To be completely forward, if you don't have these set up then you're foolishly wasting your time on Facebook. What I'm talking about is having your own Facebook Group or Groups, and your own Fan Page.



*(These Buttons above are examples of both a Fan Page and a Group)*

Each of these options have their own unique advantages and disadvantages, which is why you'll want to utilize both. The biggest reason you'll NEED to have these set up is for extra exposure. When you have a profile set up, chances are that your friends don't invite people to your profile to get some information. You can also only have 5000 friends, which might seem like a lot. However if you're looking at generating 20 leads a day, that only leaves 250 days of the year if all of your friends become your leads. That most likely will not happen. **Groups and Fan Pages have no limit on member size thus creating infinite exposure and lead generation power.**

Throughout the rest of this chapter I'm going to cover how to set both of these up yourself, the advantages of each, and tell you how to use some of the features. Note that I'll be referencing quite a few blog posts that I've written, as Most of these blog posts are actually training videos that show you step-by-step how to do the actions... This is by far the easiest way I could teach you, and I wanted to guarantee that You'll get the most out of it...

**MAKE SURE TO FOLLOW ALL THE LINKS.**

## Facebook Groups

First things first, I'm going to go over Facebook Groups. I'll begin by telling you the features and benefits of having a Facebook group as well as some of the things to watch out for. Then I'm going to walk you through setting your own group up step-by-step. So GET READY, because this is where all the excitement is going to begin.

The advantages of having a Facebook group would obviously begin with EXTRA EXPOSURE... You can only have 5000 friends on a profile, and you don't want to limit yourself when it comes to that, but there are also a ton of other features.

### ADVANTAGES

1. **Group size is Limitless\*\*\*\***
2. **You can e-mail all of your group members-** whenever you want... ( up until your group reaches the 5000 member mark) with a profile, you can only e-mail 20 people simultaneously.
3. **You're able to create group events-** You can invite every single member of the group, You can also invite non-group members and as well non-facebook users to the event via e-mail. You can pretty much get a ton of exposure for your group event
4. **You get to feature all of your information all over the group to SHOWCASE YOUR TALENTS...**
5. **You can set the permissions of the group-** so that only yourself can post videos or discussions, images, or anything that is able to be posted in the group... This will weed out the spam and let people see your content always when they come to the group... (the only thing I don't recommend limiting is the group wall posts... People will visit your group more if they can post on the wall.

### DISADVANTAGES

1. You can't add any extra applications to the group.
2. You can't re-format the URL to look cool... which basically means you get a bunch of ugly numbers and letters when people visit your group.
3. There is NO Public accessibility.. they can't get indexed by the search engines.
4. You can not set up any content to automatically post to the group wall for you.

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