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## Introduction

The Internet has always been a medium full of buzz words. The Webs, Portals, and E-Everything culture of the 1990s has changed significantly in the last decade, but the use of those snappy little phrases to describe the newest and most important of features on the world's largest information network has only increased. In fact, there are more buzz words than ever before and the most popular of those have to be social networking and its Web 2.0 counterparts.

It's not just a buzz though; the time has come, with hundreds of millions of people signed up for dozens of different social networks, to recognize that they are a standard and ingrained part of our society now – one that will not be going anywhere in the months and years to come. You must have a social network presence if you want to effectively reach as many as possible in any of your endeavors – from starting a new business to promoting a local car wash – it's just part of our culture now.

Which is why it's vital that your network marketing business makes use of websites like Facebook as much as possible. It's not that Facebook is the epitome of social interaction on the Internet – after all, there are more than 20 other major social networks with at least 5 million members.

Rather, it is that Facebook is the most effective social network when it comes to actually creating and successfully utilizing new features to make the targeting of those millions of demographically golden members easier for people like you. MySpace may have the largest database of users, and other social networks might have more direct access to them, but Facebook is the quickest growing, most diverse, and ultimately, most innovational social network on the Internet, complete with a full toolbox of advertising and business strategy solutions for its members and sponsors alike.

Finding and making friends on Facebook is a quick, easy process that will ultimately lead you to create numerous new leads, dozens of prospects, and ultimately be a huge boon to your business. Of course, this is all only if you can effectively prepare your profile and market yourself to the individuals you want to target, and do it in a way that adheres to Facebook's strict rules about marketing to its members.

In this guide, you are going to not only learn how to effectively use Facebook as a friend making, marketing tool; you're going to learn how to do it in a way that allows you to follow all of Facebook's rules, make lasting friendships, and ultimately be able to prompt your new friends to come to you in hopes of jumping into your business. In addition, you're going to learn how to integrate Facebook's business and advertising tools into your friend making strategy to approach the massive database of viable users from multiple different angles.

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## **The Rise of Facebook**

Facebook has only been around for little more than three years at this point. Its founder, 23 year old Mark Zuckerberg, was a student at Harvard and wanted a website that allowed him to easily keep track of friends that he met while in college. The site launched in February in 2004 and was quickly joined by more than half of the Harvard student body. The site quickly expanded to the rest of the Ivy League, including schools such as Columbia, Yale, and Stanford.

### **A Cultural Trend is Born**

When the school year ended, Zuckerberg and a few of his friends left Boston and moved to Palo Alto, California to live and work near Stanford University. The site expanded to hundreds more universities in the fall of 2004 and by the end of the year had more than one million members, with a huge grant of capital from PayPal founder Peter Thiel to help fund the site's growth.

In the middle of 2005, the site underwent a major change thanks to the massive \$13 million venture capital investment it was able to raise and changed its name to "Facebook" instead of the previous name "The Facebook". The site was retooled and streamlined to become more user friendly and expanded for use to High School users in September of 2005. Soon, other countries and colleges were permitted and almost every school in English speaking countries around the world had a presence on Facebook.

After Facebook had managed to create and spread its presence across multiple national borders and into almost every school in the country (more than 80% of all college students have an active Facebook profile), the next logical step was to bring it to the masses. Because of the carefully measured growth of the site, there had been plenty of time to keep it streamlined, properly working and ultimately well maintained.

### **Reforming Social Networking**

Facebook introduced the idea of notes – allowing users to enter blog posts and notes from any of a number of different social blogging networks. It also introduced flyers and targeted advertising, allowing advertisers to choose which kinds of users their ads displayed to and how many times they would display. Facebook's biggest accomplishment though was opening up its API, allowing third parties to create applications for the site that would perform various functions not natively supported by Facebook. Because the applications still ran within Facebook's parameters, the applications were not overly detrimental to load times and site performance as has long been the case with MySpace's user generated content.

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The result of all this growth is a user base of more than 95 million members, growing faster than any other social network on the Internet. Mark Zuckerberg's creation is not only one of the fastest growing social networks of all time, it is still one of the most popular and despite repeated attempts by major corporations like Yahoo! and Microsoft to buy the company (Microsoft purchased a 1.6% share of Facebook in November, 2007 for \$240 million), it has remained independent and quickly growing.

## **What Facebook Does Differently**

What is it that Facebook has done so differently from its competitors to make it the fastest growing social network on the Internet? First, Facebook has been able to measure its growth carefully enough to keep from the overflow of technical issues that MySpace encountered when it exploded in size in 2004 and 2005. The site grew carefully from a single college into a massive worldwide service.

However, another important factor is that Facebook has remained as clean and uncluttered as possible. While there was a sharp demand for heavy, image and visual heavy websites and pages in the early 2000s, the recent trend has been one of minimalism and Facebook has cashed in on that desire.

Not only do things load faster, information is accessed faster, and is easier to display. People can look at a single, newspaper strip column of information and find out as much as they need to about another person without having to sort through blog posts, comments, and countless additions to the page.

That's not to say that Facebook has disallowed customization. Since May of 2007, applications have been arriving to Facebook at a record speed, including things like Chess, Scrabble, and beefed up versions of the Poke and Notes features that are already in Facebook. But because they are developed within the Facebook Framework development kit and because Facebook Markup Language is very specific about what is permitted in these applications, there is a much smaller volume of interactivity problems for users.

## **Something for Everyone**

But, it's not just functionality that has made Facebook so much more popular. Marketers, including network marketers such as you, have discovered that Facebook is one of the most advertising and marketing friendly social networks around. There are of course dozens of ways for you to interact with friends and market your products to them directly, many of which will be discussed in this guide. However, for those that merely want to do a little research or targeted marketing, Facebook offers some of the fastest means of doing so.

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If you need to know what a group of 1,000 young women think of a new line of dresses being released to the market, you can create a poll and post it to be displayed to those women on their profiles until you have 1,000 responses. If you want to show an advertisement for a new multimedia player to 2,000 males between the ages of 23-29 who are actively interested in electronics, you can target Pay Per View ads to those individuals and pay for a specific number of page views. The leverage of the Facebook demographic base – which is overwhelmingly young – has proven to be one of the strongest reasons for the site's success. Advertising has once again proven to be a prime source of growth on the Internet.

## **A Dual Focused Approach**

For you, as a network marketer, this means many things. First, you have access to all of the resources that social networking provides. You can create a profile, make friends, and start conversations that lead your prospects toward being interested in your products. You can create groups, upload photos, install applications, and write on peoples' walls. You can create notes, blog from outside of Facebook, and keep multiple networks of friends that you constantly chat with.

However, you can do much more at the same time. While building your friend base and drawing new interest to your business, you can also create polls, upload flyers, broadcast your recent product views via Beacon, and showcase your products in uniquely non-descript manners that will keep you from breaking any terms of service regarding blatant advertising. Facebook's feature set is unique because you can be an active advertiser and an active participant at the same time – it is the ability to find a balance between the two that will ultimately help decide how successful you can be.

## **Who Uses Facebook?**

The question of who actually uses Facebook has grown slightly blurrier in recent years as the demographic has shifted dramatically from one that was entirely College and High School students to one that allowed anyone to sign up. The site was not fully opened up to the public until a decent ways into 2006 and as a result, the website still features a heavy balance of youth users.

However, unlike MySpace's decidedly teenage and musician centered user base, the Facebook demographic is slightly older. Not only have a good percentage of the original 5-10 million college students graduated and moved on to other things, the site has drawn in all of their friends and a good 60% of the total 95 million users are under the age of 27 with only a small percentage of those being teenagers under the age of 17.

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## **What This Means for You**

The exact numbers are hard to break down as the site continues to grow so rapidly every day. With more than ten million new members ever month, Facebook's user base is beginning to even out, including millions of adults who are seeing the potential of the slick, easy to use interface in keeping track of their coworkers, old friends, and children.

For you, this means that there is a wide array of different potential interests you can tap. There are millions of young adults eager to find ways in which to utilize their recent college educations – there are millions more adults looking for ways to be young again, hoping to tap into the growing resources of the Internet and ultimately find their riches.

For a network marketer, Facebook has a decided edge over MySpace, both because of its feature set and because of its built in demographic. You can make use of it in almost any way you can imagine and because the users there are slightly older and more receptive, your efforts will generally be better received.

Don't necessarily assume that every person you contact will actively be interested in your business. Realistically, this will rarely happen. However, because Facebook has been supported so well by a strong infrastructure and has remained clean since its inception, the predominant mindset on the site for its members is that of social interaction. While other social networks like MySpace have become cluttered with ads and constant spam from fake profiles, Facebook had remained relatively clean and that gives you a decided advantage, especially with a younger often times more cynical user base.

Take advantage of the opportunities this provides, be aware of what you can do to reach each fragment of Facebook's vast user core and stay away from outright commercialism and you will be very successful with the rapidly growing user base Facebook has to offer.

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## The Approach

When it comes time to start up your Facebook account and contact those first few users that you will try to sell your products and business model to, you must be prepared to handle everything that will come your way. First of all, be aware that, like any other medium through which you might try to promote your business online, you must be extremely careful to follow the rules. Facebook is not a marketing medium most of the time. While there are ideal channels on Facebook through which you can post advertising and measure use interest – methods we will discuss in further depth later – the majority of what you do will be done via a completely different approach.

Facebook was built for one thing – social interaction. You must be able to, despite whatever your motives are, approach Facebook as a tool for social interaction if you want to be successful. It is understandable that you will probably spend a great deal of time focusing your time and energy into selling products and your business to new prospects, but that cannot be your goal from the start.

Rather, you must approach Facebook with the goal of making new friends, growing closer to them, and then starting an ongoing conversation with them that will eventually lead to you creating honest interest on their part in your product.

## The Rules

The first thing to do then is to make sure you understand exactly what Facebook tells its users about using its services to sell things. While it is universally understood that most social web tools will be utilized in some means or another to sell products, the goal is to ensure that the attempt to sell those products does not breach the code of etiquette that most users expect when they sign up for a social network. That means you cannot spam your fellow users. You cannot bring up your products outright to a stranger, or try to sell them by posting links to peoples' walls.

The goal of this guide is to make it possible to bring those customers to your doorstep, interested in what you have to offer. To do so, you must follow the rules Facebook provides.

Taken from Facebook's Terms of Service, the following section describes the User Conduct you agree to regarding commercial uses of Facebook:

### ***User Conduct***

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*You understand that except for advertising programs offered by us on the Site (e.g., Facebook Flyers, Facebook Marketplace), the Service and the Site are available for your personal, non-commercial use only.*

*In addition, you agree not to use the Service or the Site to:*

- harvest or collect email addresses or other contact information of other users from the Service or the Site by electronic or other means for the purposes of sending unsolicited emails or other unsolicited communications;*
- use automated scripts to collect information from or otherwise interact with the Service or the Site;*
- register for more than one User account, register for a User account on behalf of an individual other than yourself, or register for a User account on behalf of any group or entity;*
- impersonate any person or entity, or falsely state or otherwise misrepresent yourself, your age or your affiliation with any person or entity;*
- upload, post, transmit, share or otherwise make available any unsolicited or unauthorized advertising, solicitations, promotional materials, "junk mail," "spam," "chain letters," "pyramid schemes," or any other form of solicitation;*
- upload, post, transmit, share, store or otherwise make publicly available on the Site any private information of any third party, including, addresses, phone numbers, email addresses, Social Security numbers and credit card numbers;*
- solicit personal information from anyone under 18 or solicit passwords or personally identifying information for commercial or unlawful purposes;*
- upload, post, transmit, share, store or otherwise make available content that, in the sole judgment of Company, is objectionable or which restricts or inhibits any other person from using or enjoying the Site, or which may expose Company or its users to any harm or liability of any type.*

*Without limiting any of the foregoing, you also agree to abide by our [Facebook Code of Conduct](#) that provides further information regarding the authorized conduct of users on Facebook.*

It is recommended that you read the entire Terms of Use policy that you agree to when you sign up for a Facebook account. Within it are specific descriptions and details regarding what you are and are not allowed to do with your Facebook account. Generally though, the most important thing to remember is that you are not permitted to use Facebook for commercial purposes.

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## Marketing to Friends

However you have approached your network marketing business in the past, the jump to online services like Facebook will fundamentally alter your methods. It is a given that when you start trying to bring prospects and customers to you, you must approach them differently from the start and that means becoming their friends, building trust, and ultimately creating intrinsic curiosity in them about what you do and sell for a living.

When I say you will be marketing to friends, I do not mean that you will make friends and then push your products on them though. The old, offline methods of actively seeking leads has gone the way of the fax machine. The Internet has created a toolset that is much more valuable than simply contacting prospects – it has created an interconnected web of communication that allows you to bring prospects to you, no matter what you are doing.

Not only does this save you the time and embarrassment of being rejected repeatedly, it allows you to make solid new social connections and only discuss your business with people who are actually interested in it.

## Sharing Ideas

Sharing ideas on the Internet is one of the most important things you will learn to do via Facebook in your marketing efforts. People don't want to hear about products and services any more anyways, they want to hear or see ideas and if you don't have anything intelligent or entertaining to offer them, they will grow bored and move on.

The social networking generation has fundamentally changed how marketing works. No longer can you broadcast a message at full volume and expect to draw in a percentage of the population. You have to carefully pick and choose where you place your message and to whom you present it.

Fortunately, while this might seem like more work, it can be much more successful and save you time and money in the long run. You already know who you want to talk to about your marketing prospects, so now the real goal becomes to effectively present your ideas to them in a way that will draw them to you.

In a social network, this becomes a matter of thinking like them. What do people want to read on your profile? What do people want to see in your images? What do people assume you will say to them in response? If you can accurately gauge these seemingly intangible factors in getting to know your friends, you can often create a deeper connection with them that will last beyond the initial period of contact and well into the friendship phase when you can start dropping hints about your business.

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There will be many ideas presented in this guide that show you how to actively engage your new collection of friends to develop interest in you and your business. But, this guide by no means represents a comprehensive volume on how to market to friends on Facebook. Rather, it is an outline, a walkthrough that gets you started on that path.

You will need to take what you learn here and apply the necessary steps to all of the endeavors you undertake on Facebook and other social networks. Your ability to creatively present ideas to your friends and new acquaintances will be what ultimately helps you succeed in network marketing to a social network.

## **Meeting Friends**

Meeting friends on a social network is a complex process – not because it is hard, but because you have to know who you can talk to and when a new friend add is more than just a tally on someone's Facebook profile. More times than not, you will become just another checkmark on the interminable quest to gather as many friends as possible.

You must remember that meeting people on the Internet is nowhere near the same as meeting someone in person. First, you will probably never meet this person. The kind of quick, electric connection you can often make with another human being will almost never happen on the Internet. Rather, you must work at it over the course of days or even weeks before you can build the kind of trust you need to draw that interest from them regarding your products.

It will take time and it will take creativity. You might start the process by searching for like minded individuals who have similar interests to you on a personal level. Then, you must initiate a conversation, build that conversation into a steady back and forth, and eventually into a regular discussion that involves more than the singular interest.

## **Your First Facebook Account**

With a basic understanding of the work and fundamental shift in perspective that now lays ahead of you, it is now time to create that first Facebook account. To create a profile on Facebook, you only need a valid email address that you can readily check. I recommend one that you do not regularly use for business or personal contacts. Create a specific email address only for your Facebook interactions. Not only will you probably receive a lot of alerts from Facebook that you don't want clogging your inbox; you don't want to have a personal or business email address attached to an account that actively combines the two.

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After visiting Facebook.com, click on the “Sign Up” button and enter the information requested of you. You will need to input your full name, the affiliation with which you would like to start your account (college, high school, company, or none) and your email address. To see other peoples’ profiles on Facebook, you must be a member of their network. Some networks may require an email address to access, such as Colleges or Companies that are actively affiliated on Facebook. However, regional networks such as Cleveland, OH or Guam will not request any such validation, so I recommend you start your profile not connected to any network and then add networks as you proceed, one at a time.

## **Step 1**

The next step will then be to add friends to your account from your email boxes. If you created a new email address for Facebook, this will not be something you can do. However, like many other services of late, Facebook provides full AIM integration, so you can import your friends from there as well.

You should try to start your account with as many friends as possible. If that means befriending your friends and family or old classmates, it is still effective. You do not want to appear that you are adding any one random stranger as your first friend – it is important to appear that you were already active on the site before you start approaching strangers to be your friend.

## **Step 2**

Facebook will once again ask you here for your affiliations, including the college you attended, high school, and any company you might work for. If you attended large schools with many different individuals, you should enter them here. Remember, the more you reveal about yourself, the more easily you can build that necessary level of trust you need to be able to interact with your new friends and create interest. If you try to hide the actual details of you life, it will eventually show and you will eventually suffer for it.

## **Step 3**

This final step will ask you to enter your hometown so Facebook can place you in a network to get started. This will give you immediate access to a network of nearby individuals that you can access first and foremost. If you are from a country other than the US, UK, or Canada, you will need to click on the special link located here to find your country and city manually.

## **Your Profile – The First Look**

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With those four simple steps, you will be done signing up and have your first Facebook profile up and running. However, you also now have a bit of work to do to create an active profile that effectively tells the world who you are.

The first page you see will display two primary options – Find Friends or View and Edit Your Profile. Before you send your first friend request, you should fill out as much information as possible in your profile, polishing your public image and ensuring you are ready to be seen by the 95 million people you now have access to.

## **Profile Picture**

Your profile needs a good image to get you started. Try to find something that shows you being yourself. Don't hide behind shaky camera shots, drawn hoods, or dark, outside pictures. Find something with you having fun—doing something you enjoy and ideally something interesting. If you can draw questions or interest about your hobbies right away with an interesting photograph, you can get a jump start on how you interact with your new friends.

## **Profile Information**

Your profile contains a lot of information when you really dig into it, and right now you need to start providing that information. The following sections will be available to you to change when you click on the “Edit Profile” button located at the top of the Facebook screen:

### **Basic**

This includes your hometown, sex, birthdate, and political and religious views. Almost all of this information is optional, with the exception of your birthdate (for security purposes). These are all good, simple ways to quickly show a bit more about yourself to the world.

### **Contact**

You can be simple here or go to town and provide as many contact methods as possible. Facebook allows you to enter multiple email addresses, phone numbers, home addresses, website addresses, and instant messenger IDs. You should never provide personal contact information on websites where you plan on allowing strangers to see the information. However, instant messengers and websites are a great way to open up additional lines of communication to new friends without any risks, so provide as many instant messenger IDs as you can.

### **Relationships**

Facebook allows you to list your relationship status, preference, and the name of a current relationship with the world if you so choose. This is an option that is entirely up to you, though

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you can generally leave it unmarked, which in this particular case is probably the better way to go.

## **Personal**

This is the largest and most important section of your profile and one that you do not want to overlook or spend too little time on. Here, you can share just about everything little detail about you that will help to gather new friends to your page. Write about what interests you, what activities you enjoy, and your favorite movies, tv shows, books, and quotations.

It might be tempting to elaborate or get overly creative in this section, providing details that are not necessarily true or that paint a picture of yourself that will draw more interest to your business. However, it is important to be truthful. Not only can you grow closer to future friends by creating a link with them in your common interests; you can actively engage them in conversation more readily about topics you actually enjoy than you could about things you make up.

## **Education**

You can add more details about your education background here, including what you studied in college, any additional schools you attended in High School or College, and when you attended each of them.

## **Work**

Go into greater detail about your jobs here if you so desire. Generally, you should not mention your current employment if possible because it can be too obvious in some cases that you are trying to breach that subject if you actively display that you are selling products for a network marketing company. While it is important to build trust, remember also that you want to draw people to you. Giving them reasons to ignore your friend requests is unnecessary.

## **Picture**

Change your current profile picture from this menu.

## **Layout**

While you do not change anything on this menu, it does provide a very important reminder that you can, at any time, change around the layout of your Facebook profile. All you need to do is visit your profile page while logged in and drag the modules across the screen. If you want your favorite books at the top of the page, just drag them there and make sure people see that detail about you first.

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## **Creative Applications and Uses of Facebook**

As you might already be able to see, there are plenty of different things you can do with your Facebook profile right off the bat that will allow you to customize how the world sees you. While it is vital to present your true self and build trust, there is no rule against making your profile and its related details as attractive to your visitors as possible.

For instance, you can create a profile image that evokes an instant, uncontrollable interest. If you send a friend request and your potential new friends sees something they absolutely want to see up close, you can be sure they will accept your friend request, giving you an opening to contact them further.

Another good way to build this connection is to contact people more indirectly through your profile by using the vast resources that develop when you provide favorites. If you are marketing clothing products, look for favorite movies and books that you share in common with your target audience and place them in your favorites sections. Create an instant connection that will lead to new friends by getting to know your target audience.

You will eventually start adding applications and details to your account that can more effectively draw in new friends by targeting their interests, but for now, start thinking in terms of what people might want to see when they click on your name and look at your profile. If you are looking for individuals who might be interested in selling electronics, you might not have a lot of luck if your profile is full of information about your deep interest in literature. Find a solid balance between your personal interests and that of your target demographic and build your profile accordingly. Creativity will follow in heavy doses.

## **A Profile Done Right**

When everything comes together properly, your profile should be the epitome of who you are. It should display what you enjoy, why you enjoy it, and a dozen or more different ways in which potential new friends can access and talk to you about it. You must be willing and open to giving away that personal information, because if you do not, a greater percentage of people than you might expect will look at your profile and see that you are not only being dishonest, but that you don't actively want to participate. Trust is key, and behind trust, being interesting is almost as important. Remember that and you will do well on Facebook.

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## **Social Interaction on Facebook**

It's the goal of Facebook to provide as many features and means by which to interact with your fellow users as possible – as is the goal of any dedicated social network. You must be able to tap into the resources that are subsequently provided to you to make the most of those potential friends though and build long, lasting relationships with them that will translate into future sales and new distributors.

First, remember that the core purpose of any social network is to stay in touch and meet new people. Entertainment, advertising, promotion, and discussion are all derivatives of these two initial goals, meaning that no matter what your purpose is in joining a social network, you must willingly be prepared for the task of staying in touch and meeting new people.

Because the people you already know in your life are likely not your primary targets here (let's face it: they probably know all about your business by now), it is the new people that will be the group you seek to encounter and grow closer to. Luckily, Facebook provides more resources than you can shake a stick at to do just that.

## **The Network System**

The one thing that Facebook does that many other social networks do not is to divide its users into networks based on where you went to school, where you live, and where you work. The reason for this harks back to the origins of the site. When you signed up for Facebook in 2005 as a College Junior, you could only see the profiles of those who already attended your school. It was a means of keeping people from friending for the sake of friending.

However, people could still friend each other if they knew someone who went to another school – they were just not permitted to look at their profile.

The same basic tenet of privacy still exists on Facebook and it makes it hard to interact with many people. However, because there are now more than 90 million members, there are far fewer individuals who you have limited access to.

What you should know though is that when someone signs up for a Facebook profile, they select how they want to start out. If they select a school network for which they need an email address to join, you will almost never be able to view their profile without being in that school network yourself (which you cannot do).

The key to maximizing your friend count on Facebook is not going to come from randomly adding people that you have never met before – it is going to come from creating social

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experiments and interesting reasons for them to view your profile and want to get to know you a little better.

Your own networks will be limited; you will probably be a member of whichever school you graduated from (if you have a valid email address still), and the city and region in which you live. This limits the number of profiles you can actually view to only a few thousand. However, if you can create a hub – such as a group or a popular blog – that draws outside members in – you can then view all of those profiles and start building even more friends.

## **The Online Friending Dilemma**

You won't be looking for just anyone when you start seeking out your first friends. You will be looking for people who share your interests, have the necessary qualities that lend themselves toward entrepreneurship, and will be willing to continue an ongoing conversation with you.

However, there are a few different kinds of friends on a social network – many of which you will find are a small waste of your time. Don't be discouraged when you add a friend and never speak to or hear from them again. This is an unfortunately common form of interaction and one you will grow to both despise and understand as you try to build the number of quality friends you have. Here are just a few of the common ways in which you might be upset or let down by a new Facebook friend:

- No response to messages or wall posts.
- Limited contact outside of initial friending.
- Ignores pokes, newsfeed, and application invitations.
- Deletes you eventually without notice.

These are all common problems you will face and it boils down to a single mindset that plagues all social networks – the one that people adopt when they stop seeing other users as human beings and start seeing them as tally marks in their friend count. It is an easy problem to fall into and one you might even start to succumb to yourself if you are not careful.

Not only are these only simple, one page profiles with a few quick facts and photos of someone, they are of people you will likely never actually meet in real life. It is easy to forget they have lives – needs and desires that affect their decision making every day. As a network marketer, you cannot forget this though. While it is all fine and good to automate at least part of the process and try to add as many friends as possible; the moment you start looking at prospects as faceless, robotic pages, you will begin to lose friends and find it that much harder to create that essential connection you need to build trust with them.

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## Creating Groups

Every social network has groups, but on Facebook they tend to take on all new social meaning. Whether it is because it is that much harder to interact across the lines of multiple networks or because Facebook is such a straightforward, easy to use interface, groups on the site have taken on entirely new meaning, gathering as many as 2.5 million members in some cases, even breaking world records for digital gatherings. What this means for you is that a well written, especially enticing group can go a long ways toward building your friend base and helping you interact with people on a more intimate level.

## The Groups Interface

The Groups button is located on the left side of your screen under the “Applications” menu. Click on it and you will be taken to a hybrid screen that shows you the most recent activity for you and your friends. The menu on the left side will show which groups your friends have most recently joined while the menu on the right side will show you the recent updates and activity within the groups you’ve already joined. This is a great way to stay up to date with any recent changes that might affect one of your groups as this will list how many new posts, members, and discussions have been added since you last visited the group’s page.

Across the top of the page are three links, allowing you to view:

- **My Groups** - Your groups will provide a comprehensive list of every group you are a member of, along with same basic update information you were provided on the front page.
- **Browse Groups** – Here you can filter through the groups by your Network, a type, and a subtype to view the various groups that have been created or are run within those categories. There are thousands of different permutations to look through here, so be aware of what you are searching through when you look for something.
- **Popular Groups** – If you click on this link, you will be taken to the popular items page which includes not only the most popular groups within you network, but the most popular posted items, events, and notes within your network as well. This is the place you will want to visit as often as possible to keep track of what people in your geographical area are most interested in at any given time.

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If you choose to join a group, all it takes is a quick click of the “Join Group” button on the group’s profile and you will be let in or put in a queue for approval by the group owner. Almost always you will be given the go ahead, as long as you are not completely unrelated to the group.

## **Starting Your Own Group**

But, it is the creation of your own group that will ultimately help you draw the most attention to yourself. Luckily, Facebook’s group creation interface is incredibly easy to use. The button to create a new group is located on the home page of your groups menu, so simply click that and you will be taken to the three step process required to put your group together:

### **Step 1 – Group Info**

This is the basic “fill in the blanks” part of your group’s sign up phase. You need to enter the Name, Network, Description, Type, Recent News, and any contact details you feel like giving away. Depending on what kind of group you decide to create, you almost never need to create any contact details other than your name and possibly an email address. The reason for this is simple – you don’t really want people on the Internet contacting you off of the Internet until you know them much better.

### **Step 2 – Customize**

This is the part where you get to start making your group unique in a way that will attract more attention. First, you need to upload a picture. More than you did for you profile picture, this picture needs to be carefully thought through to attract attention from the people you want to join it. If your group is titled “Flint, Michigan Shoe Lovers”, a picture of a cartoon moose isn’t going to make a lot of sense. Look for something that speaks to your potential audience and is interesting at the same time.

You can also add a secondary website address for your group to give people more information. This should not be a commercial website as it can lead to your account being terminated for violating the Terms of Service. However; a common practice you can adopt is to link to an outside blog or informational website you have created that is also promoting your business without actively mentioning your products or overtly marketing.

The final options have to do with what your members are allowed to do in the group – adding photos, videos, posts, and notes. Unless you plan on creating a politically or socially derisive topic, I would recommend leaving these all open. The more interactive your group is, the easier it will be to contact and talk to your friends.

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Access is set to open by default, allowing anyone to join. You can also change this to be closed, where you have to approve any new members, or secret, where you have to invite all members. For your purposes, it will almost always be better to leave your group open. The more members you can gather, the better.

## **Step 3 – Members**

The final step is to invite and find new members to join your group. At first, you can invite all of your existing friends to join – something I recommend, especially if it is related to the reason why you requested that friend in the first place. You can also invite people via email address to join your group (and subsequently join Facebook) as well. This is a good option if you have a list of friends or prospects you feel might be interested in what you are providing via your group.

Finally, at the very bottom right corner is a link to create an ad for the promotion of your group. Don't overlook this option – creating advertisements to promote your group is a great way to build your audience and on Facebook it is not all that expensive to do so. You will learn more about creating ads in a later chapter.

## **Making Your Group Work for You**

It will do you no good to have a targeted, interesting new group idea if you cannot build and promote it properly. Ideally, you have already invited multiple new friends to join your group and posted an ad through Facebook advertising to draw new attention. Now, you need to add enough content to your group to make it worth their while to join and participate.

When you first visit your group's main page, you will see a slew of new options to choose from, including:

- Add news
- Add photos
- Add videos
- Post links
- Start or add to the discussion board
- Write on the wall
- Message all members
- Edit group
- Edit members
- Edit group officers
- Invite people to join
- Create related event
- Share+

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Through any of these tools, you can share new ideas, thoughts, or changes in the group with your friends and keep it updated. The most important thing is that you constantly update these sections. Generally, there is no specific advice to be given about what you should post or when you should post it.

However, always remember to keep your posts as topically related as possible. Don't post unrelated videos here just because they are interesting. It dilutes from the overall effect of a group. If you have a funny video of a bulldog on a skateboard, post it to your profile. In your group, you want to stay as topically focused as possible – this ensures that only people who are interested in that topic join and participate in your group.

This kind of focus is vital if you want to maintain a group that will easily lead into questions about how you know so much about the topic. That's right, your group should not be just any topic – it should be directly related to your products. While there is no reason you cannot start a group on a casual hobby you have, make sure you run and update multiple groups about the topics you actively participate in via your business. If you sell herbal supplements, start a group about natural medicine alternatives. If you sell electronics, start a group about the latest and greatest MP3 players.

## **Making Friends in Your Groups**

When someone joins your group, they are not automatically your friend. They are an interested party who signed up for a group to see what you had to offer. Assuming you keep them interested and actively participating, there is no reason you cannot add them as you friend in short order. In fact, if you are the group owner, you should almost immediately add anyone who joins your group as a friend. Now, everyone that you interact with via the group message board or wall can be contacted through your profile as well, giving you two avenues to interact. Don't be shy in adding new friends. Most often, the only context needed to send that friend request is "hey, I think I talked to you one time". This isn't a cocktail mixer. You don't need to actually know or have something to say to someone to add them as a friend.

## **Events and Clever Concepts**

Event creation tools on Facebook are among the best of any social network – allowing you to easily and quickly create, track, and comment on events that you and your friends post. The Events menu is located on the left side of the main page, in the Applications menu. When you first click on it, you will be brought to the events main page where you can select to see any of your current events, your friends' current events or any past events you have attended.

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With a new profile, these are likely all empty at this point – but, when you start creating or commenting on other events, you might start returning here to look in on what you have previously done or attended in your area.

## **Looking at Events in New Ways**

This brings up the most important question related to this section though – do you want to create or attend events held by people you do not know? The answer to this question is generally no, but don't forget the core concept of this guide – that being that you should be as creative as possible with the tools you have been given.

First, consider what might happen after a few weeks or even months on Facebook. You might gather friends that you start to know pretty well. A lot of them will likely be nearby you and if you have been successful, you probably have discussed just about everything with them – so why not get together and have a barbecue or grab a drink?

Second, you don't have to necessarily create physical, real world events. As is the case with almost anything you do online, there are different variants and degrees at which an action is defined. No longer must you actively spend all of your time trying to make things happen in the real world when the digital world is almost as interactive – and in some cases more so. An event can just as easily be an online conference, or a video game, or a chat session. Rather than thinking of events as being organized, outdoor get togethers, think of them as a means by which to boost your social interaction with someone you do not yet know. It is a set time to meet up and say hi, or to share an activity. If it is online, it can be just as fun and often twice as productive.

## **Creating an Event**

Like any of Facebook's other services or sections, creating an event involves a three step process. Before you begin the process though, remember that you need to think slightly in advance to make sure you are prepared for every question you need to address. This means a little bit of brainstorming.

## **Being Prepared**

Start by writing out a list of possible events you could hold. The list should be long at first, with as many ideas as you can come up with. Remember, the goal here is to create an environment where your products and business are a topic of conversation that interests your friends enough to make them ask a few more questions.

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With your list in hand, start marking off ideas that will not work with what you have planned. Unless you already know some of your friends in person, stay away from anything that might involve meeting up with random strangers. This might be a good option later, when you have put in a great deal of effort in getting to know your friends, but for now, it is a dangerous proposition that is rarely recommended.

Next, start thinking of what your fellow friends, group members, and conversationalists enjoy. Do you often discuss video games; or is it something fashion related. Are they interested in politics; or do you spend your time talking about the most recent episode of a television program. An event doesn't always have to directly relate to your business (though it should in some way if possible). Try to think of ways in which your event can be handled electronically. Here are a few ideas for you to get started with:

- Group gaming session (Poker, Scrabble, Halo... be creative).
- Chat session to coincide with a favorite television show – nothing is more fun than having a group of friends to talk with during your favorite show.
- Creative gathering – you might all create a new image for a group you are in together or join in video production project that will be put together on a certain day.
- Political discussions – do you enjoy analyzing the latest speech or press conference? Get together and have a chat about what you think.

The list can be as long as you want it, and if you can continually remember that you have the power to shape the conversation, you can direct your new friends in any way you so choose.

## **Step 1 – Event Info**

Once you have brainstormed and come up with the event that you want to hold, you can start creating your new event and the first step is to input your event info. Facebook asks for a lot of information, but only some of it is absolutely necessary.

Think of a good, snappy title, a solid description that tells everyone exactly what you are doing, the network in which it is taking place, and the host of the event (you can select a group for this if you like). An event page is very much like a group page in that there can be videos, images, and posts uploaded to the page by anyone who sees it. It is your choice to allow these additions, but as before, I recommend you leave them open.

## **Step 2 – Picture**

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Here, you must simply upload a picture that relates to your event. As before, select something that will display what you are trying to relay without being too dull. Be interesting but be informative.

## **Step 3 – Guest List**

Here you will find the same interface as you found for the Groups member addition page. You can actively invite anyone to attend the event that is already on your friends list or you can invite people who are not Facebook members via their email addresses. Invite as many people as you think will enjoy the event from here. You can always come back later to add more if you like.

## **Bringing Your Event to Life**

The key to making your event successful is to make sure you send the right invites and open it up to the right individuals. It might be the case that you someday invite people to real world events, and in those instances, you want to be doubly sure that you are comfortable about who you decide to send an invitation. If someone is clearly not on your desired guest list, don't add them just because you think they might make a good distributor. Your goal is still to be friendly and develop relationships at this point.

Most of all, remember that there are no hard set rules in creating an event in Facebook. When you start a new event, don't assume that it will be a success, but don't sell yourself short either. If you treat everything you do as a social activity and not a business venture, you can have fun with it no matter how it turns out in the long run.

## **Wall Posting and Messaging**

One of Facebook's first features and its most prominently quotes today is that of the Wall located on every personal, group, application, and page profile you see. It is essentially the same as a comments section on any other social network and because of that, it allows you to interact with your friends quickly and effectively.

Posting a wall message takes no time at all. All you need to do is visit the individual's page that you want to post on and add a short message to the text box made available to you there. Click the Post button and it will appear on their wall for all to see.

These messages can be quickly replied to by your friend and Facebook will keep track of any ongoing wall post conversations that are maintained using the reply button. For you, this tool is a great resource, especially as you start trying to keep track of multiple friends at a time. A quick one sentence message will take care of that and take you about two minutes to leave.

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Remember that your wall messages are viewable by everyone though, so keep them G-Rated and generally nice (unless you are being humorous). Also refrain from pushing any conversations about your business in this space as some of your own friends might see the messages at some point, or a reply left on your wall might be revealing.

## Using Applications to Stay Interactive

Applications are the one addition to Facebook that truly set them apart in the year of 2007 and fed into the rapid growth of the site by almost 100% in that time frame. An application on Facebook is essentially just an add-on that allows a third party developer to create a new way to use the existing Facebook interface.

By producing and distributing Facebook Framework kits to interested parties, Facebook was able to maintain control of how applications would work within their existing website framework so that they could avoid the catastrophic issues that sites like MySpace had when they opened up the HTML to their users and allowed them to edit essentially anything they wanted.

The idea is almost the same in Facebook, but the utilization is much different and as a result, Facebook has developed a library of more than 15,000 applications just for Facebook profiles alone – and those are applications that have been developed with Facebook development kits and approved by the Facebook Dev Team.

What this means is that Facebook has now developed to the point that you can include essentially anything you like in your profile including:

- Flickr Streams
- Music Libraries
- Upgraded Poke Applications
- Dating Applications
- Movie Comparison Tools
- Gift Giving Tools
- Games like Poker, Scrabble, and Rock, Paper, Scissors
- Quiz Applications
- Political Affiliations
- ... and many more.

This has also allowed marketers such as yourself an unprecedented level of access to your friends to interact in ways that no other social network has ever allowed before. Instead of just sending messages back and forth, you can carry on a game of poker and discuss your favorite hobbies, movies, and eventually jobs. Instead of commenting on pictures, you can send photos

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back and forth via an active Flickr stream that allows you to make living comments within someone's profile.

The possibilities are almost endless and that means that when you start up your profile, you should already be thinking about what you want to add that will enhance your image and your means of interacting with your fellow Facebook members.

## **The Application Directory**

To find and search through the extended directory of Facebook applications, you must first click on the "edit" button located next to the Applications menu on the left side of your profile. From here you can view all of your current applications, make changes to their settings, or even delete them if you no longer want them on your profile. You can also actively move them around so that certain ones are before others by dragging and dropping them to the desired location.

It is the Browse for Applications button that you will want to search out and click on though. Here, you will find the massive library of user and company created applications for Facebook that will open up new avenues for how you use the site.

When you first visit the directory, you will find multiple options for how to browse through it. You can sort the applications by Most Popular, Most Activity, Most Active Users, or Newest. For the most part, these menus provide you with little more than the most recently added and active applications, not necessarily the best.

However, it is often a good idea to look through the Most Active Users and Most Popular categories to see what people are using. The more users who are signed up for a particular application, the more people you can likely interact with if you install that application yourself. Some of the most popular applications have more than 2.5 million daily active users (out of a total install base of more than 30 million users).

To find a specific kind of application, you can use the categories listing that will remain on the right side of the screen. Finding a specific application can be hard at times, but it can help to sort through the categories and narrow them down by popularity or through a specific search term via the search box at the top of the screen.

## **Desktop and Web Applications**

These simple little tools, often created with the help of Facebook are not nearly as popular and won't help you meet new friends, but for the busy network marketer who doesn't necessarily want to log into their Facebook profile constantly, they provide a much more direct means through which to interact with a profile. Tools like Facebook for Firefox or Dashboard Widget allow you to access your Facebook account from locations outside of your account. You can

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install Blackberry or Smart Phone applications, put mail reminders on your desktop and even find ways to interact with your new friends outside of the usual wall and note posting methods.

Look through the various desktop applications provided by Facebook and find any that will offer you enhanced usability and add them to your download list.

## **Installing and Using Applications on Your Profile**

The question you probably have first and foremost is which applications you should install on your profile and how you should use them. Generally, there is no hard and fast rule for using these tools; because there are so many applications to choose from, you will have to do a little searching and find ones that match your specific needs. But, keep in mind what those needs are and how you can use the tools provided for social interaction for your specific business needs.

For example, you might decide you want to use an application to keep track of the favorite new films of your friends. You can install the Movies application from Flixter and keep track of how your friends alter their favorite movie lists over time. This allows you to keep a running tally of how things alter, how they compare to yourself. There are hundreds of similar applications that will combine and compare information from multiple profiles, giving you information and fodder to start conversations with your friends and to build those relationships you need to be effective in selling your products later, down the road.

The actual act of installing a Facebook Application is incredibly easy. All you need to do is click the "Add Application" button next to the application and fill out the information it requires. You will almost always be asked to agree to an information sharing license that allows the third party running the application the right to view and use your information to keep the application running. It is a standard user agreement and extends the Facebook Privacy Policy to the third party.

A good rule of thumb before installing any applications though is to view the application profile page where users rate and review the application. You can read about the development cycle, updates, and the current and past reactions of the application's users before you install it and start using it. Make sure that you are aware of exactly how the application will interact with your profile or you might be unhappy with the results. There are occasional instances of applications that don't work, take the wrong information, or ask too much of their users before they will activate. Avoid these as they cause you more trouble than they are worth.

After installing an application, it is important to make sure you have a solid user base to interact with. If you are trying to keep track of your friends' interests with an application, post it on your group page or invite your friends to join so you can share with them. If you are using a more universal application that accesses members outside of your network, make sure to make as many friend requests as possible in the context of your application usage.

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## **Creating Your Own Application**

Probably the best thing about the Applications addition to Facebook is that you can customize and make your own through the use of the Facebook Platform development kits. Visit [Developers.Facebook.com](https://developers.facebook.com) and add the developer application to your profile. Once you have done so, you can start accessing and utilizing the various tools available to you in the application building interface. Generally, you will need a basic understanding of how programming languages operate, so I recommend you hire a programmer who can accurately translate your vision into an Application.

But, besides the cost of development, there is not cost to installing and using the Facebook development interface and that means you have as much freedom as you want and need to create essentially anything you can dream up for yours and your friends' profiles.

Start brainstorming what things you might want to include. Do you want to make it so people can enter the last pair of shoes they bought and why they bought them? Do you want to create a business meme where people pass ideas around in a circle and build or take away from them in an attempt to brainstorm an effective concept? Or maybe you simply want to create an enhanced chat platform that allows you to stay in touch with a select few individuals based on your preference in television shows.

No matter what you want to do, Facebook allows you the freedom to essentially create, develop, and tweak any application you can dream up and that gives you unprecedented control over your interactions with friends and potential prospects. This is your chance to think of ways to step outside the box and be more creative than ever before.

## **Sharing Videos, Photos, and Links**

The video and photograph sharing features on Facebook are incredibly intuitive and easy to use and because of the built-in newsfeed and notes system that allows you to show everyone you are friends with every update you make to your account – including uploads of new videos and photos – you can have a lot of fun here.

### **Photographs**

The photos application is located at the top of the list on the left side of your screen. When you visit the main photos page, the first thing you will see is the most recently updated albums of all of your friends. This will include all of the recently added photos, albums, and tags that have your friends in them.

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## Albums

Albums are a way of organizing and displaying related photos within your account. You can have an unlimited number of albums, so you will often find some people with thousands of photographs. The most recent statistic (as of writing this guide) put the total database of user photos on Facebook at 160 terabytes with more than a terabyte added every week. It was the first social network to open up unlimited photo space and is still the most popular with a massive database that is growing rapidly.

## Tags

Tags are a way of adding little notes to images that have multiple people in them. Instead of just uploading a photo to your profile and letting it sit there with your name and a caption attached to it, you can go through each of your images and place a tag on each person in there, that will then link to that person's Facebook profile. What this does is allow that person's own library of photos to grow exponentially with every photo someone else tags that has them in it. Even if you never upload a single photograph of yourself, you could have dozens of tagged photos that link to your name. You can even use these images as your profile pictures if you like.

## Creating Albums

If you want to create your own album (which you probably will), click on the Create Album button at the top of this page. You will be asked to enter a Name, Location, Description, and Visibility setting for the album. Once you have done that, you can start uploading images into it.

If you have the Java Runtime Application installed on your computer, the image uploading service will feature multiple interactive tools that allow you to drag and drop your images from a breakdown tree of your desktop. Just check off which photos you would like to add to your album and click Upload when you are ready to add them. After uploading photos, you can immediately add captions to each one. You can also select which image will be the cover for the album. You can then easily reorganize your photos, add more, delete them, or change the information you've entered from the Album's menu.

After images are uploaded, you can click on an image and find even more options. Facebook will let you do all of the following to your image:

- **Rotate** – You can rotate your images to the left or right if they were accidentally uploaded without being rotated.
- **Tag** – Tagging an image is as easy as clicking on a person within a photograph with the crosshairs that appear. You then select the area you want to tag and the person you want to tag in that area – you will be given a prepopulated list to choose from of your friends.
- **Edit** – Change the basic caption or settings for your image here.

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- **Print** – You can order prints through Facebook’s photo partner, QOOP. By clicking the link, you will install an application that allows you to send your images to QOOP to be printed and then mailed to you.
- **Share** – Share your images with friends by sending them a link to your new album. This is a good way to get people to comment on your images right away when you first upload them.
- **Invite Friends to View** – You can also invite friends from off of Facebook to visit and view your albums via the public photo album links provided on the site. You can change an album at any time to be viewable only by friends by clicking on the options button located within your album.

## Using Your Images

Images are a great way to showcase who you really are and show a little a personality in your profile. If you want to get to know some of your friends or show off that you are an avid hiker or chess player, take some photographs and post them in an album. With a little bit of promotion, you can spread them to anyone you have befriended and generate new comments, questions about your profile, and if you are lucky a few new friends.

## Videos and Links with the Post Item Application

The videos feature on Facebook is not quite as advanced as the photographs application, but it does allow you to quickly and easily upload a video to your profile in the same way you would on YouTube. To add a video, you will need to click on the “More” button below the Applications menu on the left side of your screen. Click on the “Posted Items” link and then enter the URL of the video you want to add to Facebook. The site does not yet host videos for you; you will need to link to an outside source such as YouTube or Google Video to inject your video. However, by entering a YouTube URL, Facebook will know right away to retrieve the screenshot, video embed, and information necessary to post the video to your profile and your newsfeed.

Use this feature as often as possible, both to add videos and to post links, related websites, interesting information, and any documents you think your friends might be interested in.

Remember to remain thematically attached to your business and your products as well. This means you should consistently upload and include information about the niche in which you are currently doing business, provide information, and most of all be interesting and informational.

## The Share Bookmarklet

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The little box located at the top of every item, photo, video, and note you post on Facebook says “Share+”. This is a vital tool that will ultimately allow you to more quickly and easily interact with your new friends, making sure they see everything you spent time posting as well.

Use this bookmarklet as often as possible to post your videos and images on other peoples’ and your own profile. It will increase exposure and ultimately allow you to be more successful when you post a new item that people might not otherwise see.

## **Subscription Feeds**

Along with the ability to share things with other users, you can subscribe to and keep track of every update your friends make to specific parts of their profile. You can subscribe to photo albums, notes, mini-feeds, and item postings from specific members, ensuring that whenever someone uploads something new to their page, you will be notified of it right away.

This can serve your purposes in two different ways:

1. You can keep track of specific members that you may have targeted as especially likely leads. They might have exhibited interest at some point or possibly already asked you about your business. Maybe they are exceptionally interesting people that you want to keep track of as much as possible. Whatever the reason, these individuals should be added to your subscription feed.
2. You can generate your own subscription feeds, sending information from yourself to other individuals. While you cannot actually force anyone to sign up for your feed, you can generate content on a regular basis that is interesting enough to cause them to do so. If you post funny videos, interesting blog posts, and provocative notes every other day, they will want to make sure they see what you have coming up next. Then, as you get to know people, you can start dropping in hints in your notes (knowing that they are being syndicated to a group of friends) regarding your business.

Like any of the features on Facebook, subscription feeds seem simple, but when used properly are incredibly powerful in keeping you in contact with friends.

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## Facebook Features Uncovered

You've looked through Facebook and utilized most of the basic tools and features the site has to offer at this point, but you have only just begun to scratch the surface of what you can accomplish as a network marketer on this website. What makes Facebook such a great target is that you can approach your targets on two different levels at all times.

First, you can become their friend and, using the tools listed above, get to know them, make casual conversation and become a better friend all around.

Second, however, you can approach Facebook as an advertiser and a marketer, using the built in tools that Facebook provides to people just like you to reach the massive target demographic of social network users with specific advertisements.

In this section, you are going to bridge the gap between the social features described above and the constant availability of tools that are designed to make Facebook as desirable for someone trying to sell a product as someone trying to meet new friends.

## The Facebook Newsfeed

Before we discuss any of the added features Facebook has to offer for marketers and advertisers, you should learn more about at one more social feature on Facebook that you have probably already noticed and possibly even utilized as you have set up your account.

When you first log into your Facebook profile you will be greeted with a front page containing a wide array of recent updates, changes to profiles, and links that you and your friends have posted. This is the culmination of news feeds that appears on every person's front page when they login.

Every user on Facebook has a newsfeed that lists every action they take in their account. If they add an item, change a profile image, or write on someone's wall, it will appear within the newsfeed, creating a streaming, real time list of actions you have taken in your account. Each item listed there is saved for 60 days and displayed in your mini-feed on your profile with the 10 most recent updates.

In addition, every friend of yours' newsfeed will be fed into the main newsfeed that you see whenever you login to your account each day. Facebook further breaks down "stories" in a newsfeed by categories, allowing you to view the specific updates that have taken place in a certain category, including:

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- Network Stories
- Relationship Stories
- Group Stories
- Event Stories
- Photo Stories
- Edit Profile Stories
- Note Stories
- Posted Item Stories
- Video Stories
- Wall Stories
- Friend Stories
- Status Stories
- Discussion Stories
- Gift Stories
- Politics Stories
- Pages Stories
- Reviews Stories
- Marketplace Stories

By clicking on any one of these links, you can see all of the related stories that have been added or updated by your friends regarding these topics.

On your main homepage, where the combined newsfeed is located, you will have even more options. Next to each item that has been added are two icons – a thumbs up symbol and an “x”. The thumbs up will signify that you like a particular news item and save it for you, whereas the ‘x’ will delete it from your feed. You can also click on the “preferences” button at the top of the page to change which feed items, friends, and frequency these things are displayed. In addition, you can change whether things like “Most Popular Movies in Your Network” are displayed in your feed.

## **Using Your Newsfeed**

A newsfeed is more than a simple interface you can use to keep track of your friends’ latest updates though. As a network marketer, you know that information is one of the most valuable tools you have at your disposal and the newsfeed represents not only a constant input of information but a means by which to constantly spread information.

Check your main newsfeed as well as the imbedded “mini-feeds” on your friends’ profiles every day and use the information there to remain in contact. There is nothing more endearing as a friend than to have someone actively following and commenting on the goings on in your life. It is also easier and more realistic to find and comment on an item you see in your feed than to

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scour someone's profile repeatedly for reasons to contact them. Essentially, information is coming to you – this is a huge time saver.

On the other side of the coin, you can use the same tool to spread information to your friends. Whenever you update your own profile, it will show up on your friends' feeds and send a subconscious nudge to visit your profile. What this does for you is create a good reason to actively use and alter you profile every day if possible. Regularly update your favorites, add new items, and write on walls every chance you get. Each time you do this, the results will show up on the news feed and essentially send out a blaring advertisement to your friends to stop in and see what you're up to.

However, keep in mind that no one wants to be overwhelmed by updates from one person. If your friends login and see only newsfeed updates from your account, they will start to ignore or even block them. To keep this from happening, monitor and edit your newsfeed updates by using the "x" button to delete excess items from your feed that you don't think will be interesting to your friends. This can include anything from you changing a single favorite movie to you writing a two word response on someone's wall.

If you properly filter what goes out in your newsfeed and monitor what comes in, you can remain actively engaged and up to date with all of your friends while putting in a minimal expenditure of extra effort to do so.

## **Facebook Business Solutions**

Located deep within the bowels of Facebook's many features is a unique and customizable feature set that helps to make Facebook the most business friendly social network on the Internet. You can reach this page via [Facebook.com/Business](https://www.facebook.com/Business) and you'll be greeted by a collection of menus that each offer you something unique so you can interact with Facebook from a business perspective. It is vital that while you actively work on creating new friends and growing your profile's presence you also work toward creating an interactive business presence that can support and boost your activity and draw in prospects and customers from more than one angle.

## **Facebook Pages**

MySpace has always had a corner on the customizable profile market and it has meant that the social network giant has been able to do what few other sites have – draw in big name bands, celebrities, and corporate money to create profiles and work within the structure of a demographic gold mine. Facebook has never been that kind of site, mainly because the entire

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premise behind Facebook has always been to stay simple, stay easy to use, and most of all, stay focused on contact.

However, as the site grew and quickly started approaching the MySpace numbers that few other social networks had ever touched before, it became apparent that advertisers and businesses wanted a better way to interact with the millions who had Facebook accounts and hence the arrival of Facebook Pages.

Facebook Pages are entirely different from Profiles as they present a completely customizable, unique interface for businesses, band, advertisers, comedians, politicians, and anyone else whose primary goal is to promote something through their profile. It allows those who want to openly advertise on the site a medium through which to do so without openly breaking Facebook's Terms of Service.

This is great news for network marketers like yourself who want to approach Facebook from the twin angles of social and business interaction. Now, instead of having to solely focus on maneuvering yourself into the good graces of your friends, you can actively work within the context of advertising where anyone visiting your site knows what you are trying to do. You have all of the tools that regular Facebook profiles enjoy and the freedom that a sponsor oriented page grants.

## **Creating a Facebook Page**

To create a Facebook Page, go to the Pages tab at the top of the Business menu and click on the Create Facebook Page link. You must then select one of three options – local business, brand or product, or artist/band/public figure. Each option will provide you with similar tools, but the way your page is listed and networked will vary depending on your choice.

I recommend you spend some time before you create your Page deciding exactly how you want to market your business through Facebook. If you decide you would like to create a Page that directly markets your brand or product, have the information in front of you that you will be sharing. If you decide to create a page for your own business instead, the page will be more focused on you and what it is you do for a living.

Because of the social nature of Facebook and the ways in which you are attempting to interact with Facebook members, you should spend as much time as possible planning out your course of action. A local business page would allow you to more effectively sell your business to nearby friends and prospects, but a branded page might be more successful in driving in new customers and generating sales. If you can, I would recommend you create one of each and work with them in tandem to create interest on both fronts.

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Facebook Pages are managed from your personal account, so you will need to login and assign your account to the page you are creating. Don't worry though – no one can see your Facebook Page from your profile or vice versa. All this does is allow you to easily track your actions.

After you assign your profile to the page, you will be taken to a completely blank Facebook Page that requires your immediate attention. You will notice that the page looks almost identical to a normal profile, but contains multiple new boxes and plenty of customizable options. Some of the things you will be able to change include:

## **Your Page Photo**

Your page's primary photo is about twice as large as a standard account photograph and should be your way of showcasing your products or brand name to the world. Avoid goofy or unrelated images that don't actually promote what you are trying to sell.

## **Mini-feed**

Much the same as your profile's mini-feed, the feed on your Page includes all of your most recent actions on Facebook.

## **Information**

This is where you can stretch your verbal wings and write about whatever it is you want to share with the world. Describe your products, describe your business, and describe what it is you offer that no one else does. The rest of your page will focus more intently on entertaining and drawing in fans, so this section's focus should be on drawing interest and questions.

This is not a sales pitch though. If you write a sales pitch on a Facebook Page, or any social network for that matter, you can almost guarantee failure in converting those leads to sales. You want to be interesting and informational, but not pushy.

## **Discussion Board**

Create and contribute to honest, related topics that will help to promote your knowledge about your products and business. If you can show your visitors that you are an expert about whatever it is you are selling, you will increase the trust level you hold with them and they will become more receptive to what you are offering. This can be done by holding open conversations here and encouraging questions from outside sources.

## **Fans**

Your fans will be displayed in a box, much the same way friends are displayed on a normal profile. In this case, people can click the "Become a Fan" link at the top of the page and be added to this listing. Your job is merely to draw people into your site. You cannot request fans.

## **Photos**

The photos section will display all of the additional photos you have uploaded to your Facebook profile. In this section you should include as many additional product and business related images as you can think of. However, do not focus entirely on you products here.

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While your main Page image should be related, this section is open to be as creative and outgoing as you can manage. Post images of related science, entertainment, or current events topics and connect them to your product or business to draw conversation.

## **Video**

Videos are always a great way to share something entertaining or informational with visitors. In this day and age, everything is instant and that includes your pitch to visitors. If you are afraid people might not want to read your extended information section, add a video that explains what you do and why you do it. In addition, use this space to market through viral means.

Brainstorm creative applications for videos that will draw additional interest from across Facebook. You might consider a web series of short episodic content or a protracted series of animated videos. The best part about the Internet is that you have the freedom to do essentially anything you want and if it is entertaining, someone will see it, enjoy it, and pass it along to their friends – the best kind of advertising.

## **Events**

Events may not necessarily be related to your business or product, but if they are or if you can think of a creative application for the events application, make use of it. Consider gathering people to an outing at the beach if you sell skin care products, or generate an online chat session to discuss a popular topic. You might hold a video conference in which you make the sales pitch you have been holding off on – by inviting people and being explicit that it is business related, you violate no Facebook rules and gather new prospects at the same time.

## **Notes**

Notes are one of the most overlooked features on Facebook and it's probably because of how simple they sound. But, they are anything but simple as they allow you to post additional information, questions, and best of all syndicated blog posts to your Facebook Page intermittently. I always recommend maintaining a full time blog that is updated at least four times a week running for any online business.

In this case, you can take that blog and leverage it into additional informational content on your Facebook Page by syndicating posts through your notes. Simply click on "Notes" then click on the Import a Blog link and enter the RSS feed address for your blog. In no time, every post you make will be syndicated directly to your Facebook Page for all of your fans to read.

## **Reviews**

Reviews are a tool that is vastly underappreciated across all walks of the Internet. Not only do reviews allow you to actively engage with your customers, they allow you to build vital trust with them by showcasing your knowledge about a product they might be interesting in purchasing. Any products you can bring in that are remotely similar to your own product or business (preferably as supplemental products) should be included in this section. Unless you create a

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Page that does not directly mention your business or product line, do not review your own products.

## **More Applications**

There are more than 6200 additional applications you can add to your Facebook Page that are specifically designed to help you create a hub to market your business to Facebook members. Simply click on the Applications button while editing your Facebook Page to see the options that you have.

## **What You Can Do With a Facebook Page**

As a network marketer, there are countless things you can do with a Facebook Page. You can market your products outright, you can slyly market your business, or you can create a completely personal business portal that acts as a second profile through which you are allowed to more actively market yourself to visitors.

Whatever you decide to do, remember these three simple things:

1. Always Follow Facebook's Terms of Service – spamming, logging, and over selling will still get your Page shut down. Additionally, your Page must represent a real business or product or it will be deleted.
2. Build Trust to Build Fans – On a profile, you build trust so that your friends open up to you and actively communicate. With a Facebook Page, you build trust because it allows you to generate more sales and prospects because they trust you as a person and a business owner. Trust is the fundamental currency of all forms of network marketing – strive to gain it in everything you do.
3. Be Creative – Everything you read in this book is designed to help you approach Facebook and use it as a tool to sell your products, but at a certain point you must be able to interject your own special brand of creativity into your pages, whether it is via specially produced videos, well written discussion board topics, or a highly stylized series of blog posts syndicated through your notes. Be creative and people will respond to you.

A well crafted Facebook Page that actively engages your target audience will spread like wildfire – it is the nature of a viral production and when you can generate viral interest in your products, it will continue to spread beyond even the most generous of expectations.

## **Facebook Advertising**

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Advertising on Facebook has evolved substantially in recent months to take on an entirely new face. At first, Facebook advertising was as simple as paying for a package of flyers that you could post to specific, targeted demographic sets. As Facebook has expanded and started to realize the financial viability of having so many members on its site at so many times, so too has the desire for a more integrated advertising platform. At the same time, Facebook has always made it a primary goal to maintain the same stripped down, basic style that made the site so popular in the first place by steering clear of the gaudy, overly burdensome banner ads that many other websites so prominently display on their pages.

As a result, Facebook has created a wonderful opportunity for marketers such as you to reach any number of incredibly active, incredibly financially viable demographics with ease and style.

## **Social Ads**

When you visit the Advertisers page via a link located at the bottom of the page, you will be greeted with two options – create a social ad or a Facebook Page. You've already built and started marketing through your Facebook Page, so it is time to start looking more intently at the possibilities of social ads.

Facebook allows you to create social ads that market to either an outside website or a page you already have on Facebook. When you start creating your ad, you will need to choose what you are going to advertise. For your purposes, unless you already have a quality website created and running that combines the best elements of your business with the tools and accessibility that anyone on Facebook might want to find in a company's website, you should utilize the already well built and targeted Facebook Page you spent so much time creating. Cross promoting within your own Facebook elements can have dynamic results, building trust even as you benefit from targeted advertisements. It allows you to gather more information about your visitors and it generally benefits both parties.

## **Targeting Your Audience**

The next menu you will be taken to is a solid example of why Facebook is such a powerful advertising platform. You will find here a collection of tools to help you select where you will target your ads. Each selection will affect a total located at the top of the page that displays a real time estimate of the total users on Facebook that meet your criteria. For example, if you select all age ranges within the United States with no other limiting factors, you will have access to 22.9 million users. In the UK, you would have 8.7 million users and in Canada 8.4 million. Each factor you change is self limiting, meaning if you select Venezuelan men between 24 and 31 who are single college graduates, the number of members will narrow down to roughly 100. You can create targets for:

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## **Age**

The drop down menu provides you with a wide array of ages to choose from starting with Facebook's minimum age requirement of 13 and going up to 65. Choose the exact age range you want to market to here. For example, if you are selling a selection of cooking products, you could set your range to a higher age range, such as 35-45, ignoring the younger demographic altogether, while still providing a target base of almost 1 million users.

## **Country**

There are 47 different countries from which you can select in the drop down menu in limiting your search results. The smallest representations are from smaller countries like the Dominican Republic or Peru with 40,000-60,000 users, ranging up to the United States' 22.9 million users.

## **State**

In countries with dedicated states or provinces that are large enough such as the US and Canada, you can limit your search further by selecting a specific state or province in which to market your ad. This allows you to make a specific selection if you have a geographical focus.

## **City**

Any of the larger countries such as Australia, the UK, the US, and Canada will allow you to choose specific cities that have been programmed into the interface. These geographical options are not available for most of the countries however.

## **Gender**

Choose between male and female users if you like. You might feel that you could be cutting out part of your audience by doing so, but consider the possible conversion rates between different genders. Realistically, an automotive product would probably sell better to males while a cosmetic product would sell better to women, so why waste your money marketing to both?

## **Keywords**

If you have a specific interest, favorite movie, music, or some other keyword you would like to target in your search, you can use this box to be as specific as you like. Say for example you want to market a specifically crafted ad toward US males between 18 and 25 who have "Family Guy" somewhere in their profile. Facebook will recognize the keywords and search for them, narrowing down your search results to a little more than 1 million users.

Keywords, much as they are on a blog or website are vital in that they make it possible to even closer target your audience that will most likely respond to your ads. Your Facebook profile can be a highly valuable tool in determining what keywords and interests are most often associated with people that might be interested in your products. Look for common trends and interests and use those to leverage your ads to the right people.

## **Education Status**

If you feel that your product might be better suited to a certain educational status, this is a good

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option to select. Remember that over 20% of the total Facebook population in the United States is still in High School and 27% is still in college. If you are looking for financially independent adults to market your products to, simply ruling out those individuals still in school will cut down the potential wasted ad placements by almost 50%.

## **Workplaces**

This option is rarely necessary unless you specifically know a company or industry to which you can and should be marketing your products. There are approximately 40,000 companies and industries prepopulated in the list though, so if you do have a specific company you hope to send ads to, it is an easy process.

## **Political Views**

Another rarely used option, unless you are presenting a politically charged product is Political Views. However, consider how this can affect the overall performance of your ads in some cases. Some products might not seem immediately political in nature, but their derivatives might very well be. Consider ingredients, social implications, and the general use of a product on a specific demographic. However, don't over think your ads. Blue socks are not going to fare poorly with conservative leaning individuals just because they are blue.

## **Relationship Status**

This is a very useful tool if your product markets better to singles. There are many instances in which a particular product might not interact well with people who are currently attached. Trying to sell a network marketing business to someone who is married for instance might be harder than selling that same opportunity to someone who is currently unattached and has nothing to lose by giving it a shot.

## **Your Mind Frame in Targeting Ads**

Think for a moment about what people will consider when they see your ad. Do they need your product? Will they have even more questions? Are they old enough to use it? Will their spouse approve of it? I recommend going through each of the above demographic categories and writing out for yourself the following three questions:

- What Do These People Need?
- What Does My Product Provide?
- What Can I Offer?

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Now, consider the different options at your disposal for each demographic. If you are selling a college survival kit, would a 55 year old male need it? If you sell anti-aging cosmetics, will a 19 year old male be interested in what you are providing? If you offer a money making opportunity, will a 42 year old college graduate with a good job be interested more than the 26 year old?

While it is impossible to ever completely narrow down a demographic group to match your ideal consumer (people can often surprise you in their interests and purchases), you can cut away all of the people who are highly unlikely to be interested. Don't forget you are paying money for these ads. If you pay to place an ad somewhere that it does little or no good, you're wasting money.

## **Creating and Running Your Ad**

Next, you need to write the text of your ad and get it ready to be displayed. While the interface may look incredibly simple at first glance, there are a lot of factors to carefully consider.

### **Title**

The title of your ad is the most important text you will put in it. It is here that the main link will be placed and it is here that you need to grab the most attention. Use a related keyword – one that grabs attention and actively engages your target and keep it brief but informative to be most effective.

### **Body**

If you have used Google AdWords before you will note that Facebook allows you to use a lot more characters than its bigger search engine cousin. Generally, with spaces, you are allowed 135 characters or roughly 5 lines of text. Only use that full space if you have a full message and targeted keywords to use though. Don't just fill space. Your goal is to grab attention.

### **Image**

Another thing slightly different than most standard Google Ads is that you can place an image within your ad, using it to grab even more attention in the process. It's a great tool and one that should not be overlooked, but make sure you use an image that is either related to your product or that captures attention. Don't be provocative, but remember who your audience is and strive to grab that specific groups attention as best as possible with an image that speaks to their needs. An ad targeted to 35-45 year old women in search of anti-aging cosmetics should include something like a before/after composition or a product picture, not a random plant from which the product was derived. You want the connection being made instantly, to translate into clicks and visits.

## **Budgeting**

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The next step is to budget your campaign. Also similar to Google AdWords, you will select a total budget and a maximum bid price per click right away. Depending on how competitive the demographic you chose was, you will pay a slightly different click price per ad. The minimum bid for any demographic is \$.10, but most of them will run between \$.35 and \$.55 per click.

You can also select if you would like the ad to start right away and run continuously or to run on a specific date and at a specific time.

## **The Pay Per View Alternative**

Another option that many people will choose, both because of how much less expensive it can be and because of the mass branding exposure it provides is Pay Per View advertising. Because of the massive volume of page views on Facebook every day, you pay for every 1,000 page views, usually as little as \$0.29. Remember however that each time a page loads, it counts as one impression. You may not necessarily be seen by different people if the same person keeps reloading their pages to see your ad over and over again. A Pay Per Click ad is only charged to your account if someone actually clicks on it.

Additionally, there is an option to load your ads directly into someone's newsfeed, the list of actions located on their homepage with all of their recent updates. This will spike the cost of 1,000 impressions to \$1 or more, depending on your demographic. The click thru rates are significantly higher for news feed ads however.

## **Social Action Integration**

Another valuable tool that you can make use of if you have created or are utilizing your own applications and Facebook Page is social action integration with your ads. This will allow you to dynamically post ads to the ad space on the left side of the page or into users' newsfeeds that actually utilizes the name and specific actions of a friend.

For example, if you created an application that allows users to submit their reviews of the best anti-aging products to be posted on your Facebook Page and a user submits such a review, you could then create a Social Action ad that posts advertisements in the newsfeeds of that users' friends stating they submitted a review through your application, advertising your page, your application, and your products all at once. The cost is slightly higher than most Pay Per Click or Pay Per View ads, but the click thru and conversion rates are astronomically higher because of the immediate social connection seeing a friends' face can have.

## **Facebook Insights**

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What good are advertisements if you don't come away from them with some solid data? Facebook recognizes the need to be able to analyze how you are doing in all aspects of your site and has provided an advanced analytics tool in Facebook Insights. If you are running a Pay Per Click or Facebook Page to advertise your business or products, you can set up an Insights profile and start keeping track of each and every visit and the final action each user takes in these instances.

By providing you with specific trend and demographic data, Insights allows you to see exactly what you've done correctly and what you may have done wrong. Many times, tools like this make the difference between success and failure in any advertising campaign.

And remember, you are not just posting ads on the site and waiting for someone to click thru. By integrating your Facebook Page, profile, and advertising campaign, you have created a three way triangle that draws in, records, and analyzes each visitor you are able to generate. While the interface will vary vastly from user to user, Insights is incredibly easy to use and provides the sort of fast real time data that you need to make sure your ads are not going to waste.

## **Facebook Beacon**

You've probably heard of Beacon by now, if only because of the massive bout of controversy that erupted over its use in November of 2007 when users were forced to opt out rather than in to its data sharing model.

The actual concept behind Beacon is still rather brilliant and can be helpful, especially if you have an outside website on which users might take actions. Essentially, what Beacon does is provide you a means by which to add three small lines of code to your website. That code will be custom outfitted to record a specific action a user might take on your website. Say for example you run a review site that allows users to review and post their thoughts on favorite new fashion items. If you add Beacon to that part of your website you can have the action a Facebook user took reported to their friends via their Facebook profile.

In addition, you can boost the amount of people who see the action that was taken by paying for a social ad that presents the action to a wider array of users. Be aware that users are alerted as soon as they take the action and Facebook records it. They are also alerted again before the item is posted to their feed, a necessary step that has been taken to protect user privacy.

If you are interested in signing up for Facebook Beacon, you can contact Facebook directly at [externalactions@facebook.com](mailto:externalactions@facebook.com) with the subject line "Contact Me About Facebook Beacon" and you will be contacted by a sales representative who can provide you further information about how to use the service.

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## **Participating with Beacon**

In addition to using it for your own advertising, you can use Facebook Beacon on your Profile to relay back to your new friends what you are up to on the Internet. This can be a sly and highly effective way of provoking interest from new friends in your products and business, by relaying a constant stream of purchases you might make on websites like Ebay, Amazon, or Blockbuster. The full list of websites that currently use Beacon has not been published, but it is large and if you leave the feature on in your user options and constantly post those actions to your newsfeed, they will be seen. Keep this in mind as you try to brainstorm ways to bridge a gap between your friends and an active dialogue about your products.

## **Facebook Polls**

The Facebook poll feature has been active since 2006, but has evolved substantially since its first iteration to be an incredibly powerful marketing device. There are few places on earth where you can freely access essentially any demographic you desire. There are fewer places where you can ask that demographic a question and get answers within a matter of minutes or hours. Facebook is such a place and for that reason, its Polls feature has become quite popular.

To create a poll, simply click on the Create a Poll button in the Business menu. You will be asked to provide a single question and five possible answers. You will then be asked to choose a demographic range in which to display the poll. Unfortunately, the poll feature is not quite as diverse in the options you are given as the social ads feature, but you can choose between Interests, Location, Age, or Gender to narrow down your results a bit.

Now, once you have created your poll and its answers, you will be asked to select how fast it will run. The run time is directly related to the cost of your poll, so be wary of how much it can cost. Facebook charges between \$.25 and \$1 per answer for a poll and the amount you pay will ultimately decide how fast the poll is completed.

The fee and total time to run schedule breaks down as follows:

- 24 Hours to Complete - \$.25/click
- 4 Hours to Complete - \$.50/click
- 30 Minutes to Complete - \$1/click
- There is also a \$1 insertion fee for every poll.

Available options for numbers of participants and cost:

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- 100 (\$25-\$100)
- 200 (\$50-\$200)
- 500 (\$125-\$500)
- 1000 (\$250-\$1000)

The cost might seem high, but the cost of running a similar survey offline, either via phone calls or through interviews would be much higher, requiring many hours of man power. Facebook provides an ample medium for immediate, targeted results that few other mediums can.

## **When You Might Use This**

Realistically, you probably won't use the Polls feature very often. It is rather expensive and while it is more scientific than an email or blog poll, it isn't perfect (as no polls are). However, it does provide very specific, targeted responses to questions that you might have regarding a product, a market, or a current trend and almost every company on the planet is using these polls to research various topics small and large. If you need to know quickly how 18-24 year olds view a particular industry before you decide whether to spend advertising money reaching them, a poll is a good way to find out.

## **Facebook Marketplace**

It's not quite on par with Craigslist, but never underestimate the reach of online classified ads on a social network. Located in your Applications menu on the right side of your screen, you will find a link to the Facebook Marketplace, a stripped down, easy to use version of popular online classifieds that allows you to quickly and easily see what people are selling, want, or need in your network.

The best way to make use of this tool is to write your own classified ad however, presenting products you might choose to sell or opportunities you want to provide. Remember though that these ads will not be separate from your profile as your Social Action ads and Facebook Page are. Rather, they will link directly to your profile and so you should be aware of the effect such ads can have. Blatant spam or advertising for off-site promotions will often result in penalties or deletion as noted in the terms of service for the site.

I generally recommend that if you want to use classified ads to market a product, you turn to Craigslist. It is much larger, has many more users, and provides you with nearly unlimited options to take advantage of.

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## **Social Meets Business**

With Facebook you now have a tool that allows you to approach prospects and customers from multiple different angles. You can create a Facebook Page, run advertisements, measure interest with polls, and keep track of everything you do with Facebook Insights. But, still one of the most powerful tools at your disposal when you login to Facebook every day is your standard Facebook Profile, the one that connects you directly to millions of users around the globe. In a world where social interaction has reached a new premium, it is not only possible but expected for you to utilize and leverage the social tools Facebook provides to create new friends, and ultimately prospects and customers.

But, it is always a challenge to translate social interaction into a viable business strategy. You probably felt immediately at ease reading about advertising and brand promotion through Facebook, but are wondering to yourself, “How do I make friends and turn them into prospects?”

There are many different ways in which you can do this, but primarily it all comes down to being able to read people and engender in them a basic trust of you and what you provide to them in conversation. When you login to your Facebook Profile and post wall messages, you must be able to see people on the other end – human beings with issues and concerns – rather than prospects. Keeping your business goals firmly planted in the back of your head, you will then be able to make the right moves in growing a relationship with your new friend before you attempt to create a new business partner.

## **Defining a Friend on Facebook**

On a social network, your friends are not always what they seem. People who use social networks tend to have multiple agendas and it can be hard to discern what they seek to get out of a new friend relationship. Often it is nothing, but you have no way of knowing that. Just a few of the common motivators for using Facebook include:

- Meeting people in a new city
- Staying in touch with old classmates
- Finding a date
- Relaxing after work
- Competing with friends
- Staying up with social trends

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- Increasing self-esteem

The list goes on and the truth of the matter is that many people don't use Facebook simply because they want to meet someone interesting. They are there for a variety of reasons, including any combination of the above, and for the most important reason of all – everyone else is on Facebook.

That does not mean that you immediately stand no chance when you add a new friend to get to know them a little better. However, it does mean that social interaction can often be underwhelming. You must be willing to accept it. There are times when you will send a message and receive no reply or when a friend suddenly deletes you from their friend list with no warning. These are standard actions on a social network and they will continue to occur as long as most people view Facebook as a casual hobby rather than an actual social interaction platform.

## Identifying the Real Friends

Luckily, there are things you can do to pinpoint the individuals who want to meet new people and ensure that you waste as little time as possible trying to convince someone who doesn't want to be convinced that you are a good friend to have.

1. **Seek out Active Profiles** – Search for individuals who are active on Facebook, with multiple posts on their friends' walls, pictures that are tagged, and a few extra applications that say they spend a bit of time on the site. These people are already logged in an hour or two a day – you might as well take advantage of that.
2. **Ignore Friend Hoarders** – There are some individuals who actively seek out as many friends as possible. You will know them by the inflated friend tally with hundreds of people from dozens of different networks. When you find these individuals, there is no harm in adding them, but don't waste your time on trying to build a social relationship. The odds are that they will rarely remember who you are.
3. **Group Participants** – By creating your own group as you learned how to do early in the book, or by participating in an active group, you will find people who truly want to be social on Facebook and will lend you their ear for at least a minute or two. Most people in a group who actively contribute are wonderful targets.
4. **You Have a Connection** – Look for people you can claim some sort of past connection with. Whether you went to school together, got the same major in college, like the same movies, or worked for the same horrible company years ago, this is always a good bridge on Facebook to meeting new people. It provides an opening line and plenty of conversation fodder down the line. However, don't remain attached to the initial conversation. If you drone on about the "good ol' days" too much, your new friend might grow bored.

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5. They Have Shown Interest Already – With your Facebook Page and Social Action ads in place, you can measure interest in specific people as an advertiser and then translate that interest into a viable friending strategy. Add anyone who is a fan on your Facebook Page and anyone else who is interested in what you are selling through your ads. This saves you a lot of time in trying to create interest in them. Now all you have to do is bring the topic up.
6. Shot in the Dark – Every now and then, you will see someone on Facebook that you have no discernible reason to be friends with but that you cannot ignore. Don't shy away from anyone you feel might be a good friend or potential prospect. Rather, test the waters and see what happens. It is best to always have a plan, but sometimes your intuition is the best tool you have.

## **Friend Responsibilities**

On a social network, there are certain predefined responsibilities that every friend has. In many cases, people might ignore these on a mutual level. However, you are investing time for a specific goal and don't want to diminish any friend you are able to add by shirking those responsibilities or being ignored yourself. Things to keep in mind as you add friends include:

- Wall Posting
- Messaging
- Photo Commenting
- Reading News Feeds
- Viewing Videos
- Following Notes and Posted Items

You want to constantly remain in contact with every friend you can, making sure to occasionally write a wall post, respond to a posted item, or comment on a photo. Luckily, Facebook makes it even easier by providing you a newsfeed whenever you login that you can read through and find the latest updates about all of your friends. Whenever a profile changes, you can visit their profile, make a quick comment and maintain your friendly duties. Don't overdo it though. Commenting or messaging someone at least once a week is great; doing it every day without prompting can be weird.

In addition, your own friends should be providing you the same courtesies. You don't need to keep a spreadsheet of who is contacting you and when, but if you notice someone has not commented, messaged, or otherwise contacted you in a couple of months, especially if you

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have contacted them, you may want to consider stepping away from them and not putting any more effort into contact. This will happen, and it will happen a lot, so be prepared for it.

## **Be Cautiously Aggressive**

Eventually, you will need to jump in head first and make the move to talk about your business with your friends. Ideally, you will have prepped and primed them over the course of a few weeks to want to know more about what you do for a living, but there is only so much you can do without actually discussing your business and that means you will need to breach the topic some time.

However, there is a right way and a wrong way to do this when using a social network. Especially because of the strict no spam and solicitation rules that Facebook has in place for its standard profiles, you must be very careful not to overstep any boundaries and set off alarms for someone who doesn't want what you're selling.

## **Gauging Interest**

You can gauge interest in more than one way. By integrating your social ads and your Facebook Page with your friending strategy, you can add friends that have already shown a basic interest in your business. Fans on your Facebook Page will make great additions to your profile because they have existing interest. However, not every friend you add or have added you will show any signs of interest in your business. They don't even know what you do yet.

This is where a little careful strategizing will go a long way. By creating groups that delve into niche related topics and by contacting people with similar interests to you, you can cultivate guided conversations. What I mean by a guided conversation is that you will talk about just about anything – the weather, sports, the next blockbuster – but you will always steer it towards work topics. This should not be very hard. After all, everyone has work stories and they're usually dying to tell them.

Unfortunately, they are rarely dying to hear them, so make sure you ask questions and probe for information on their end. Things to look for might be:

- Unhappiness in current job
- Financial hardships
- Restlessness with life
- Creativity being repressed

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- Active imagination

When someone doesn't like their job, needs and wants something more, or is not being challenged enough, a few quick questions will often uncover their true feelings and that's when you know you have the initial hook.

But, it doesn't stop there. There is a strong predisposition against network marketing for many people so you will want to make sure you know exactly how they feel before you go any further. Very casually mention that a friend started selling products for a network marketing company and see what they say. Make a joke about it or comment that they could always give it a try (without saying anything about your business).

Usually, anyone who abhors the idea and is unreceptive will let you know. Other people will ignore the question, and others still will actively become interested. You've already hooked someone right there.

## **Closing it Out**

The goal is of course to bring them to you, but when that doesn't happen, you can't simply give up. There will eventually come a moment when you need to close out a conversation or push a little harder to bring up the topic you've been trying to throw out there for sometime.

There is an unofficial line in the sand that is very hard to see and that you will eventually have to cross. And it all depends on the level of trust you have built. I cannot give you a chart or threshold to look at and say "this is where you stop" or "this is where you keep going", but I can tell you that when someone is ready to hear about your business, you will often know.

It is the same as when you call a woman or man you've met for the first time without being nervous on the phone – the comfort and trust levels will be there and you will know that, even if you bring up your business, you won't necessarily scare them away. It will be just another casual part of the conversation that can be moved past. The key is to ensure they don't see it as a sales push. From there, you will be fine.

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## Conclusion

Social networking has redefined how marketing operates in an increasingly connected, overly interactive online landscape. Since the first social networks started making money only a few short years ago, the potential has seemed limitless and now, with sites like Facebook home to more than 95 million users and bringing in more than 250,000 more every day, it's no wonder you want to expand your own business into its social listings.

There are no other places on Earth where you can freely and immediately interact with so many people, representing every major demographic, in just a few short seconds. It's unheard of and it makes your job infinitely easier if you know how to work the system.

Facebook has made it that much better for the marketing community by providing a slew of tools that can be integrated to create one massive toolbox of advertising, branding, and analytical tools that go hand in hand with your social interactions. The ability to create a Facebook profile, supplement your friend adding through research in a Facebook Page, and post ads all along to promote both makes Facebook the fastest growing social network on the Internet and one of the most financially viable.

But, that does not mean you don't have a bit of work to do when you login to Facebook and try to create interest in your network marketing business. It takes time to build the trust and effort to generate the interest in your business you need to successful draw new prospects and customers.

With the right approach, equal integration of all Facebook's services, and time well spent getting to know each and every friend you add that might be interested in what you do for a living, you can create an environment in which you are able to actively engage and develop relationships that will lead to exponential growth in your network marketing business.

It is merely a matter of knowing where to start, who to target, and how much time and effort to spend with each person cultivating those relationships. If nothing else, you will make a lot of great new friends in the effort, and in this industry, friends can take you a long ways.