



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
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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 1st 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 2nd 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 1st 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 to eager or greedy, and move to fast. Pay close attention the 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.

I'm an Entrepreneur at heart.
From Cheffing in my own
restaurant to my Internet
Business.

~Social-Media Specialist~

Sign up for my Social-Media
Bootcamp to learn my SECRETS.

<http://social-media-domination.SecretMLMcode.com/?t=pic>

Information

Birthday:
April 17

Website:
<http://JordanSchultz.com>
<http://groups.to/mlm-success/>
<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](#)

Vitaliy Dubinin Don't miss today's webinar to learn how to be on 1 page of Google from the top Internet Marketer 9PM EST ,Wednesday, 28.04 Register Now - Only 1000 seats available <http://webinar.nextmlmsuccess.com/?t=FBstatus> 15 hours ago

Wall Info Photos Video Boxes My HTML >>

Write something...

Attach:

Share

Filters

Create an Ad

Monavie vs Vemma x

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

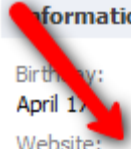
Email: rroger17@gmail.com
 Skype: Jschultz1784
 Website: <http://JordanSchultz.com>
<http://groups.to/mlm-success/>
<http://companies.to/mlm-global-mastermin...>
 Facebook Profile: <http://www.facebook.com/jordan.schultz3>



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

Information

Birth day:
 April 17
 Website:
<http://JordanSchultz.com>
<http://groups.to/mlm-success/>
<http://companies.to/mlm-global-mastermind-tribe/>



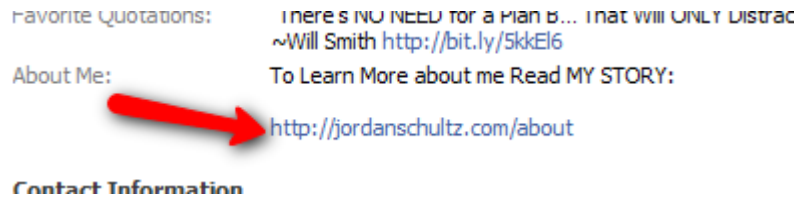
Also note that you can select which information you want to show up in the sidebar. You have to make sure you check the proper boxes to get your websites to show up or not show up.

Information Edit Box

Birth day:
 April 17
 Website:
<http://JordanSchultz.com>
<http://groups.to/mlm-success/>
<http://companies.to/mlm-global-mastermind-tribe/>

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.](#)



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.

As you can clearly see the Advantages of the group definitely outweigh the Disadvantages, and I'm sure you can also see why you need to have a group on Facebook to truly maximize exposure for you and your brand.

So let's get into setting up your Facebook group. The first thing you need is a catchy group name, and a cool group picture. Your group name is going to want to describe your focus of what you'll be teaching to your group members. You can choose from as broad a topic or as specific a topic as you want. Just remember that if it's too broad, it will be hard to cover everything... and if it's too specific you'll have trouble coming up with content to give.

A great group title is also something that you want to show up when people search on Facebook. This would make you want to think about the name of your group so that you have certain keywords or keyword phrases in the group title. I've seen a lot of people simply use their name as the title, and that works... this is a great way to continue to brand yourself. However, that is probably not a keyword that most people are going to be searching for right away, until you get your name branded and people all over search for your name. My group name that I chose is [MLM Success- Learn to Generate 50-100 FREE Leads Per Week](#)

As far as choosing a group picture... I recommend using a head-shot of yourself. This will continue to brand YOU and make people recognize YOU... take your picture and edit it in whatever program you can... I simply used



**LEARN TO
GENERATE
50-100
FREE LEADS
PER
WEEK!**

the Paint program in the accessories in Windows. This is the result that you want. Notice that my group name shows up in the picture. Also this description will attract more attention than just having a picture alone.

Now that you know the benefits of having a Facebook Group, let me show you Step-by-step how to set your very own group up RIGHT NOW! [Watch the Video Right Here.](#)

Fan Pages

Now let's move on to Facebook Fan Pages... Which are actually now Called "Like Pages". I'm going to go over the advantages and disadvantages of having a "Like Page", then I'm going to show you step-by-step how to set one of these up as well.

Now my specific Fan Page is actually set up as a Facebook Tribe... If you're not sure what the tribes are all about... You can check out my blog post covering How to [Generate Blog Traffic](#) Using this awesome Concept. Anyways... I've set my Fan Page up based off of the tribe concept rather than just having a normal Fan Page all about me. That being said, You can take what I teach and apply it however you want. You don't have to set up a tribe page, but the same actions will still apply to setting up your own page anyways.

Before I show you How to set up a fan page, I'm going to cover some of the advantages and Disadvantages of having a Fan Page. Again I want to mention that the disadvantages are the reason why I recommend you have both a group and a fan page.

ADVANTAGES

1. **More customizable features**- such as creating FBML pages... These are basically HTML pages with Facebook's style of code. A lot of the same code will work here, but some of the code must be different.
2. **Public Accessibility**- they show up in the search engines
3. **Can send updates to fans**- Not as good as a message, but you can still contact all of your fans
4. **Automatic Content Submission**- you can set your blog feed to automatically post to the fan page
5. **You can create Events**- to let all of your fans know about something important coming up.
6. **Very Customizable**- Fan pages have a ton of extra applications that you can add to customize the look and over-all function of the page
7. **Visitor Stats**- You can Track how many visitors you have, and how much they participate in discussions and wall postings
8. **Cool URLs**- Visit <http://www.facebook.com/username> to set up your cool looking URL for both your fan page and your profile

DISADVANTAGES

1. **No Messaging**- Although you can send updates, they appear in a different area of the mailbox, and aren't looked at as often. This is probably going to change as more people are starting to use fan pages now.
2. **Not as Popular**- Fan pages are growing in popularity, but groups are still more popular for visiting and posting on the walls. I see this changing very quickly though.
3. **Less Restrictions**- you can't restrict your fans as much as you can control what your group members are able to do
4. **Event Invitations**- You can't simply invite all of your fans to the event like group invitations, but you can send an update to your fans about the event, and you can also post the event to your fan page wall.

I'm sure after reviewing these lists right here you can clearly see why you want to have both a group and a fan page. Now that you know what you can do with each of them, I'll show you how to setup your very own fan page including customizing your very own FBML pages so that you can put your own videos and whatever you want on the site.

I've broken it down into 3 videos as to not overwhelm you with one long video, so you can work as fast or slow as you'd like. Remember that my customizations were for my fan page to be setup based around the Tribe Concept, but that doesn't mean you have to as well.

Here they Are:

[Day 1 of setting up your Facebook Fan page](#)

[Day 2 of setting up your Facebook Fan page](#)

[Day 3 of setting up your Facebook Fan page](#)

Section 4: A Little More Setup To Do

In the previous Chapters we set you up on Facebook. There were a few things I didn't mention about what to setup off of Facebook to really get the most out of your marketing. As you know everything that I do is based around an [attraction marketing blueprint](#). So in order to brand yourself on Facebook and make people gain trust for you, want to follow your lead, and eventually spend money with you, you have to provide Value. The best way to do this is through a blog.

I've written a great article to further explain [why a blog is essential to your success with Social Networking](#). The basic concept as you'll read in this article is that the Social Networks are like going to a party. You shouldn't approach complete strangers at a party and expect them to trust you enough to join your business opportunity or buy your products and services. This is where your blog comes into play. Your blog is home-base, and the place where you would initially invite someone to get to know you better before they decide whether or not they trust you. Check out that article to fully understand the importance of a blog.

If you don't currently have your own blog, you can learn how to set one up from scratch in the video Blogging Tutorial. [Watch The Blogging Tutorial Right Now](#).

Now that you have your blog setup, you're going to want to utilize some of the same features we used when setting up your fan-page in the first book. You probably remember that you were able to automatically syndicate your blog posts so they would appear on your fan page every time you made a new post. You can do the same thing so that your blog posts get syndicated to your Facebook profile every time as well. [Follow my step-by-step guide for syndicating your blog content to your Facebook Profile](#).

Section 5: Daily Marketing Routine

You are now fully setup to have Facebook functioning properly, and now you simply have to go through about 60-90 minutes a day of a routine to maximize your exposure on Facebook. Remember that the best thing you can do is share value or incite conversation... This is social-networking, not just blast your advertisements all over the place. People are on Facebook to socialize with other people.

In the network marketing arena, we are socializing with a lot more people whom we've never met or spoken with before, and this means that the trust isn't there at all. Think about this in everything that you say, post, or do on Facebook. You have to begin your initial meetings with small talk. We'll get into adding friends in a little bit... actually first I'm going to give you my daily routine in a list. Then I'm going to take you through each of those sections individually.

Daily Routine (Click-able)

- Daily Quote
- Add New Friends (40 Per Day)
 - Accept New Friends
- Greet New Friends with Welcome Message

***** HINT HINT... Give This Book away in your Welcome Message**

- Build Group and Tribe Member Base
 - Message Group
- Maintain Relationship with Friends
 - Advertising on Group Walls

Daily Quote

I begin my day on Facebook by sharing a quote that describes my mood, thoughts, feelings, etc... I find that inspirational or motivational quotes tend to get some responses from people. The more people that respond will ultimately lead to more people and their friends viewing my profile. Anytime I find a good quote I make sure to save it in my quote page... I also find it very effective to have some quotes linking to blog posts I've done based off of that specific person's quote. Maybe a quote by Napoleon Hill would link to a blog post you wrote based around the message in the quote. Be creative when you're figuring out ways to get traffic to your profile or your site. The less you seem like an advertisement the better.

[A Great Place to Get Quotes by Successful or Famous People](#)

Adding New Friends

This is one of the most important daily tasks, which is why you want to make sure you're doing this properly. Facebook friends are going to be your main source of leads... at least for a little while. We'll talk later about being able to generate quite a few leads without ever being their "Facebook Friend". You can't simply just add a ton of people to your friends list, and assume that you're going to generate leads out of them. Remember we're using an attraction marketing blueprint... We're not simply telling everyone about our business.

We only want to add friends that are **involved in or are interested in making money online or from home**. The best way to find these types of people are to go where they hang out. Find a **group** that is in your Niche... (i.e. Network Marketing, Home Business, Make Money Online...) by searching for these kinds of keywords.



Once we've found the groups where these kinds of people are hanging out, and trust me there are LOTS OF THESE GROUPS, we want to add these people as our friends. The chances of the group members in a Network Marketing group not being interested in making money from home are slim-to-none. I maxed out adding 40-50 friends a day, and I have a very easy way to track how many without having to keep track on a separate piece of paper.

(remember when you're first starting out that you should add a lot less in a day, and work your way up) If you didn't read the **CAUTION** page at the beginning... Do so NOW!

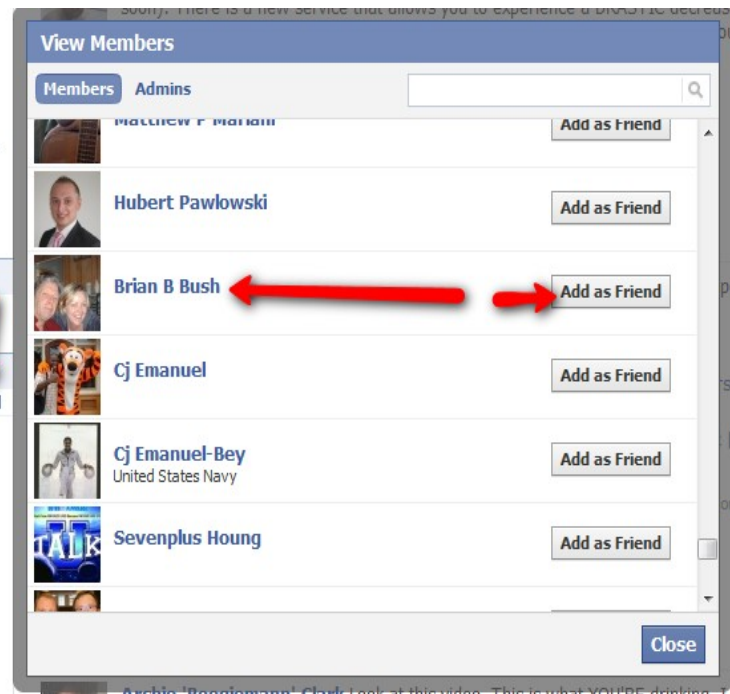
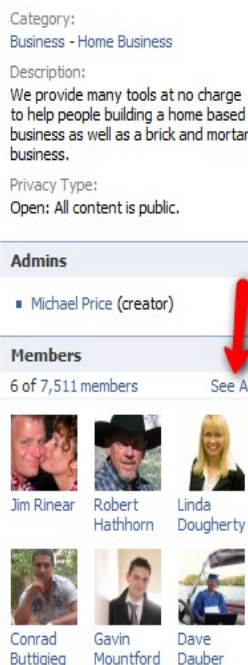
If you look in the picture to the right you will see that when you click on "See All" on the group members section, this window will pop-up. Now you'll notice that any person who has an "Add as friend" button next to their name is not currently your friend.

Step 1-You can simply "Right Click" on each name of the people that aren't your friends and then "open in a new tab".

Step 2-Open as many tabs as you allow yourself to add in a single day right away in the morning.

Step 3- Throughout the Day when you add each friend and leave them a nice message, close that tab.

When you add all of that number of friends, those tabs will be closed. This way you're not adding too many friends, and you're able to keep track of it. You'll also be able to spread it out throughout the day to make yourself appear as a normal Facebook user, and you won't get your account Shut-Down.



Here are some sample Messages you might leave to your new friends when you add them.

Know that when you leave a message, they're more likely to accept your request, and start a conversation with you. Leave them a message that will trigger an initial conversation. Ask a Question.

DON'T EVER WRITE AN ADVERTISEMENT OR POST A LINK IN A FRIEND REQUEST

1=====

Hello "Their Name",
I found you in a networking group and wanted to connect with you on a personal level. I look forward to learning more about You and your life!
~Your Name

2=====

Hi "Their Name",
I'm a fellow networker and would like to connect with you on a personal level. Tell me a little bit about yourself...
~Your Name

3=====

Hello "Their Name",
We're in some of the same networking groups and I'd like to invite you to add me as a friend and get to know me. Start by telling me where you're from and what you like to do...
~Your Name

4=====

Hi "Their Name",
Just another network marketer here trying to meet like-minded people. How long have you been involved in network marketing?
~Your Name

5=====

Hey "Their Name",
I've found you in a marketing group and wanted to connect with you! I'd like to invite you to add me as a friend and get to know me on a personal level.
~Your Name

The above messages were actually the exact messages I used on a daily basis to request friends. As you know using a message is a good way to stick out, and to incite conversation. However, if you were to type a message to each individual person, it would take you a long time to go through 50 friend requests a day. The friend request portion of the relationship building is simply to say hello. You can somewhat automate that process, and still look professional. Then when you get further in the relationship you'll learn more about your new Facebook friends.

Remember that this doesn't have to be done all in one sitting. After awhile you will be able to add 30-40 friends in a row without Facebook getting upset, but when you're first starting out you don't want to over-do it. Start Slow... Try 3-5 at a time, and add maybe 10-15 a day for your first few weeks.

Accepting New Friends

Accepting new friends is also very important, and you might not think you need to be picky about this process, but you do. You only are allowed to have 5000 friends, so you want to choose wisely who you accept. People who are breaking some of the rules I mentioned above are definite NO-NOs... *(That doesn't mean I won't send them a message and ask them if they're interested in learning how to effectively build relationships with people and build their business rather than posting a business opportunity link to a total stranger.)*

I usually accept all new friends that ask to be my friend unless they break a few key rules. You can always decide later on if you want to cancel a friendship. It's best to connect with as many people as possible in your niche, because you never know who you should be connecting with on a deeper level until you get past the HELLO.

As I mentioned though, I will decline some of the friend requests. I don't accept friends who don't have a clear picture of themselves or their face. If they have a picture of their company logo, some car, their dog, a stack of money, or quite a few other things that they choose to use to portray themselves, I won't accept their request.



I'm also quite sure you've run across the friend requests of people with **no face**. Why would you even try to build a relationship with someone if you weren't truthful about who you are and what you look like. 9 times out of 10 these profiles are set up to spam Facebook with as many advertisements as they can. Sometimes it's because the person doesn't know how to setup a picture on their, but that's not usually the case. *(Bryan, if yours is the latter reason, I apologize. If you're reading this, then you should know how to put a picture in their by now)*



Below is an example of a great friend request... message and all. I can truly tell this person wants to connect with me specifically, and the relationship is going to be strong from the get-go.



Now below this is yet another example of a good friend request that I would accept. Although I can tell it was copy/pasted, I can tell that he's someone with professional courtesy, and truly wants to build a relationship.



Again, when you're first starting out, it's good to accept as many friend requests as you can... even people who don't leave messages. They can still convert into relationships and eventually leads. I would simply stick to ignoring the friends that are going to be blatant advertisers and nothing else.

Greeting Your New Friends

Each and every day after you accept all of your new friends it is customary to send them a welcome e-mail or a post on their wall to say hello. This is not a good time to advertise anything. In Fact I wouldn't recommend posting a link on their wall for a capture page or anything like that. A great thing to do is stop by their profile and comment on something they've said or something else on their wall. Get the conversation going as soon as possible while you're still fresh in their mind.

I also like to offer something 100% for FREE as a gift. You don't want to make them even exchange their contact information either. What you should do is put together a page on your blog that has the Free gift for downloading, and then mention that in your welcome message. You'll get a ton of traffic to your blog if your Gift is General enough and not about any specific company or marketing system. I gave out free copies of "Think and Grow Rich", "Acres of Diamonds", "Science of Getting Rich", and "As a Man Thinketh" on my blog.

My welcome message simply stated that no matter what business you're involved in or no matter what you're doing with your life, it's always great to read personal development books like these. Then I mentioned that I had them for free to download on my blog. I got so much traffic to my blog for the free books, and Guess what ALL of those Visitors saw on my blog??? **A CAPTURE FORM IN THE SIDEBAR FOR MY FREE TRAINING!!!**

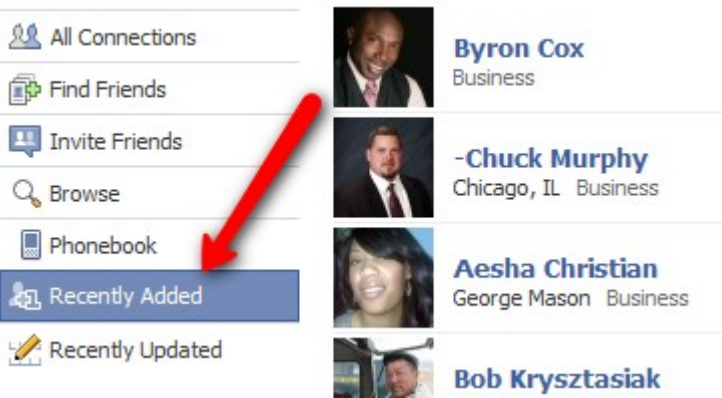
They also Immediately saw my Pop-Over Webform on my blog no matter what page they went on. This is one of the key reasons I was able to generate so many leads with this strategy.

[Watch this Video to Learn how to install Your Own Pop-Over Webform!](#)

**8% of ALL my Leads have come from
that page on my blog**

[Get Your Own Personalized Copies of these 4 Books to Give Away to all your Friends](#)

Let me give you a quick tip to save you some time. I have that message pre-written, and I copy and paste it for each person's profile or e-mail, then add their name. My tip for you is to keep track of the last person you sent the message to the day before so that you know where to begin each day. Now when you're ready to start messaging your friends, you'll simply click "Edit Friends" under the account tab.



Once you get inside of your "Friends" list, you'll

have to organize your friends by Recently added. That is where keeping track of yesterday's last person that you messaged. When you organize them by recently added, you can simply scroll down until you see the last person you messaged yesterday, and know that you have to

message everyone above that person. Make sure to message or greet every new friend to create awareness of you and showing them that you're someone who wants to build a relationship with them.

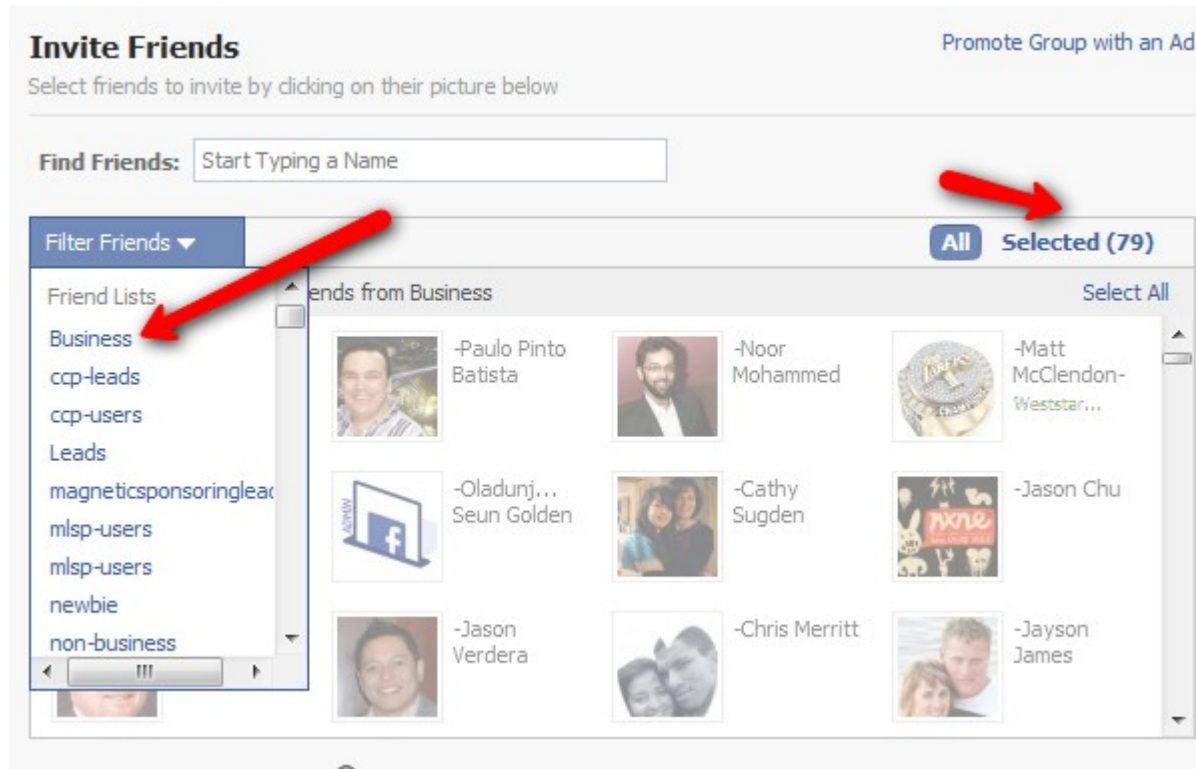
TAKE ACTION.

[Growing Your Facebook Group or Fan Page](#)

Having your own group and or Fan page is a great way to get exposure. This will also allow you to generate leads from people who are not your Facebook friends. When you have a group or page, people who are not directly connected to you can join and be in touch with you. This will give you a lot of chances to expose them to you and your brand. I'm not going to get into the benefits of a group or fan page, because we covered that earlier, but I wanted to make sure and mention that this is how we'll be able to generate leads from people who aren't your friends.

Now that you've gone through the process of getting friends, introducing yourself and starting the relationship, this is the perfect time to invite them to your group and/or page. When You add friends, you'll want to make sure you categorize every single one of your friends into a single category, and then you can separate them as well. The point of having them all in a single category will allow you to select all of your friends at once when you're inviting them to your group or page. **This will save you TONS of TIME.**

Notice that you can filter your friends down to whatever category you'd like, then you can select all in that category. This will select every friend in that category who is not currently a member of your group and who has not received an invitation already. You do not have



to worry about over inviting people to join your group and upsetting them. Facebook doesn't allow you to continuously invite people in this fashion.

After you select all of your friends that you want to invite to your group, make sure to write an invitation message down below to let them know what they're being invited to, and some of the information that they'll receive in your group and/or the benefits of being in your group.

Later on in this book I'm going to dive deeper into some of the unique features of each the group and the fan page, and how to use them for MAXIMUM EXPOSURE.

Message Group

I'm actually going to skip over this right now, because I'll be covering this in the next chapter more in depth. Just know that it's good to stay in touch with your group, as long as you're not constantly blasting them with sales pitches and capture pages... You want to provide more 100% FREE Value based content than anything else. This means that they don't have to subscribe to a list or anything.

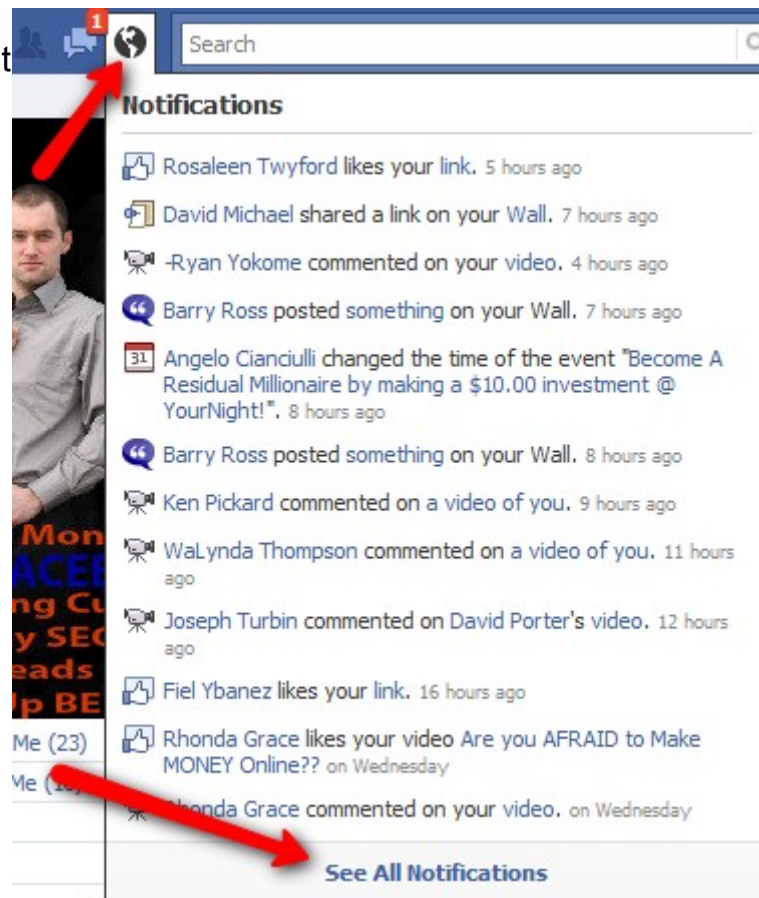
Maintaining Relationships with Your Friends

This is probably one of the more important activities after you start relationships with people. Remember, that just because someone accepted your friend request doesn't necessarily mean they've even looked at your profile and or your websites. This is the reason you want to immediately introduce yourself on their wall or in a message. After you do that and invite them to your group and page to stay in touch there is another great way to stay in touch with the people around you.

Facebook has a feature called Notifications that you'll see up at the top of your screen wherever you are on Facebook. It's the little Globe. These notify you of anytime someone responds, comments, posts a link and a few other things... in any way that's connected to something you've already done.

This might include

- commenting on a post you made
 - liking a video of yours
- commenting on something you've also commented on (not necessarily your stuff)
- when you get tagged, or someone comments on something you've been tagged in
 - and much more.

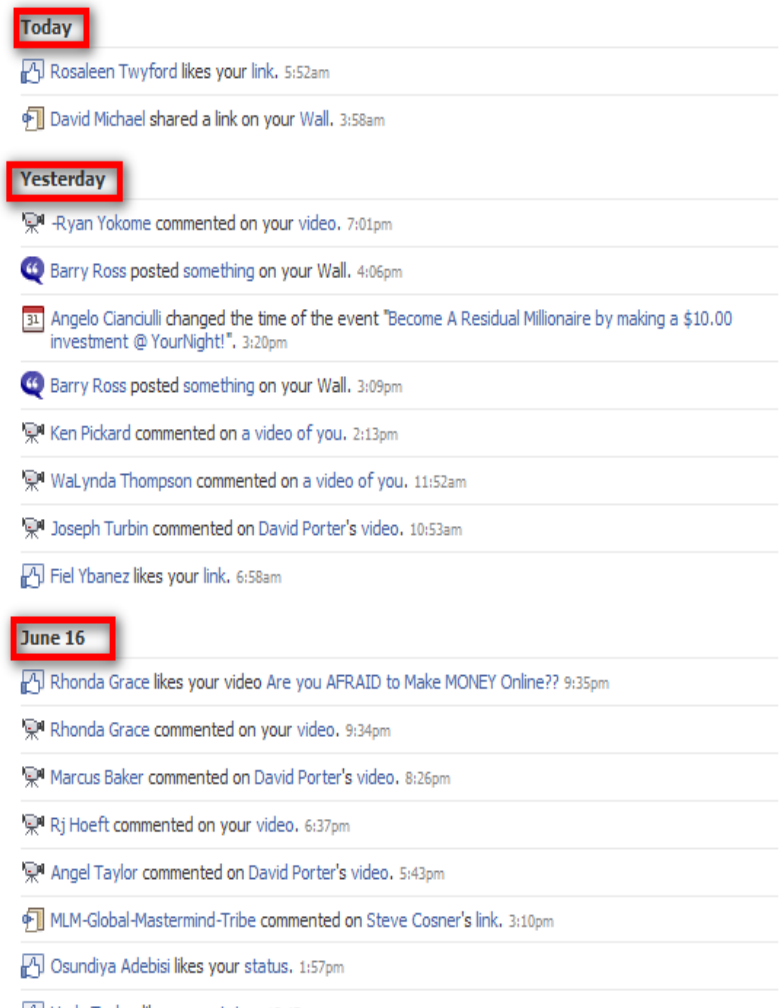


If you click the link at the bottom “see all notifications” it will open in a new window that shows everything that has happened in the past. It's organized by date and time. You can literally spend 10 minutes a day responding to everything that people have said to your or about you or something you're related to in some way Each and Every day.

At the beginning of each day when you're going through your 60-90 minute routine you should open this page in a new window. Then simply “Right-Click” each of these notifications and open them in a new tab, and spend 10 minutes or so responding to what people have said to you or about you or about something that's related to you.

This is the easiest way to stay in conversations with people all over Facebook without having to remember what you said to whom and when. By doing this, you'll get more traffic back to your profile, as you will have more of your profile links all over Facebook. This is like building little bridges all over the place that lead straight to you.

When you're going through these notifications each day, don't feel like you have to respond to everything. Some things you might not have anything to say something about. Know that when you do respond, take the time to make it something meaningful that adds to the current conversation. Feel free to respond to someone's comment with a question to get more conversation going.



Everything you put out there on the internet Ultimately Brand's Who You Are, and What you Believe... Think Before You Speak

Advertising on Group Walls

This is one of the easiest ways to get exposure when done correctly. You literally have access to Millions of groups out there where you can get exposure in front of your Target Market for FREE. This is one of the main reasons why you want to join groups that have people with common interests. Just remember that you can only be a member of up to 300 groups... so choose wisely.

When you're going into groups to post advertisements on the walls, you should be thinking about what would attract you to click on the link, and also how you can stick out from all the other noise in those group wall ads.

Tips for writing Effective Ads

- Focus your ads on the Benefits that the person will get or learn about by clicking on your link
- Highlight certain words or phrases to draw their attention
- Make sure to leave some “white-space” so the reader isn't overwhelmed by your ad
- Don't write paragraphs... People have short attention spans
- Use “” or ** or \$\$ or () or >><< to draw attention to words or phrases

I recommend posting ads in groups that are going to give you exposure... You don't want to waste daily time posting in groups that aren't relevant to your Niche or groups that only have 50 people in them. I like to open the top 40 groups... being the ones with the most members, thus getting the most traffic and eyeballs on my advertisements. I have setup Firefox to automatically open these 40 or so groups for me every time I launch Firefox. **Watch this video to simplify your life even more.**

My recommendation to you as far as posting your ads would be to limit yourself to 4 ads in a row. Take a break in between those 4 ads and your next 4 ads, and spread the posting ads out throughout the day. You're going to want to start with less ads when you first begin, and work your way up. 5-10 a day is a good number to start with. In which case you wouldn't post 4 ads in a row, but 1-2 ads then take a break from posting ads. If you haven't done so, visit my **CAUTION** Page NOW and read that post so that you don't get your Facebook account shut down.

A Few Sample Ads

368 Leads... 9 New Team Members...
\$1200+ earned from people who didn't join my
Primary Business... All in 30 Days on FACEBOOK!

Here's How:

<http://social-media-domination.secretMLMcode.com/?t=FB61>

=====

I generated 27 Leads in 1 Day On Facebook

Utilizing the strategies that I learned in this
Exclusive Training. This is on a payed website,
BUT You can get it for FREE If You HURRY!!!

PROOF ON NEXT PAGE

<http://Social-Media-Domination.secretmlmcode.com/?t=fb14>

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*****AFFILIATE SECRETS EXPOSED*****

\$1427.80 Earned this Month from people who
DID NOT JOIN MY PRIMARY BUSINESS...

Here are ALL of MY SECRETS

<http://4teammembers.SecretMLMcode.com/?t=FB52>

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2001 LEADS In A DAY**

You READ THAT RIGHT>>> 2001 LEADS
Find OUT HOW...BEFORE IT'S Gone Forever

http://jordanschultz.com/Trainings/2000_Leads_Daily.htm?t=FB88

Not only do you want to post ads with links to capture pages for your Attraction marketing system, but you'll also want to post ads for your blog posts as well. The reason being you'll be sharing great knowledge rather than just a capture page, and people are more likely to want to read some free information than give you their contact information. The other point being, you should have a capture form on your blog and links back to your capture pages from the posts as well.

[Watch this Video to learn My Exact strategy for posting ads for my blog posts in the Facebook groups](#)

Sample Ads for Blog Posts

I generated 80 EXTRA Leads Last Month

All on 3 minutes of Work!

I'll show you how I did it!

<http://jordanschultz.com/how-to-generate-twice-the-amount-of-leads-with-the-same-amount-of-traffic>

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How to GENERATE Leads right on Your PROFILE PAGE

Don't have to worry about people clicking through to

Your Capture page anymore...

Set this up in less than 10 minutes for FREE.

<http://jordanschultz.com/generate-facebook-leads-right-on-your-profile>

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*****20 FREE MLM LEADS DAILY*****

14 Tips to Turn Facebook into a

>>>>LEAD CRANKING MACHINE<<<<<<<<

<http://jordanschultz.com/20-free-mlm-leads-daily-14-tips-turn-facebook-lead-cranking-machine>



BONUS TIME

How and Why You Should be Utilizing VIDEOS on Facebook

If you're not using Videos on Facebook You're leaving traffic and leads on the table my friends.... Leave no Stone Unturned

EXACTLY What I did in my First 2 Months to Generate 200 Leads Off of Facebook

A Bit of a Rant here, but this is quite simply exactly what a brand new marketer did to generate 200 leads in his first 2 months of marketing

Section 6: Utilizing Groups and Fan Pages

You learned in “Section 3: The Keys to Facebook Marketing“, the importance of having a group and a fan page... in fact you might have multiple of each. Remember the More exposure the better. Facebook has 500 MILLION Users world-wide. It is highly competitive with Google for the #1 trafficked site on the entire internet.

In this chapter you're going to learn how to effectively utilize the group and the fan page to get massive exposure and generate a ton of traffic and leads for free.

Facebook Groups

So Let's get into the group first. There are really 2 main reasons why I like having a group beyond being able to invite members there and basically having a ton of information in one place.

#1: You can mass e-mail your entire group up to having 5000 members in your group... the only downfall is once you reach over 5000 members, you can no longer send e-mails

#2: You can create group events and invite not only your entire group member base to the event, but all of your facebook friends as well to the event.

Between these 2 features alone, I generate atleast 25-50% of all the leads I generate in a weekly basis from Facebook.

Mass E-mailing

I'm going to start off by saying this is a feature that can be abused and mis-used very easily. I'm also going to mention that it can be utilized properly just as easily. Begin with the right habit, and you'll have a group on Facebook of Loyal readers and followers that desperately want to know more of whatever it is you're teaching them. A good rule of thumb for messaging your group members is give them atleast 75% valuable content, and the other 25% capture pages or sales pitches... mostly capture pages.

Some good information to share with your group via e-mails:

- great blog posts you've written
- Great blog posts you find around the internet (this shows you're all about sharing valuable information no matter whose it is)
- Articles, videos, or any helpful information you find anywhere on the internet
- Give away free gifts to your group members (marketing tools, e-books, training courses, training videos...etc...)
- Webinar Invitations- your team should be hosting weekly marketing training webinars, and that is a great way to share valuable information and generate your list of leads at the same time. I personally invite my group to a Monday training and a Wednesday training each week. (if your team doesn't host weekly marketing training webinars, then you should really be looking into the fully customizable attraction marketing system I talked about in the beginning of this e-book, because they host weekly webinars that you'd be able to invite your group and list to weekly)
- ONLY A FEW TIMES A MONTH SHOULD YOU SEND OUT E-MAILS PROMOTING CERTAIN AFFILIATE PRODUCTS OR SERVICES

One thing to clear up as well... It is a Good thing to e-mail your group daily... maybe 2 times daily depending on the information you have to share with them. I don't get too many upset people when I e-mail out quality information more than once per day. The people that do get upset, are the people that aren't truly interested in getting marketing training advice anyways.

Group Events

Events are a great way to get extra exposure to not only the people in your group, but also to get exposure to all of your Facebook friends as well. That being said... **DON'T ABUSE THIS FEATURE.** I create Events 2 times per week for both of the marketing training webinars that I invite people to on a regular basis. I've also created events for other reasons which I'll cover in here. This is a great way to get exposure and generate leads.

Where an e-mail is more diverse in practical uses for our industry, an event can only be used for a few things, but you can get creative. For Example, when I first launched my 8-day training course, I created an event and invited my entire group and friend base to the event... it was basically an e-mail

about the boot-camp I had put together with a link to my capture page for the boot-camp itself. I generated quite a few leads off of this.

I wouldn't over-use events for that exact purpose though, because people will get annoyed, and it will become ineffective. I would more-so stick to inviting people to training classes at specific dates and times, because that is more the nature of an event. When inviting people to these marketing training webinars, you can literally copy the e-mail that you've written and paste it into the Info Section of the Event.

Create an Event

When? 6/24/2010 12:30 am Add end time

What are you planning?

Where? Add street address

More info?

Who's invited? **Select Guests**

- Invite Members of the host group MLM Success -Learn to generate 50-100 FREE leads a week!
- Anyone can view and RSVP (public event)
- Show the guest list on the event page

Create Event

- To stand out from the crowd make sure you choose an image for your event that will catch people's attention... for example if you're training is about Millionaire Secrets... a picture of a pile of Money would do.
- The title of your event should also be catchy, and that will go under the “**what are you planning**” area. This is all people will see when they first view their events is the picture and the title, so you have to draw their attention.
- Under the “**more info**” section is where you will paste the e-mail copy for the webinar invitation if that's what your event is. I always make sure to replace the webinar registration link with a capture page link for the webinars, as I like to generate leads for the webinars.
- “**Select Guests**” will allow you to choose friends that aren't in your group to invite to the event.

Now that I've shown you two of my favorite features of having a Facebook Group, I want to clarify that you should be using these features daily and weekly to provide value to your group so that they grow to trust you and like you. When you provide enough value to them, they'll subscribe to your list and that's where the money is going to be made. Again, you can use these to sell products once in a while, but don't focus on selling products through your group. Save that for your list. You also don't want to focus too much on selling products to your list either.

Facebook Fan Pages (Like Pages)

This is where the road can go either way. You can use your fan page for a multitude of different reasons, mainly due to the overall functionality of these pages. You can use it solely to brand your name, and make it a "YOU.INC" fan page, or you can do like I did with my fan page and make it a Facebook Tribe page like I showed earlier in this book.

Either way you travel you're going to want to use some of the "FBML" pages to customize your page. I show a little bit of customization in some of the videos earlier in this book, however I'm not a technical wizard. You can actually have fully custom FBML code pages designed for you by [Fan Page Engine](#). The functionality of this is that you can actually have pages right on Facebook that look and act like capture pages. You'll be able to generate more leads, because the visitors won't have to click through to your capture page, they'll already be on your capture page.

You can add Youtube videos to these pages as well, which really helps in a lot of areas. If you're using it for a capture page, you'll obviously get higher conversions. If you're using it as a tribe page, and need how-to videos to explain things to your visitors, this is awesome as well. The possibilities are endless when you can add video this easily.

Actually the possibilities are endless when You can Customize the pages as if you were creating HTML pages.

Now that you know you can pretty much customize these pages any way you see fit, let's get into some of the reasons you would want to use a "like page". First off, you know that you can only have up to 5000 friends on your profile, and a "like page" works as a great extension of a profile page with tons

of added features. You can make updates that all your fans can see. You can add different tabs to your page unlike groups. The only downside to a fan page is that when you send out an e-mail to your fan base, it doesn't appear in their mail box... it goes to the tab below that called "updates", which are less likely to be seen by everyone as often. I'm sure as fan pages become more widely used, people will begin to check their updates more often. So it's not really a huge downfall at all. Watch this Brief video to [learn exactly how you can e-mail your Entire Fan Base](#).

My other favorite feature of a fan page is that you can set up your [Networked Blogs](#) account to auto-publish your blog posts to the page wall. I love automation as long as it's getting the same results done and saving me time. I covered this in the 3 days of setting up your very own Facebook Tribe page, however to make sure you see this, I've put together a separate video just for you. [Watch this video to learn how to use Networked Blogs to Publish your Blog to Your Fan Page Automatically](#).

Fan Page Events

One of the other features I want to discuss with you is creating an event to get exposure for different things you want to promote. You can use it to promote offline events in specific areas... but you can also use it to promote events online such as webinars or Product launches. I use events on a regular basis to promote marketing training webinars.

The events on your fan page are going to differ slightly from those of your Facebook group. This is why I'd recommend using both to get the exposure you want. The only thing I'll say to that is that you don't want to invite your entire list of Facebook friends from your profile to both events if they're about the same thing.

So, with an event for a group you can invite all your group members individually, and this is something that you can not do with a fan page event. However, you can get some very different and unique exposure through your Fan page event. These events have the ability to publish to your fan page wall, and likewise would publish to the Central Facebook "News Feed".

[Click Here to Learn how to setup your very own Facebook Fan Page Events](#)

So there you have it. You now know not only how to setup both a Group and a Fan Page(Like Page), but you know all of my insider secrets for how I'm able to generate up to 27 leads a day using these 2 key components in my marketing routine.

Just remember that consistent action is required in all you do to build and maintain your presence on Facebook. The biggest thing you can do to grow your presence is to continuously provide value to your group and fan page ALL THE TIME!!!

Now that we've come to the end of the road here with all of these Facebook Marketing Secrets... I want to leave you with some of the Key principles to remember.

1. Start slow and work up to massive exposure... Don't get Shut-Down by Facebook
2. Don't be the Spammer... People don't want to hear about your business opportunity before they know who the heck you are.
3. When you first start out on social media, people won't know who you are. You'll have to build up some recognition before you can make a lot of money.
4. Give your Prospects EXACTLY what they WANT and NEED... FOR FREE
5. Your Prospects WANT and NEED Traffic Generation and Lead Generation Tips
6. Show people what a valuable asset you will be to the success of whatever business they're involved in
7. BASICALLY... If you Don't already have your own [Attraction Marketing System](#), Get it NOW!!!
8. And... If you Don't Already Own [Mike Dillard's Magnetic Sponsoring](#)... Get it 5 Days AGO!!!
(if you don't know... this book is the key to understanding attraction marketing, without it... I wouldn't be getting 27 Leads a day)

Congratulations



You've reached the end of "Facebook Marketing Secrets EXPOSED". This means you're more action oriented than 97% of the people who got this book, set it aside, and didn't take action. My only hope for you is that you actually took what you've learned and implemented it into your Facebook Marketing Strategies.

I can promise you if you follow the step-by-step action, the daily routine, and implement the principles you've learned in this course there's not a doubt in my mind that you too will start to generate 10-20+ Leads a Day, and grow your business the way it Deserves to be grown.

[Get Your own Personally Branded Copy TODAY!](#)

To Your Massive Success My Friend!

<THE END>