

**Exclusive Report**

# **How to Build a Profitable List Using Facebook**

By

**Will Allen**

<https://www.willpallen.com>

**NOTICE: You Do NOT Have the Right  
to Reprint or Resell this Report!**

You Also MAY NOT Give Away,  
Sell or Share the Content Herein

If you obtained this report from anywhere other than  
<https://www.willpallen.com> , you have a pirated copy.

Please help stop Internet crime by reporting this, [here](#).

© 2019 Will Allen

# Table of Contents

<b>Introduction .....</b>	<b>4</b>
<b>Selecting Your Strategy .....</b>	<b>5</b>
Via a Profile Page .....	5
Via a Facebook Group.....	5
Via a Fan Page.....	5
<b>Setting Up Your Facebook Fan Page .....</b>	<b>6</b>
Step 1: Read the Facebook’s Terms of Service.....	6
Step 2: Set Up Your Fan Page .....	6
Step 3: Design Your Fan Page .....	7
Step 4: Set Up Your Email-Capture Form .....	11
Step 5: Engage Your Visitors .....	16
Step 6: Publish Your Page .....	18
Step 7: Maintain and Update Your Page .....	18
Quick Recap .....	19
<b>Sharing Your Fan Page with the World .....</b>	<b>20</b>
Tell Your Existing Prospects, Customers and Subscribers .....	20
Blog About It.....	20
Promote on Facebook .....	21
Find Fans on Other Social Media Sites .....	24
Tap Into Niche Forums .....	26
Attract Fans Using SEO and Content Marketing .....	27
Swap Content and Endorsements with JV Partners .....	30
<b>Conclusion .....</b>	<b>33</b>

## Introduction

Welcome to the "**How to Build a Profitable List Using Facebook**" report!

You already know that [Facebook](#) is all the rage right now. Indeed, in March of 2010 Facebook surpassed Google just slightly in terms of traffic. That's huge. But maybe it's not a surprise, since Facebook now has over 400 million active users.

If you're a marketer, those numbers probably have you drooling right now.

Just think – 400 million users all gathered in one place. And best of all, they tend to be organized according to their interests (i.e., by niche).

Which brings us to the million-dollar question:

### **How do you tap into this pool of prospects for maximum profits?**

You'll find the exact step-by-step answer to that question inside this report!

Over the next several pages you'll discover a simple three-step process to build a responsive mailing list using Facebook, including:

- **Selecting a Strategy** – You'll find out the best way to tap into Facebook for maximum fun and profits!
- **Setting Up Your Fan Page** – You'll discover the quick and easy way to set up your Fan Page and add an email subscription form. Plus you'll find out what to say to persuade those lukewarm visitors to become eager subscribers!
- **Sharing Your Fan Page With the World** – You'll find out how to get plenty of targeted eyeballs on your Fan Page. In other words, you'll find out how to get all the eager traffic you need to build a big mailing list!

And more!

By the time you've finished reading this report, you'll know exactly how to build a massive list by piggybacking on Facebook's popularity!

Lets' get to it...

## Selecting Your Strategy

Once you join Facebook, you'll notice that there are different ways to promote your business and build your list. Let's look at these three main options...

### Via a Profile Page

When you open up a personal account on Facebook, you get a profile page. This is where you make personal friends, update them on your Wall and similar activities.

Now, you'll note that some people do try to mix business and pleasure. You'll see them pointing their friends towards their business links.

But here's the thing – it's not all that effective. And what's more, Facebook frowns on the idea of you using your personal page for commercial purposes. So let's look at the other two options...

### Via a Facebook Group

A Facebook group is a bit like a forum. You create this group around a tight niche topic, invite people who share an interest in the topic, and moderate discussions. However, these groups aren't visible to folks who aren't registered – meaning they won't get picked up in the search engines.

Here's the other thing...

Facebook considers these groups as part of your personal profile. And that means that the group isn't inherently commercial. That is, Facebook didn't set them up with the express purpose of allowing people to promote their businesses and brands.

Which brings us to the final option...

### Via a Fan Page

Aha – by process of elimination we come to the Facebook Fan Page. These pages are different because Facebook actually encourages people to promote their businesses,

products and brands using fan pages. Indeed, that's their purpose. And that's why they're the best option for you to use to build a list your list and promote your business.

Next up, let's go through the steps of how to set up your own fan page...

## Setting Up Your Facebook Fan Page

In the following easy step-by-step process you'll discover everything you need to know about creating your fan page, incorporating your email-capture forum and engaging your visitors.

Let's jump right in...

### **Step 1: Read the Facebook's Terms of Service**

Before you do anything, read all of Facebook's policies and terms of service. As Facebook continues to grow and evolve, its policies are likely to change as well. So be sure to read those policies to make sure you're complying with Facebook's rules.

### **Step 2: Set Up Your Fan Page**

If you haven't already done so, you need to first open a personal Facebook account (profile). Just go to [Facebook.com](https://www.facebook.com) and choose to register a new account.

Once you've created your personal account, then you can create your Fan Page. Just go to: <http://www.facebook.com/pages/create.php>

Here's what to do next:

→ **First, choose whether your page is for:**

- A local business.
- A brand product or organization.
- Artist, band or public figure.

Once you've made that initial choice, you'll be asked to specify exactly what type of business, product or person your page is about.

→ **Next, choose the page name.** This should be easy for your prospects to recognize. In other words, the page name alone ideally should convey a benefit to your prospects and tell them what the page is about.

If you've already built a brand, then be sure to include your brand name (even if it's your own name) in the page title.

Example: "Joe Blow's Golfing Secrets."

→ **Finally, check that option that states that you are indeed an official representative** and click on "create official page."

Now you're ready to design your fan page...

## **Step 3: Design Your Fan Page**

Now it's time to design your page.

But first, a sidebar...

-----

Sidebar: Before you even upload one photo or write one word of text, consider this: What is the overall goal of your page?

Don't list a half a dozen goals. If you have a half a dozen goals, and try to create a page that tries to get your visitors to do a half a dozen things, they'll get confused. Give 'em too many choices, and they won't take any action at all.

So think of your singular goal. In this case, your overall goal is to build a list. And that means everything you do with regards to this page should be done for the purpose of turning as many targeted visitors into subscribers as possible.

In short, make sure everything you do fits in with your list-building goal.

-----

Now, let's quickly go through the steps of setting up your newly created fan page...

### **Step 3.1: Upload photos**

Clicking on picture of the question mark on the left side of your page allows you to change this picture. Once you've clicked on it, then click on "change profile picture."

This profile photo is important. That's because a thumbnail version of this photo will appear throughout the site.

Example: This photo (and your page title) will appear in the profiles of all your fans.

In other words, this photo is like a mini advertisement for your Fan Page. And that means it needs to be visually interesting and relevant.

Example: If you've set up a site about training puppies, then your thumbnail should include a photo of a puppy.

### **Step 3.2: Edit the Page**

Once your photo or graphic is uploaded, then click on "edit the page" (on the left side, right under your photo).

Then one-by-one, go through the following options and settings:

#### **→ Settings**

Click "edit" to enter country restrictions, age restrictions and privacy settings.

Note: For now, choose the "Unpublished: Visible Only to Admins" option. Once your Page is ready, you'll go back and change it so the public can see it.

#### **→ Wall Settings**

Your Wall is where all the interaction takes place between you and your fans. To encourage this interaction, be sure to allow posts by "Page and Fans." You may also choose to allow your fans to post all kinds of content, including photos and videos.

Please note that one of the most important settings is included in the Wall Settings. Namely, the "Default Landing Tab for Everyone Else" setting.



This is where you decide whether your visitors to your Fan Page should first see:

- Your Wall
- Info
- Photos
- Discussions

Here's the key: Choose something that you can control.

If you show your Wall first, you can't control what your visitors will see the first time they come to your Fan Page. Maybe a crazy fan will have just posted something unfair and untrue about you and your business. Or maybe someone came along and posted their porn links.

Trust me, that's NOT something you want a fresh prospect to see (at least not in their first 20 seconds of landing on your Page).

Instead, show them a page you DO have control over. And ideally, that means showing them your subscription page first.

Now, because you haven't yet created this page, you can't choose that option. So for now, just make a note to yourself that you need to return to this particular setting AFTER you've set up your subscription page.

### → **Mobile**

If you have the ability to access the web from your phone, you can use this mobile option to update your Fan Page on the go.

### → **Applications – Discussion Board**

You can choose to add or delete a discussion board on your Page. If you add it, then it will appear as a tab at the top of the page.

### → **Applications – Events**

This is primarily for those who're holding offline events, like a Grand Opening, an Open House or a Customer Appreciation Day.

However, you can use this tab to advertise if you hold online events, like contests or teleseminars.

### → Applications – Links

This is where you choose who can add links to your page – just you, or your fans as well.

What you decide to do here depends on how you're using your page.

Example: If you're holding contests where people need to blog about your business, then you'll want to allow people to link to those blog posts. Or if you ask people to upload YouTube videos about your business, then you'll want to allow them to post those links, too.

Choose the setting that best fits how you intend to use your Page. You can always go back and edit the setting if need be.

### → Applications – Notes

The Notes application is basically like a blog. It's different from your Wall posts, because the Notes application allows you to make longer posts.

You can import your RSS feed into your Notes application – and you can even take it a step further and encourage your raving fans or JV partners to post your RSS feed in their Notes!

### → Applications – Photos

This is self explanatory – here's where you can upload albums and photos.

### → Applications – Video

Again, self-explanatory. This is where you can upload relevant videos to your Fan Page.

### → More Applications

Finally, this is where you can incorporate even more applications into your Fan Page.

You'll see an app in this section called "Static FacebookML" – be sure to active that one for your page. You'll need it when it comes time to create your email-capture page.

Tip: To activate, just click on the "Static FacebookML" button. When you arrive on the Static FacebookML page, click on "add to my page."

Now, you might be tempted to add a lot of other apps to your Page. Hold up a minute. Before you even think of adding an app, ask yourself if it help furthers your goal of getting your Facebook Fans to sign up for your mailing list. If not, don't add it.

You'll learn more about the best business apps in the "engaging your readers" section that's coming up shortly.

Now that you have your basic Fan Page in place, let's integrate your subscription form...

## **Step 4: Set Up Your Email-Capture Form**

There are two factors involved when setting up your email-capture form:

- 1. Technical aspects.** This refers to the actual instructions for getting an email subscription form on your Fan Page. Don't worry, I give you instructions below (it's easy).
- 2. Marketing aspects.** Just putting a subscription form on your page doesn't guarantee you'll get a horde of new subscribers. You need to actually persuade people to join this list. This is the marketing aspect.

Let's look at these separately...

### **Technical Aspects: Capturing Emails with a Subscription Form**

Earlier I mentioned that you should get the Static FacebookML app on your site. If you haven't already done so, do that step now.

Then follow these steps...

Return to the "*Settings*" section, scroll down to the Static FacebookML app, and click on "*edit*."

You're now faced with two text boxes:

**Box Title:** This is where you put the title that will become the title for this tab. Something like “Free Newsletter” or “Get Email Updates” tells you what the tab is about.

However, you may want to use a tab title that conveys a benefit to the prospect, such as “Get a Free Report.” You can be even more specific by using a title like, “Free Dog Training Secrets.”

**FacebookML:** This is where you put your persuasive sales copy and the HTML code for your subscription form.

In the next section you’ll learn how to write the persuasive copy that appears above your subscription form. For now, let’s focus on the HTML code. Fortunately, this is simple. All you need to do is:

- **Create an account with a mailing list manager.** I suggest you use [Aweber.com](http://Aweber.com).
- **Create a new autoresponder at this service.** I won’t explain how to do this here, as Aweber (and most other services) walk you through this process through both text and video instruction. However, do be sure to upload at least one welcoming message to your new autoresponder.
- **Get the HTML code that creates your form.** Again, Aweber’s instructional videos and text shows you exactly how to do this. (Note: Be sure to choose the HTML code and not the java script code.)

Now you can paste this code into your FacebookML box where you want the newsletter subscription form to appear. You may want to just type in some “placeholder” text and paste in the code. Then after you read the next section, you can delete the placeholder text and replace it with persuasive sales copy.

Once you have those two text windows filled in, click on “*save changes.*”

Now go back to your main Fan Page and click on “*Boxes.*” You’ll see that your subscription page is listed under that tab. Let’s edit it so that it becomes a main tab on your Page:

- **Click on the little pencil icon** (the edit icon) next to the title of your newsletter subscription form.

- **Choose the option “Move to Wall Tab.”** You’ll get taken back to the front page of your Fan Page.
- **Click on the plus sign (+) on your Tabs menu,** which is where you can add a new tab to your Wall. Then scroll down the list of options and choose your newsletter tab.

Your newsletter tab should now show up on the front page of your Fan Page.

Tip: Once you’ve set up your “subscription” tab, return to the Wall Settings. At this point you’ll want to go to “Default Landing Tab for Everyone Else” and change it to your subscription tab. That way, first-time visitors will see your subscription form first.

### **Marketing Aspects: Giving People a Reason to Join**

As mentioned before, you can’t just slap a “Free Newsletter” tab on your Page, paste in a subscription form and expect to build a big list.

You need to give your visitors a reason to join your list. And you do this by offering a freebie and using persuasive copy.

Let’s look at these separately...

#### **➔ Offer a Freebie**

You need to give your prospects a reason to join your list – and typically that means offering some kind of valuable freebie such as:

- A free multi-part ecourse. This is where you deliver a course by email, over a series of several days or weeks. The advantage of this freebie is that you train your subscribers to read (and look forward to) your emails.
- A free valuable free report, audio or video.
- Access to a private membership site.
- A discount coupon.
- Automatic entry into a contest.

- Free software, tools, or other resources.

Two points to keep in mind as you're deciding what to offer:

- 1. Make it something valuable.** That is, your freebie should be something that your prospects would be happy to pay for.
- 2. Give them something they want.**

One way to address both of the above points is to give them something that they're ALREADY paying for.

That way, you know it's valuable enough that they'd pay for it... and you know they want it (otherwise they wouldn't already be buying it).

### → Use Persuasive Copy

Once you've chosen your freebie, then it's time to write your persuasive copy. Think of this page as a mini sales page – and then “sell” your freebie as if it was a paid product. Like this:

*Use an attention-getting headline.* The headline at the top of the page should present the biggest benefit to your prospects.

#### Examples:

- How to Quickly and Easily [Get a Benefit] In Just [Short Time Period] – Free Report Shows You How! (*How to Quickly and Easily Lose 10 Pounds in Just Five Weeks – Free Report Shows You How!*)
- Who Else Wants to [Benefit]? (Who Else Wants to Discover the Secrets of Housetraining a German Shepherd Dog?)
- Free Report Reveals How [Group] Almost Always [Gets Benefit] – And How You Can Too! (Free Report Reveals How Some Marketers Almost Always Make Six Figures During a Product Launch – And How You Can Too!)

### → State Your Benefits

Next, you want to further entice the prospect by listing all the other benefits. You can use your second-biggest benefit in the opening of your letter. Then you

can create a bulleted list of the top half a dozen benefits your prospects will get when they join your newsletter list.

Tip: You create these benefit statements in the same way you create headlines - by presenting benefits and, where applicable, arousing curiosity. See the headlines above for examples - you can use this same structure to create your bulleted list of benefits.

➔ **Offer Proof**

Your prospect wants to believe you, but he's skeptical. After all, you made some pretty big claims. That's why it's a good idea to offer proof of your claims, such as endorsements, testimonials, photos, videos and anything else to prove that what you're saying is true.

➔ **Create a Strong Call to Action**

Finally, you need to end with a strong call to action. This is where you tell your prospect exactly what you want them to do next. Preferably, you create urgency by telling them why they should act right now.

Example:

Discover these marketing secrets now by entering your first name and email address in the form below. But hurry - this report won't be available for long, so join now to avoid disappointment!

[Then insert your subscription form below the call to action.]

**Please Note:** If you entered "placeholder" text when you were creating your newsletter tab, go back and copy and paste your mini sales letter into that box.

Also, if you haven't already done so, be sure to return to the "Wall Settings" page and choose your newsletter tab as the landing page for first-time visitors.

Then move on to the next step...

## **Step 5: Engage Your Visitors**

Your Fan Page is almost ready to go – now you just need to engage your visitors and encourage them to take action. Here's how...

### **→ Encourage Visitors to Take Action**

Take a look at the tabs you created. Look at the content. Ask yourself this:

Does your Fan Page support your goal of building your mailing list?

Example: Does your "Info" page encourage people to join your newsletter? Have you created posts on your Wall to remind visitors to subscribe?

Point is, be sure to always be promoting your newsletter.

The second "call to action" that you want to create is to remind your visitors to become Fans.

This is extremely important. That's because your Fan Page link and thumbnail picture will show up in the public profile info of every one of your fans. And that means the more fans you have, the more people who'll see your Fan Page, which leads to even more fans...

And so on.

Point is, you need to encourage people to become fans to help the viral affect kick in.

### **→ Engage Your Visitors**

One of the reasons you're building a mailing list is to capture that segment of the population that may visit your Fan Page once... and never visit again.

If you can get them on the mailing list, then you don't have to worry about if they ever visit again.

On the flip side, you're going to have people who'll visit your Fan Page and NOT join your newsletter. However, if they find your Fan Page engaging, they'll return – maybe again and again. And as they get to know, like and trust you, they may eventually join your list.



Point is, you need to make your Fan Page engaging so people will visit often.

Tip: Here again it's important to encourage people to become fans. That's because they'll get reminded to come back to your Fan Page. And the more they come back, the more likely it is that they'll join your newsletter list!

Now, one way to engage people is by making your Fan Page interactive. When you first set up your Fan Page, you added features and apps that are interactive, such as:

- Allowing fans to post on your Wall.
- Allowing fans to post photos and videos.
- Creating a discussion board.

That's a good start.

However, depending on what type of Page you've set up (as well as what niche you're in), you might also considering other interactive and promotional apps to your Fan Page, such as:

- **Twitter App.** When you're editing your main Page, you'll see a link at the top of the page that says "Link Your Page to Your Twitter Account." This feature allows you to export your Facebook updates to your Twitter page.
- **[Voice Mail](#).** As the name implies, this app allows visitors to leave you a voice mail
- **[IEndorse](#).** This one allows your Fans to submit their testimonials. This is a good form of social proof!
- **[Facebook Poll](#).** You can use this app to create fun polls to engage visitors. Or you can create serious polls to learn more about what your visitors and prospects want.

That's a start – and for many business owners, that's probably enough. Again, if you create too many choices, they can backfire and become distractions.

In other words, keep your visitors interested, engaged, and coming back for more – but keep it simple, too.

Tip: If you have an idea for an application that would help your Fan Page, just browse the available apps or run a search. Chances are, an app to fit your needs already exists.

## **Step 6: Publish Your Page**

Does everything look good? Did you test all your links? Does your thumbnail photo look right? Did you create a few posts on your Wall and/or on your Notes page so that your fans have something to read? Did you test out your subscription process, from the email form to through the subscription confirmation stage?

If everything works, then it's time to make your Fan Page public. One way to do that is to return to your main page and click on the "publish this page" link at the top of the page.

Otherwise, if you need to change other settings, then you can do it from your settings page. Here's how:

- Return to your main page and once again click on "*Edit Page.*"
- Go into the "*Settings*" section and click "*edit.*"
- Under the "*Published*" section, choose "*Publish (publicly visible).*"
- Click "*Save Changes.*"

That's it – now your Page is viewable to the world.

In just moments you'll discover how to promote your page. But before we get into that, we have one last step...

## **Step 7: Maintain and Update Your Page**

You already have some content on your Fan Page, including a few Wall posts, some information about yourself and your business and maybe even some photos or interactive content.

That's a good start.

But if you want to get your visitors coming back again and again (which increases the chances of them becoming subscribers), you need to give them a reason to come back. And that means you need to regularly update your Fan Page with new information.

Here are some ideas...

- Announce events like teleseminars, webinars, and even product launches.
- Offer contests. (Note: Be sure to read Facebook's terms of service, because they only allow you to run a contest with their permission.)
- Post tips on your Wall. Post longer tips and information on your "Notes" page. Be sure to do this regularly - at least once per week, but two or more times per week is preferable.
- Offer thought-provoking and even controversial questions and comments on your discussion board. These comments not only get people joining in on the discussion, they get the "lurkers" returning repeatedly just to watch the discussion unfold.
- Create and share videos for your fans.
- Encourage your fans to create and share videos about your business or products.

Point is, if you regularly update your Page with good content, your fans will regularly visit to see what's new.

## Quick Recap

And there you have it - you just learned how to create your Fan Page, integrate your email-subscription form, engage your readers and encourage them to join your list.

This is powerful stuff - but only if you can pull interested prospects to your Page. And that's exactly what you'll learn how to do next...

## Sharing Your Fan Page with the World

You've created a great Fan Page – but this Fan Page won't help you get even one subscriber to your list if no one sees the page.

Read on to discover how to get all the targeted traffic you need...

### Tell Your Existing Prospects, Customers and Subscribers

This one is easy – just drop a note to your existing lists to tell them about your Fan Page.

Now maybe you're thinking that since these folks are already on your lists, there's no need to tell 'em about your Fan Page. Au contraire!

You see, these existing customers and subscribers are likely to become fans of your page, which means more folks will learn about your Page (via links in your Fan's profiles). That's viral marketing – and free traffic.

But that's not all.

These existing customers and subscribers are also likely to post on your Wall and join in on your discussions.

That makes your Fan Page look busy, which naturally attracts other people to start interacting. And as you already know, an engaging, interactive site is a "sticky site" – one that people come back to again and again!

### Blog About It

Just as you should tell your existing subscribers about your Fan Page, you should also tell your existing blog visitors about it.

That's because many of your blog readers will happily become Fans as well as contributors to your Wall and your discussions. And as mentioned above, these sort of activities directly lead to more Fans and more interaction on your Fan Page – which leads to a bigger list for you!

Obviously, you can and should blog about your Fan Page as soon as you publish it. And certainly you can make posts about it from time to time to remind people to become Fans and interact.

However, you should also place a permanent advertisement on your blog (perhaps in the sidebar).

One way to do this is to create your own ad, whether it's a banner ad or a text ad. And then place this ad in your sidebar, create a separate "page" for it and link it to your navigation menu, or place it in your blog's header.

Another way to create this ad is by using a widget, such as the [Facebook Fan Box](#). This application allows you to import your Page content to your blog. Plus it encourages your blog visitors to become Fans.

So, which should you use? As usual, test to find out which method brings you the best results.

Tip: If you don't already have a blog set up, add it to your to do list. That's because it's a great way to communicate with both your prospects and customers.

Fortunately, it's fast and easy to set up a blog. If your webhost uses Cpanel, log in and scroll down to Fantastico De Luxe. Click on it. Then choose the option to install a WordPress blog. It only takes a few minutes and few clicks.

If your webhost doesn't have this option, then you can download the WordPress blog script directly from WordPress.org. Even if you're doing it manually, it's still a fast installation.

**Note:** If you're not familiar with installing scripts, [read this](#). And if you need help customizing your blog, [start here](#).

## Promote on Facebook

You have a big pool of prospects already gathered on Facebook, so you might as well tap into it!

As you've already discovered, the more fans you get, the more the viral effect takes hold. However, here are even more ways to promote your Fan Page on Facebook:

### → Invite Your Personal Friends to Become Fans

If you're currently using a personal profile page, then you probably already have a list of friends. Be sure to inform these friends that you've created a Fan Page.

Tip: Post about it on your personal Wall, too. If you're comfortable, set your personal profile privacy settings so that your Wall is viewable to the public. That way, even people who aren't on your friends list will see any posts you make about your Fan Page.

### → Encourage Facebook Users to Repost Your Content

Here's another way to tap into your existing customers, subscribers and Fans – ask them to repost your content.

Now, obviously people aren't going to repost every little note you make or post you put on your Wall. And you shouldn't ask them to.

Instead, just ask them to repost "special" content, like announcements of contests and things like that. You might even offer an incentive, such as giving people a free report if they repost something on their personal profiles and their own Fan Pages.

### → Seek Out Like-Minded Others

You can seek out friends, Fans and even potential JV partners on Facebook. Just go to the top of the page and enter your niche keywords (like dog training) and click "search."

You'll then have the option of narrowing your results to People, Pages or Groups. All three of these will be potential friends (whom you can invite to become Fans) or potential joint venture partners.

### → Make Relevant Comments on Other Pages and Profiles

Once you expand your friend base, you can comment on their Walls – and your comments will link to your Fan Page, which is like having a mini advertisement where ever your post.

Likewise, can also post on other Fan Pages in the same niche as your. You get the same end result here, in that your comment includes your thumbnail photo and a link to your Fan Page.

Finally, you can also find related groups, join them and start posting.

In all cases, don't "spam" someone else's page. That is, don't advertise or link to your Fan Page. Let your thumbnail and Page link do your advertising for you.

### → Buy a Facebook Ad

You've probably seen the "promote your page," "create an ad" and similar links on your Fan Page. You can click on these links to buy a Facebook ad, or to go <http://www.facebook.com/advertising/>.

Here's how it works...

1. Click on the "Create an Ad" link.
2. Choose your title, body text and image.

You get 25 characters for a title, 135 characters for the body of the ad and the option of uploading an image.

As such, this is a short ad – so you need to grab attention quickly and call people to action so they click through to your page. Unfortunately, the title is set – it's the title (name) of your Fan Page. So that means you just have the body copy (135 characters) to get people to take action.

Let me give you an example for a golf Fan Page:

"All the savvy golfers are fans. Are you? Join now!"

And another example – this one taps into a controversial angle:

"Who Else Thinks [insert controversial thing]? Join now to have your say!"

Example: Who Else Thinks Tiger Woods Sucks? Join now to have your say!

Once you've filled in your ad and uploaded your image, then...

**3.** Click "Continue."

**4.** Complete your "targeting" information. Who's your target market? This is where you decide who gets to see your ads. Be specific as possible to generate the best results.

Once you've filled in this information, then...

**5.** Click "Continue."

**6.** Choose your budget. This is where you choose when to start your ad, on what dates your ad should appear, our daily ad budget and whether you want to pay per click or per impression.

Tip: You may want to start off paying per click - that way, you're only paying for those people who are most interested in your ad. That is, you're only paying for people who've "self qualified" themselves.

However, that's just a place to start. Ultimately you'll want to test both kinds of ads to see which one brings you the best results and the most Fans.

Make your choices and...

**7.** Click "Review Ad." Now you come to the place where you can review everything, from your ad to your budget. If you see any problems, click "edit ad." Otherwise, fill in your credit card information and choose "place order."

That's it! Now just test different ad copy, ad formats and targeting to see which produce the best results for you.

## Find Fans on Other Social Media Sites

People who are members of one social media site tend to be members of other social media sites. And even if they're not yet members, they're certainly familiar with the technology and therefor open to joining another one.

Point is, telling your other social media network contacts about your Fan Page is a good idea. And even if you don't yet have contacts on these other sites, you can certainly join them, grow your networks, and point them to your Fan Page.



Tip: Naturally, you should point your contacts to your on-site squeeze page first, rather than making them take the extra step of visiting a Fan Page and then joining your list. However, many social media users will view it as a less “spammy” if you link to a Facebook page (versus your own site).

Here are some of the top sites:

- **[Twitter.com](#)**: Here’s one site you should join if you’re not already a member. You can ask people to “retweet” (re-post) your posts. This works especially well if your tweet is extremely useful or announces an event like a contest. You can also link to your Fan Page from your profile.
- **[MySpace.com](#)**: Used to be king, but Facebook has replaced them as the top social networking site. Nonetheless, if you’re already on MySpace, then be sure to invite your network.
- **[Ning.com](#)**: You can start or join social networking groups here.
- **[Squidoo.com](#)**: A site whose focus is on content, but there’s a social aspect as well. You create search engine optimized (SEO’ed) content to pull in traffic, post it on your Squidoo Lens and then link your Lens to your Facebook page. (More about SEO later.)
- **[HubPages.com](#)**: Same as Squidoo.com.
- **Third party blogs, such as [LiveJournal.com](#), [Blogger.com](#) and [WordPress.com](#)**. These sites frown on “commercialized” posts, which is why it’s less likely to be viewed as spam if you link to Facebook as opposed to your own site.
- **[YouTube.com](#)**: The king of the video-sharing sites. Create a video related to your niche and mention the link to your Facebook Fan page. You can also link to it directly from within your account profile.
- **Miscellaneous other social media sites, such content sharing sites like [Glogster.com](#) and [Wikidot.com](#)**. You can find even more sites by running a Google search for “social networking” and “[your niche keywords].”

## Tap Into Niche Forums

Forums are social communities. And that's why they're also great places to promote your Fan Page. Forum members who interact socially on a forum will be quite comfortable interacting on your Fan Page.

You probably already know many of the top forums in your niche. If not, just run a search in Google for your niche keywords (like "golf") alongside search terms like:

- Forum
- Discussion board
- "powered by vBulletin"
- "powered by PhpBB"
- "powered by SMF"

Now, you can't just join a forum and start blatantly advertising your Fan Page. Doing so will get you banned on most forums.

Instead, what you need to do is become an active, helpful contributor to the forum – in other words, you need to become a helpful member. That means answering questions, creating threads that are helpful to others and in general becoming a valued member of the niche community.

Here are other tips to help you become a respected member:

- **Lurk first and read the archives for a few days before posting.** That way you can understand the forum etiquette before you start contributing.
- **Don't post articles or blog posts.** Many forum owners frown on "cut and paste" answers. Keep your answers unique and original. (If you want to post them on your blog, do so after using the content as a forum answer.)
- **Don't post one-line answers.** That makes it look like you're just trying to get more exposure for your signature link. Instead, answer questions thoroughly.

Once you start contributing, then you can indirectly advertise your Fan Page in three ways:

- 1. On your profile page.** When you first join the forum, you'll need to fill out your profile. This is where you get an opportunity to tell others more about

your business and yourself. Be sure to include a link to your Fan Page in your profile.

- 2. Via your signature link.** This is the mini-advertisement and link that appears at the bottom of all your posts. It should offer a benefit and/or arouse curiosity, along with encouraging people to click through. In other words, it's similar to the Facebook ad you created earlier. Indeed, you can place the copy from your Facebook ad into your signature link.

Example: "Find out what 38,498 other dog lovers know about training the perfect dog! Click here to find out..."

- 3. Through your social media contacts.** Finally, more and more forums now allow members to include their Facebook URLs in their profiles. Every time you post, a Facebook icon shows up alongside your post, which allows people to click through to your Fan Page.

Remember, this isn't a quick "hit and run" method. As you grow your reputation in these niche communities, the number of people clicking on your signature file link will also grow.

## Attract Fans Using SEO and Content Marketing

Another way to attract new fans is through the combination of content marketing (such as submitting articles to article directories) and SEO (search engine optimization).

This is where you optimize your content to draw in search engine traffic. In turn you direct this traffic to your Facebook Fan Page.

Here's how to do it:

### **Step 1: Find Out What Your Fans Are Already Searching For in Google (And Elsewhere).**

In order to optimize your content, you first need to know what keywords your market is currently searching for to find information in your niche. And you do this by using your choice of keyword tools, such as the [Google keyword tool](#), [www.Wordtracker.com](http://www.Wordtracker.com), [www.MarketSamurai.com](http://www.MarketSamurai.com) or your favorite tool.

Next, enter your broad niche keywords into the tool.

Example: "baseball cards" or "hair loss" or "Internet marketing."

The tool will likely give you hundreds if not thousands of results. Many of these tools display the most-searched words at the top of the list. However, these are also the most competitive. And that means it will be difficult for you to rank well for them.

As such, look for longtail keywords – these are words that are at least three, four or five words long. And while they may not get as many searches as the top keywords, they also don't get as much competition – and that means you have a better chance of ranking well for them.

Some tools like WordTracker give you an indication of how much competition there is (just look for words with a KEI value above 100). If your tool doesn't do that, you can determine the competition yourself. Go to Google and type in your selected keyword in quotes (like "Chicago online marketing").

The results give you a pretty good idea of your competition.

**However, consider this:** The number of "true" competitors – those who are actually trying to rank for those words – will be smaller than the results you just generated.

Chances are, your true competition will include the keywords in the title of their web pages. As such, you can get a better sense of your true competition by running this search in Google:

```
allintitle: "your keywords"
```

(Be sure to replace "your keywords" with your actual keywords.)

The results displayed are only the sites that use your keywords as their page title – and thus you have a better idea of how many others are actively competing for top rankings for that word.

Once you select your keywords, move on to the next step...

## **Step 2: Write Content Around These Keywords**

Now that you've selected your longtail keywords, you need to write one article around each keyword. You do that by including your keyword approximately one

to two times for every 100 words of content. So if you have a 500-word article, your keyword should appear 5-10 times – including in the title of your article.

Here's an extra tip...

It's important that you use synonyms for your keywords and other closely related keywords in your article. That's because some search engines look at your article as a whole, to make sure that your article really is about the keyword.

Example: Let's say you're writing an article about "losing weight." We'd expect to see different words that mean the same thing, such as "burning fat," "weight loss" and "melting the pounds." And indeed, some search engine look for these similar words – so be sure to include them, as it will help your content rank higher.

Once your article is complete, move on to the next step...

### **Step 3: Create a Call to Action**

The next thing you need to do is create a "call to action" at the end of your article, where you encourage readers to click through to your Fan Page.

If you're posting this article on one of your own sites (such as on your blog), you can simply include this call to action within the article itself – such as in the last paragraph.

If you're submitting to article directories or other third-party sites, you often get an author's byline (also known as "author's bio box").

Despite the name, don't make this space about you. Instead, create a mini-advertisement with a call to action that encourages people to click through to your Fan Page.

Example #1: "Do you ever have to lock your dog away when visitors come? Do your neighbors complain about the constant barking? Has your dog destroyed more shoes than you can remember? If so, it's time you discovered what the world's best dog trainers know about training perfect dogs – click here to discover these secrets for free!"

Example #2: "To discover even more free secrets of training the perfect dog, click here to join [number] other dog lovers on the [name of Page] Facebook Fan Page!"

#### **Step 4: Distribute the Content**

Your next step is to distribute this optimized content. Here's where:

- Post it on your blog.
- Ask your JV partners to post it on their blogs (see the next method for more info).
- Distribute it to article directories such as [www.ezinearticles.com](http://www.ezinearticles.com), [www.ideamarketers.com](http://www.ideamarketers.com), [www.articlealley.com](http://www.articlealley.com), [www.buzzle.com](http://www.buzzle.com), and [www.goarticles.com](http://www.goarticles.com).
- Post it on social media and content-sharing sites. This includes Facebook, of course. But you can also post it on [www.Squidoo.com](http://www.Squidoo.com), [www.HubPages.com](http://www.HubPages.com), [www.Wikidot.com](http://www.Wikidot.com), [www.Blogger.com](http://www.Blogger.com), [www.livejournal.com](http://www.livejournal.com), [www.wordpress.com](http://www.wordpress.com), [www.ning.com](http://www.ning.com) (in a related group), [www.myspace.com](http://www.myspace.com) and any niche social media groups.
- Post it on niche forums – but ONLY those forums that have a special sub-forum set aside for this purpose.

And finally...

#### **Step 5: Rinse and Repeat**

Keep writing and distributing articles until you've exhausted your keyword list. Then you can go research another keyword list and do it again!

## **Swap Content and Endorsements with JV Partners**

Another powerful way to spread the word about your Facebook Fan Page is by swapping content (such as blog posts or articles) with people in your niche.

You can also simply recommend one another to your respective lists and visitors.

Here are a few examples:

- Trade endorsements with others who have Fan Pages in your niche, and then endorse each other prominently on your pages.
- Swap articles or even just links with bloggers in your niche.
- Mention in each in your YouTube videos.
- Trade forum signature lines. (Meaning you post your own forum signature link along with your partners. And your partner posts his own along with your link in his signature file.)
- Swap content or endorsements to your newsletter lists.

Without even doing a lick of research, I bet you already know some potential JV (joint venture) partners. Add those folks to your list, and then find others like this:

- Seek out those with common interests on Facebook. Focus on those who own groups or Fan Pages in your niche.
- Run a Google search for your niche keywords (e.g., "bass fishing"). Those listed in both the regular (organic) search engine results as well as the sponsored (PPC) listings are all potential partners.
- Do a more specific search. You can use Google to find blogs, newsletters and forums in your niche.

Example: Run a search for your keywords alongside search terms like: "powered by WordPress," "powered by vBulletin," "powered by phpBB," etc.

Or you can do it in a more general way, by simply searching for your keywords alongside words like "blog."

Example: "bass fishing blog" (without the quotes).

- Find product owners in [Clickbank.com](https://www.clickbank.com). Search the relevant categories (or search for niche keywords) in Clickbank's marketplace. Most of these product owners have newsletters.

- Read the popular newsletters, forum and blogs in your niche. The owners tend to link to other niche sites, so you'll uncover plenty more potential partners this way.

Once you've found these partners, your next step is to approach them about doing a JV. It's easier to propose a JV when you know the person – meaning you should build relationships first and think about JV later.

But if that's not possible, below you'll find an example of how you might approach a potential partner. (Note: This is how you might approach another Fan Page owner.)

-----

Dear [First Name],

It's [your name] here from [your Fan Page and link].

You've got a great page! [Explain why it's a great page to show that you've actually visited it. Also be sure you become a Fan before you write this letter.]

The reason I'm writing is because I have a Page in the same niche. Except I noticed that none of my most interactive fans are also fans of your page – and vice versa.

So here's what I propose – let's endorse each other's Fan Page to our respective Fans and lists. If even 10% of my Fans join your Page, you'll instantly gain [number] of new Fans!

Hit reply right now and let's set this up. I look forward to working with you!

[Your Name]

P.S. I'll also mention your Fan Page on my blog. Just a little extra free publicity for you to sweeten the pot.

-----

Now let's wrap things up...



## Conclusion

Congratulations – you now know the secrets of building a responsive mailing list using a Facebook Fan Page!

Let's quickly recap the three-step process:

- 1. Selecting a Strategy** – You found out the best way to tap into Facebook for maximum fun and profits! Namely, by creating a niche-specific Facebook Fan Page!
- 2. Setting Up Your Fan Page** – You discovered the quick and easy way to set up your Fan Page and add an email subscription form. Plus you learned how to create a mini sales page to persuade your toughest prospects to join your list!
- 3. Sharing Your Fan Page With the World** – You learned how to get plenty of targeted eyeballs on your Fan Page, through a combination of SEO, content marketing, joint ventures, social media marketing and more!

End result – *you know exactly how to build your list using Facebook!*

However, just knowing how to do it doesn't magically build your list. That's why you need to take action, starting right now. And that means opening up your Facebook personal account (if you haven't already done so) and creating your first Fan Page.

Go ahead, get started now – because **the sooner you start, the sooner you can build your list and put your Fan Page to work for you!**