

# Facebook Fan Page Profits





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## **Getting Started**

Now before anything else I am not going to bore you with a long winded introduction on Facebook and how it started. I am sure you will be familiar with Facebook and its owner Mark Zuckerberg (the former high school nerd) who is a billionaire, who created the site in 2004.

Now most people you know will be on Facebook. The amount of traffic and the level of publicity Facebook receives is astonishing. This is why there is a lot of money to be made from Facebook.

## **Fanpages**

Since the introduction of Fanpages Facebook has changed the way we market our business online. Facebook Fanpages allow you to market to a certain audience, anywhere across the world.

In the first section of this guide I am going to focus on creating your first fanpage. Now to make it easier I am going to be focusing on one specific fanpage throughout this guide. I will make a Fanpage from scratch and show you exactly how I monetise it with CPA/Clickbank offers.

I will also show you how to make money by “renting out” Fanpage status updates to people.



## Creating Your First Fanpage

Now before you create your first Fanpage make sure you do a bit of **research**.

If you read my [FREE prequel report](#) on Fanpage Dollars I show you the different research methods I carry out to see what type of things are “buzz worthy” and what people are talking about.

In order to create your fanpage simply head over to

<http://www.facebook.com/pages/create.php?>

The screenshot shows the Facebook 'Create a Page' interface. At the top is the Facebook navigation bar with the logo, search bar, and links for Home, Profile, and Account. Below this is the 'Create a Page' section. It is divided into two main columns. The left column is titled 'Official Page' and describes it as a way to communicate with customers and fans. It offers three radio button options: 'Local business', 'Brand, product or organisation', and 'Artist, band or public figure'. Below these is a 'Page name' input field with examples like 'Summer Sky Cafe' and 'Springfield Jazz Trio'. There is also a checkbox for 'I'm the official representative of this person, business, band or product and have permission to create this Page. Review the Facebook Terms'. At the bottom of this column is a 'Create official Page' button, which is highlighted with a red box. The right column is titled 'Community Page' and describes it as a way to generate support for a cause or topic. It has a 'Page name' input field with the example 'I think SHORT Emo Hairstyles Are Sexy!!!' and examples 'Elect Jane Smith, Recycling'. Below this is a 'Create community Page' button, which is also highlighted with a red box. At the bottom right, there is a section titled 'Create a group instead?' which suggests creating a Facebook group for professional interest or hobby.

Now here we can see we are given two options.

The first option is an “Official Page” and the second option is a “Community Page”.

If you are going to be creating a fanpage for a business or a brand then you should be creating an “Official Page”.



However, if you are going to be targeting a niche market then I would create a “community page”.

So therefore, for the purposes of this example I am going to create a fanpage on “Short Emo Hairstyles”.

Now notice the title of my fanpage is going to be something different. It contains the main keyword but to stand out I am going to call it “**I think Short Emo Hairstyles are Sexy!**”

Now according to [Google Keyword Tool](#) our keyword generates a lot of searches.

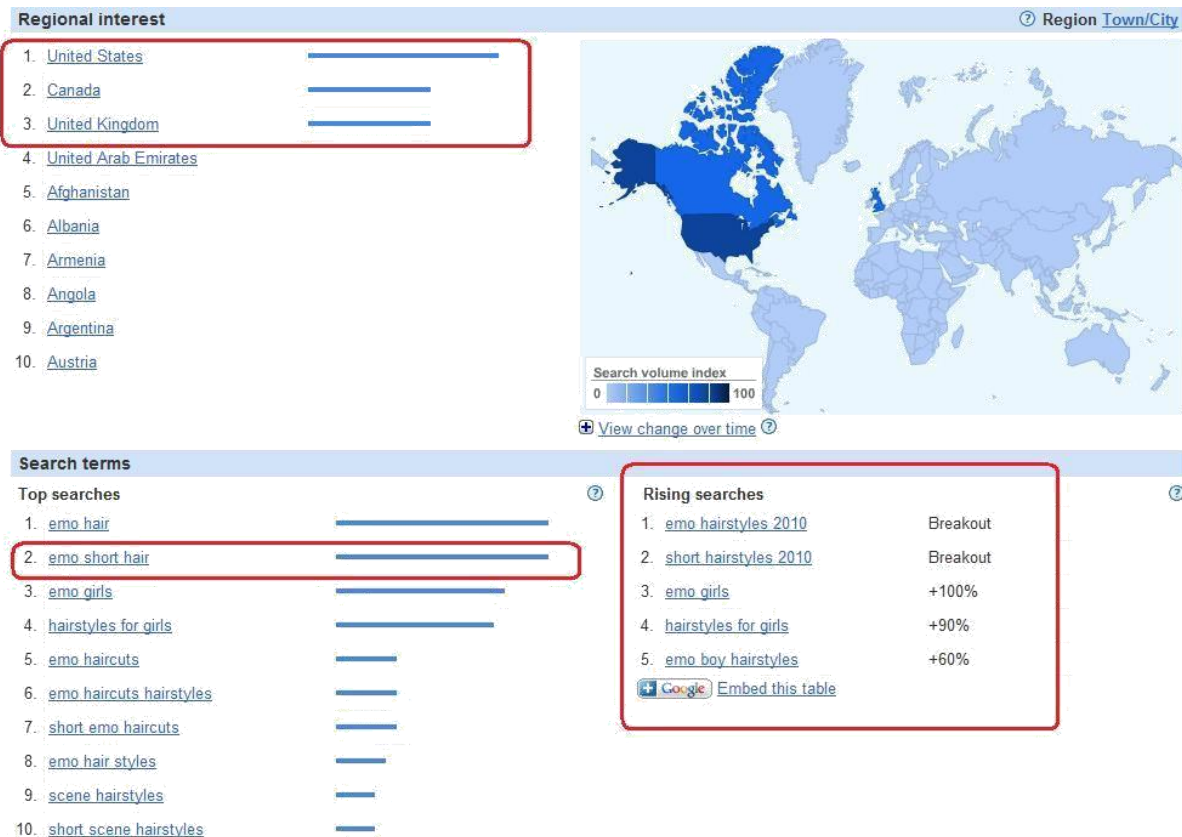


As you can see the keyword “emo short hairstyles” generates just over 40,500 searches per month.

This is a lot of searches for this keyword.

Now I am going to click the “spy glass” link to see what it shows on [Google Insights](#).





We can see that this niche generates a lot of interest from countries such as UK, USA and Canada. This is useful because when it comes to CPA offers we can focus on promoting offers to this market.

Also notice that the top “search terms” are “emo short hair” and “short emo haircuts”.

Now I am going to head over to [Wordtracker](#) and get an estimation on how many searches there are for this keyword.



**emo hairstyles** 2,558 searches (top 100 only)

	Keyword	Searches (?)
1	punk emo hairstyles ( <a href="#">search</a> )	724
2	emo hairstyles for girls ( <a href="#">search</a> )	484
3	emo hairstyles ( <a href="#">search</a> )	457
4	emo hairstyles for guys ( <a href="#">search</a> )	239
5	short emo hairstyles ( <a href="#">search</a> )	88
6	emo hairstyles for men ( <a href="#">search</a> )	54
7	emo girl hairstyles ( <a href="#">search</a> )	53
8	long emo hairstyles ( <a href="#">search</a> )	34
9	pictures of punk emo hairstyles ( <a href="#">search</a> )	28
10	emo guy hairstyles ( <a href="#">search</a> )	19
11	short emo hairstyles for girls ( <a href="#">search</a> )	19
12	emo girls hairstyles ( <a href="#">search</a> )	16

These are the results from Wordtracker Gtrends. We can see that there are a lot of searches for the keyword “short emo hairstyles” and other related keywords to this niche.

The next thing I am going to do is head over to Google and see how much competition there is for this keyword – “short emo hairstyles”.



<input type="checkbox"/>	"short emo hair styles"			2,900
<input type="checkbox"/>	[short emo hair styles]			1,600
<input type="checkbox"/>	short emo hair styles			8,100
<input type="checkbox"/>	[short emo haircut]			880
<input type="checkbox"/>	"short emo haircut"			1,300
<input type="checkbox"/>	short emo haircut			3,600
<input type="checkbox"/>	short emo haircuts			18,100
<input type="checkbox"/>	[short emo haircuts]			3,600
<input type="checkbox"/>	"short emo haircuts"			8,100
<input type="checkbox"/>	"short emo hairstyles"			18,100
<input type="checkbox"/>	short emo hairstyles			40,500

Now we can see that the keyword in quotes (According to Google Keyword tool) there are just over 18,100 searches.

Now if we head over to Google and type in "short emo hairstyles" in QUOTES we can see that there are just over 78,000 results (this is excellent news).



Search

[Advanced search](#)

A collage of seven photographs of young people with various styles of punk and goth hair and makeup. The images are arranged in two rows: three on top and four on the bottom. The styles include spiky hair, heavy eye makeup, and various hair colors like black, white, and pink.

Emo Hairstyles for Short Hair | eHow.com

Now I am going to head over to [Instant Domain Search](#) to see if I can snap up a nice keyword rich domain for this.



## Instant Domain Search

This is a free service that instantly checks .com, .net, and .org domain name availability. We automatically apply a \$7.49 coupon for .com names when you click on Go Daddy's link. When you click any link, we'll open a new window so you don't lose your search.

shortemohairstyles

Search

<div>.com is taken.</div> <div>WHOIS</div> <div>Suggestions</div> <div>Compete.com</div> <div>Visit site</div>	<div>.net is available!</div> <div>GoDaddy: \$7.49</div> <div>GoDaddy + Hosting</div> <div>1 &amp; 1: \$6.99 (1 year free for .com)</div> <div>Network Solutions: \$34.99</div>	<div>.org is available!</div> <div>GoDaddy: \$7.49</div> <div>GoDaddy + Hosting</div> <div>1 &amp; 1: \$6.99 (1 year free for .com)</div> <div>Network Solutions: \$34.99</div>
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shorhairstyles.com: place bid • hairstyleshort.com: \$5000 • shorttrendyhairstyles.com: place bid • bestshorthairstyles.com: place bid • prohairstyles.com: \$1795

Articles: Master Of Your Domain Name | Domain Hosting At A Glance

English | Español | Français | Deutsch

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As you can see there are two good keyword rich domains that are available.

I am going to go ahead and register the .org domain name.

So I am going to head over to [Namecheap](#) and register the .org.

(.org domain names are just as well ranked on Google as .coms).

Now that I have registered the domain I am going to link it to my webhost and create a simple **Traffic Hub**.

A traffic hub is a simple portal (one page) which will act like a landing page to your Fanpage.



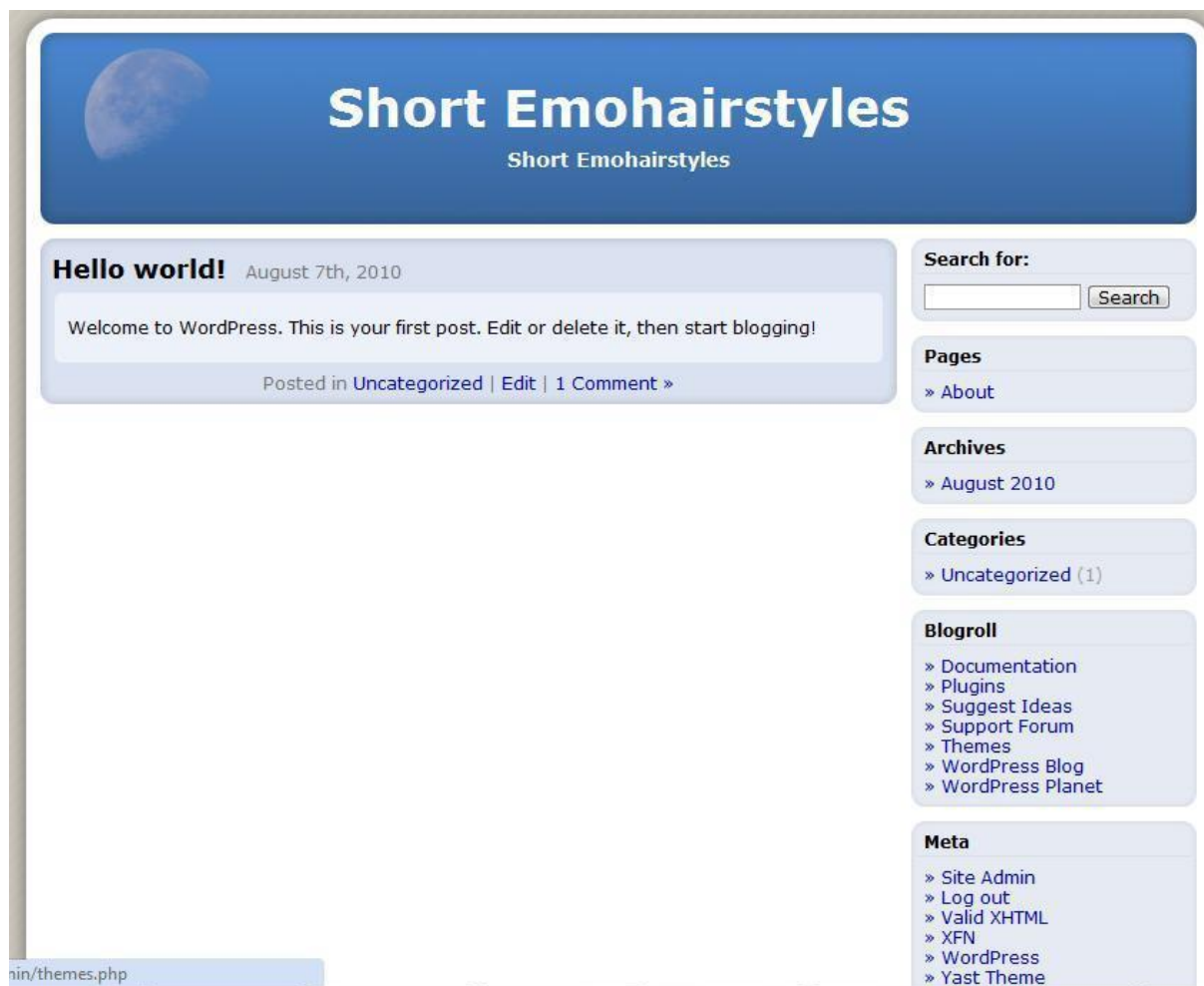
Now the first thing I am going to do is install Wordpress on this domain name.

Wordpress can easily be installed using your host through “one click” feature via the Fantastico link.

I am not going to teach you how to install Wordpress as its pretty easy.

I just like getting straight to the point.

Once you have installed your Wordpress website it should end up look something like this (see below).

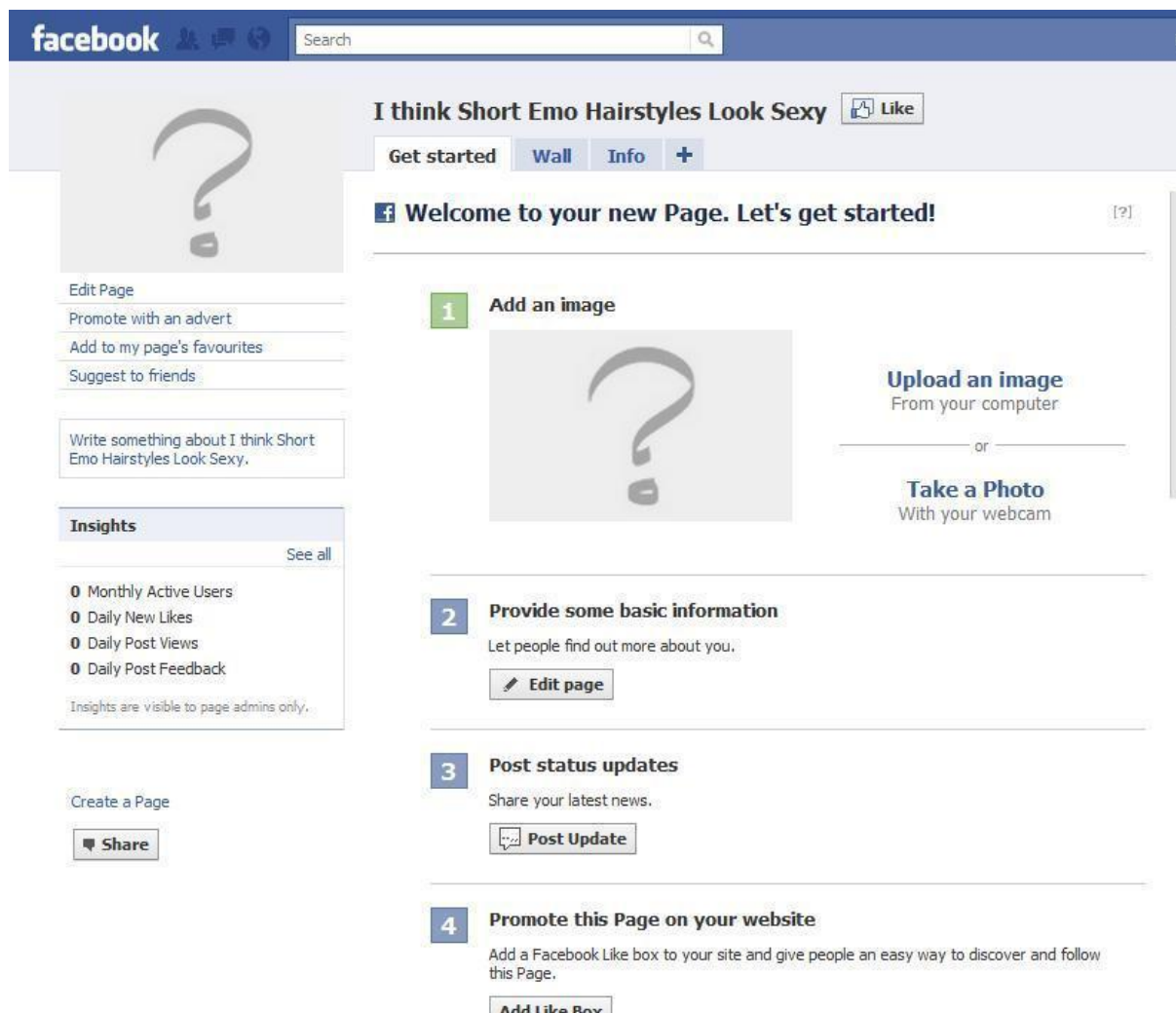




Now at this stage what you need to do is simply add a Facebook “liked” button so that links to our Facebook fanpage.

Now let’s go back to our Fanpage firstly and create it before we link it to our website.

Now once you enter the title of your Fanpage (in this case “I think short Emo Hairstyles Look Sexy” you should see a screen that looks like this.



Now this is the part where you need to edit your Fanpage and fill in the details.



I would start off by including an image that relates to this.

Now when it comes to an image please be careful. Do not use an offensive image or an image that contains the URL of a website. Facebook is strict on images. However, I have had no problems in using images from Google Images. Here is the fanpage updated now with an image.

The screenshot shows a Facebook fanpage for 'I think Short Emo Hairstyles Look Sexy'. The page has a profile picture of a young man with short, dark, emo-style hair. The page layout includes a top navigation bar with tabs for 'Get started', 'Wall', 'Info', 'Photos', 'Discussions', and a plus sign. Below the navigation bar is a welcome message: 'Welcome to your new Page. Let's get started!'. The main content area features four numbered steps for getting started:

- 1 Post status updates**: Share your latest news. Includes a 'Post Update' button.
- 2 Promote this Page on your website**: Add a Facebook Like box to your site and give people an easy way to discover and follow this Page. Includes an 'Add Like Box' button.
- 3 Set up your mobile phone**: Send Mobile Email (To upload photos or post status updates) and Send text messages (To post status updates). Includes icons for a laptop and a smartphone.
- 4 Send status updates to your Twitter followers**: Reach more people by exporting your status updates to your Twitter account. Includes a 'Connect to Twitter' button.

On the left side, there is a sidebar with a profile picture, a 'Edit Page' link, and a section titled 'Information' with a description: 'Welcome to a special Fanpage on SHORT EMO HAIRSTYLES.' and a link to 'See all' insights. Below the 'Information' section, there are statistics: '0 Monthly Active Users', '0 Daily New Likes', '0 Daily Post Views', and '0 Daily Post Feedback'. On the right side, there is a 'Get more connections' section with a link to 'Get more people to like your Page with Facebook adverts! Preview below.' and a small thumbnail of the profile picture.

Now the next thing to do is add basic information about your fanpage. Here as you can see I have added information and have invited people to “share their pictures of emo hairstyles”.



Now as for a URL at this stage I am going to leave it blank.  
I will talk more about including a URL, later on in this guide.

For now let's focus on creating the fanpage.

Now the next thing you need to do is add the "liked page" on our keyword rich website.

As you can see there is an option on our fanpage that allows us to do this.



Click this button – until you see a screen like this.



## Plugins

Activity Feed

Comments

Friendpile

Like Button

**Like Box**

Live Stream

Login Button

Recommendations

## Like Box

The Like Box is a social plugin that enables Facebook Page owners to attract and gain Likes from their own website. The Like Box enables users to:

- See how many users already like this page, and which of their friends like it too
- Read recent posts from the page
- Like the page with one click, without needing to visit the page



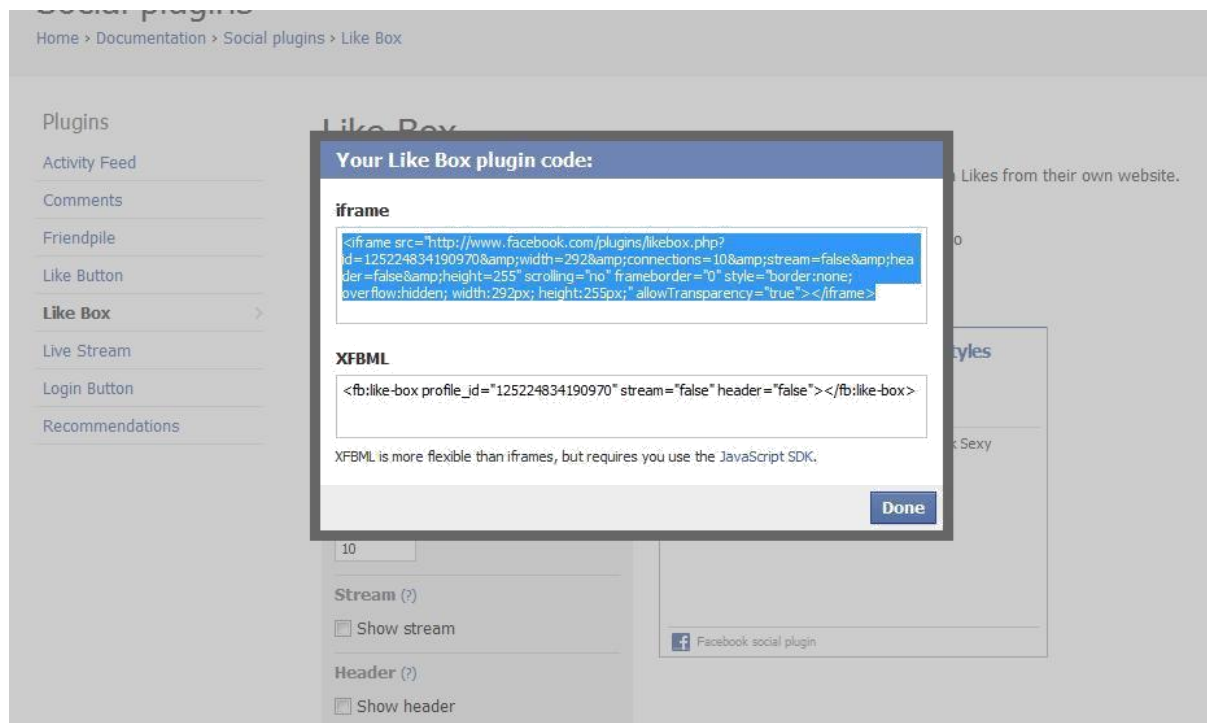
As you can see this section allows you to customise the “Like box” button before you display it on your website. Change the Facebook Page ID code to the unique number you have for your Fanpage.

So for example, the URL of my “Short Emo Hairstyle” fanpage is  
<http://www.facebook.com/#!/pages/I-think-Short-Emo-Hairstyles-Look-Sexy/125224834190970?ref=ts>

In this case the unique number is the one highlighted in RED.

Once you have finished customising it simply click the “Get Code” button.





Next you should see two options – Iframe and XFBML. You can use either one. Once you have selected your code click “Done” and simply paste the code onto your website.

I chose to paste it after my post on my website (see below).





Now at this stage there are no fans joined to this fanpage.

As you can see I have made sure the title of my post contains the main keyword and also the short description after the post.

You might want to use a longer description. However, this is just an example.

Now going back to our fanpage there is also an option to link our fanpage to Twitter so your followers can see your updates.





Now before we you start monetising your fanpage in the next section I am going to talk about how to direct traffic to our Keyword rich Wordpress website so that you will start appearing on the first page of Google.

This is important before anything else as this website will act as a PORTAL Traffic Hub for your fanpage and it will also direct people from the search engines to your fanpage.

### **Directing Traffic to our Traffic Hub**

The next thing to do is direct traffic to our traffic hub website.

Now at this stage having a keyword rich domain is a good idea because when it comes to outsourcing your SEO then you will have an excellent chance of ranking on the first page.

When it comes to driving traffic to my traffic hub website I use **Article Marketing**. Article marketing directories such as [Ezine Articles](#) and [Article Base](#) are my preferred choices.

Article directory sites are always seen as authority sites and people tend to look at articles as authority articles.



Now going back to our traffic hub website we can see that our main keyword is “Short Emo hairstyles”.

If I wrote an article on “short emo hairstyles” then I would make sure that I would do the following.

**Keyword in Title** – Make sure keyword is in the title of your article (use a long tailed keyword if you have to).

**Keyword Twice** in the first paragraph

Keyword once in the article

Keyword twice in the last paragraph or 2.

You can easily outsource your articles by using [Elance](#) or [Odesk](#).

A backlink service will also be a good idea because it would increase your chances of getting your traffic hub portal on the first page.

However, I do not want to bore you on traffic generation methods on this section because this course is about fanpages and I am going to mainly focus on fanpage traffic.

The purpose of this section was to show you how you create a Traffic Hub portal for your Facebook fanpage so you get autopilot traffic from the search engines. In the next section I am going to go through several detailed traffic generation techniques to direct traffic to my fanpage.



## Traffic Generation Techniques For Fanpages

When most people create a fanpage they are often left to wonder on how to drive traffic to their fanpage. In this section I am going to show you how I am going to drive traffic to my brand new fanpage on “short emo hairstyles”.

So just to remind you here is a screenshot of my Fanpage (Before the traffic generation techniques were applied).



The only “fan” at the moment is me.

Now I am going to start directing traffic to my fanpage.

My favourite traffic generation method is to head over to [Fiverr.com](https://www.fiverr.com) and simply pay for “status updates”.

So let’s go to Fiverr and see what services we can use to buy status updates from people.



The first thing you need to do is click the “Social Marketing” category on Fiverr and see what kind of services people are offering in relation to Facebook Fanpages.

The screenshot displays the Fiverr homepage with a search bar at the top. Below the search bar, there are filters for various categories: blog, review, twitter, facebook, followers, traffic, backlinks, friends, seo, and website. A sidebar on the right lists categories: Fun & Bizarre, Graphics, Video, Social Marketing (highlighted with a red box), Travel, Writing, Postcards, Advertising, Music & Audio, Tips & Advice, Business, Technology, Programming, Other, and Silly Stuff. The main content area shows a list of gigs. The third gig, 'I will become a fan or like and suggest my 3,200 loyal Facebook friends to your fan page or group for \$5', is highlighted with a red box. Other gigs include 'I will make you a customized Twitter or YouTube background image for \$5', 'I will tweet Your Site/Service To my 94,000+ Twitter Followers for \$5', 'I will post a Bulletin about your service to 71,000 friends for \$5', 'I will make a video with your product for \$5', and 'I will make you a custom YouTube background for \$5'. A 'Fiverr twits' banner at the bottom right promotes a fresh dose of \$5 gigs delivered right to your twitter.

We can immediately see that there are several services that you can use where people are offering Facebook “invites”.

So for example, here is an example of a [service](#) that will generate you lots of fans in a short space of time.





**alanletsgo: I will become a fan or like and suggest my 3,200 loyal Facebook friends to your fan page or group for \$5**

In: [Social Marketing](#) • Usually delivers within 3 days

**Order Now**

3 orders in queue  
[Contact Seller](#)

★ 100% Positive    ♥ Like

I'm the lead singer of a pretty big band & I have over 3,200 on my personal Facebook account. The friend count is also constantly growing so it may be more than 3,200 as of now. I'll join your fan page & suggest your page to them or I'll join your group & invite all my friends. I'll also send you screen shots for proof. This is a great way to increase your fans on your fan page & it's well worth the Fiverr. Please send fan page link

Share this gig:

 [facebook](#)

 [twitter](#)

 [email](#)

 [SHARE](#)



We can also see that this guy has excellent feedback from people.

In relation to my fanpage – which is about “emo short hairstyles” it is important you find the right target market. So for example, this guy is a “lead singer” and there are a lot of people on his list who are into music and are into “emo hairstyles” – perfect!

The next thing to do is contact this guy in regards to the GIG and place and order.



Now once you have ordered a GIG order another GIG - In fact if you are going to be spending \$5.00 on each GIG then I would at least contact 10 Gig owners (spend \$50.00) in getting lots of traffic to your Fanpage.

Here is another [Gig](#) I am going to use as this has excellent feedback.

**wpbuzz: I will invite all my facebook friends (5000+) to join your group/fanpage up to 5 invites for \$5**  
In: [Social Marketing](#) • Usually delivers within 2 days

[Order Now](#)  
3 orders in queue  
[Contact Seller](#)

★ 100% Positive    ♡ Like

I will invite/suggest all my **facebook friends (5000+)** to join your facebook fanpage or group and will advertise your page as status update on my wall to get you more fans. Screenshot will be provided as proof. Please send me your page url when ordering. Thanks!

Share this gig:  
[facebook](#)  
[twitter](#)  
[email](#)  
[SHARE](#)

**facebook fanpage groups social marketing**  
**FEATURED**

**Buyers Feedback**

 **comfyheaven**  
thank you so much ...Already it has increase by about 100 so looking for more during the weekend.

Gigs on the “featured section” on Fiverr tend to generate a lot of views and also have sellers with a positive feedback



Here is [another Gig](#) that is bound to get you a lot of traffic for just \$5.00.



**annd: I will post your website or link to 40 related fanpages for \$5**  
In: [Social Marketing](#) • Expected delivery ~5 days

[Order Now](#)  
[Contact Seller](#)

★ 100% Positive    ♥ Like

I will post your website or link to 40 related fanpages and groups. All I need is the url , the keywords and the message to post. This will definitely boost your traffic!

Share this gig:

[facebook](#)  
[twitter](#)  
[email](#)  
[SHARE](#)

[facebook](#) [website traffic](#) [fanpage](#)  
[facebook group](#)



And here is [another service](#) that I have used to boost my Fanpage traffic.





**cheaplaser: I will invite my Around 15,000 Facebook Friends to your Fan Page for \$5**

In: [Advertising](#) • Usually delivers within 3 days

★ 100% Positive ♥ Like

**Order Now**

2 orders in queue  
[Contact Seller](#)

I have a few Facebook accounts with about 15,000 friends that I can instantly invite to whatever fan page or event you may have. This will be completed within in a few hours!! Let me know if you have any questions.... After you order the service please send me one message with your fanpage or group who you want to send the invites to \*\*if you have an app running on the fanpage it must be disabled when we send the friend invites\*\* thanks

Share this gig:

[facebook](#)

[twitter](#)

[email](#)

**SHARE**



This person will invite 15,000 of her friends to your fanpage for just \$5.00.

Once you have ordered several Gigs you will simply need to wait whilst traffic to your fanpage increases.

Usually Fiverr members will update you on the status of your order.

Here is an update on our “Emo Hairstyle Fanpage” from two sellers.



I have just placed an Order for your Gig.

Here is link to my Fanpage - <http://www.facebook.com/#!/pages/I-think-Short-Emo-Hairstyles-Look-Sexy/125224834190970?ref=ts>

Please get in touch when you have done this.

Thanks



## YEEAHH! YOUR ORDER IS READY!

Hello

I've completed your order which is attached below.

If you would like more invites I can invite a further 100k for \$30. Please buy the gig 6 times & resend your link with '100,000 invites' in the subject line & ill get them sent ASAP :)

I can also design a new image for your fanpage. I'm an expert at this. The image is very important when getting people to accept the invites. If you want one let me know, the cost is only \$5. I can even do this for free when ordering the above 100k invites package.

Please leave me some nice feedback as this is what I do for a full time job & the feedback is so important in enabling me to get lots more work.

I have a few other services that you maybe interested in. These include Social Media Marketing; I can market any product through Facebook & Twitter. We are even able to sell Facebook or Twitter account with friends/followers.

I also do other design work; logos, Twitter backgrounds, fanpage images etc

Many thanks once again :)

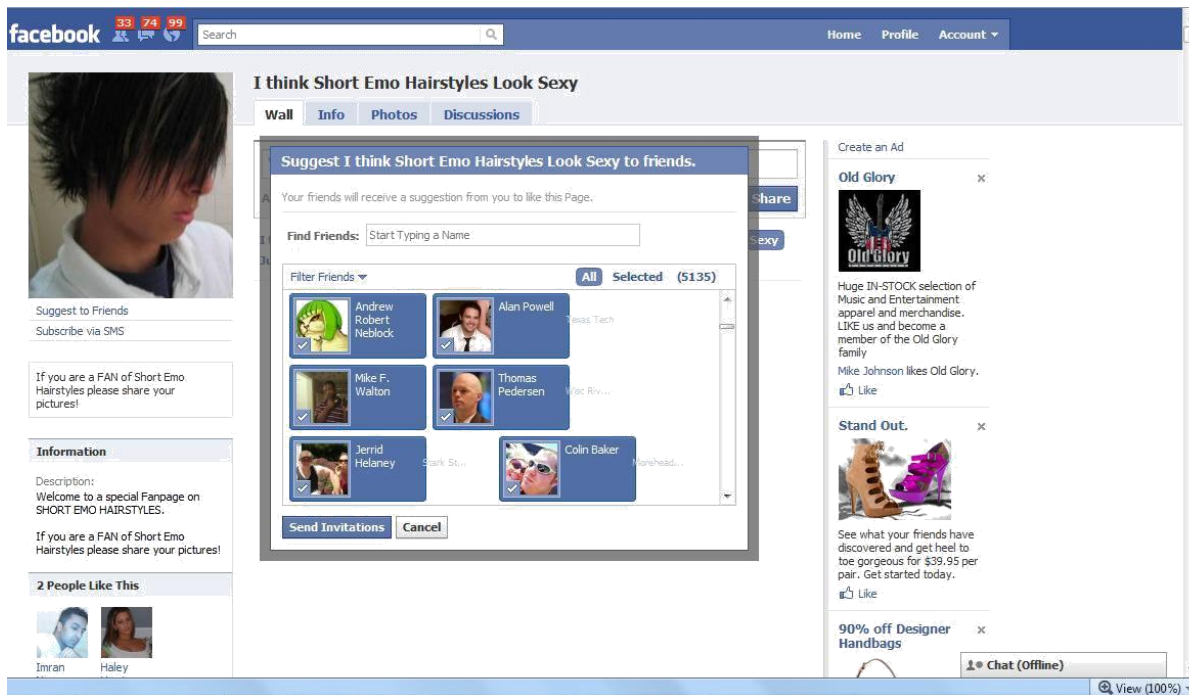


This seller has provided a screenshot of the Gig I just ordered.

As you can see this seller is also charging \$30 for 100k people if I buy the Gig 6 times. This is insane and this can truly make your Fanpage go “viral”.

Let's take a look at the “proof” shall we?





This is the screenshot that I was supplied by this seller. As you can see they have  
 invited ALL of their 5000+ people onto my Fanpage 😊  
 I am a happy bunny now because this proof has given me confidence!

Now it has just been 10 minutes and traffic to my Fanpage has already started to increase.

Here is a screenshot of my fanpage right now (7pm UK British Time).



**Information**

Description:  
Welcome to a special Fanpage on  
SHORT EMO HAIRSTYLES.  
  
If you are a FAN of Short Emo  
Hairstyles please share your pictures!

**Insights**  
[See all](#)  
  
0 Monthly Active Users  
0 Daily New Likes  
0 Daily Post Views  
0 Daily Post Feedback  
  
Insights are visible to page admins only.

**20 people like this**  
[See all](#)  
  

  
Mustafa  
Şahin

  
NorHafis  
Puteh

  
Elmar Hiess

  
Leonardo  
Alberto  
López  
Cueva

  
Alyssa  
Neillson

  
Spenza  
Azrael  
Molnija

As you can see “20 people have liked” this already, in such a short space of time.

Fiverr is an excellent resource to buy Fanpage invites and increase traffic to your Fanpage in a short space of time.

The reason I like Fiverr so much is because you can find quality sellers who will do the job without a fuss.



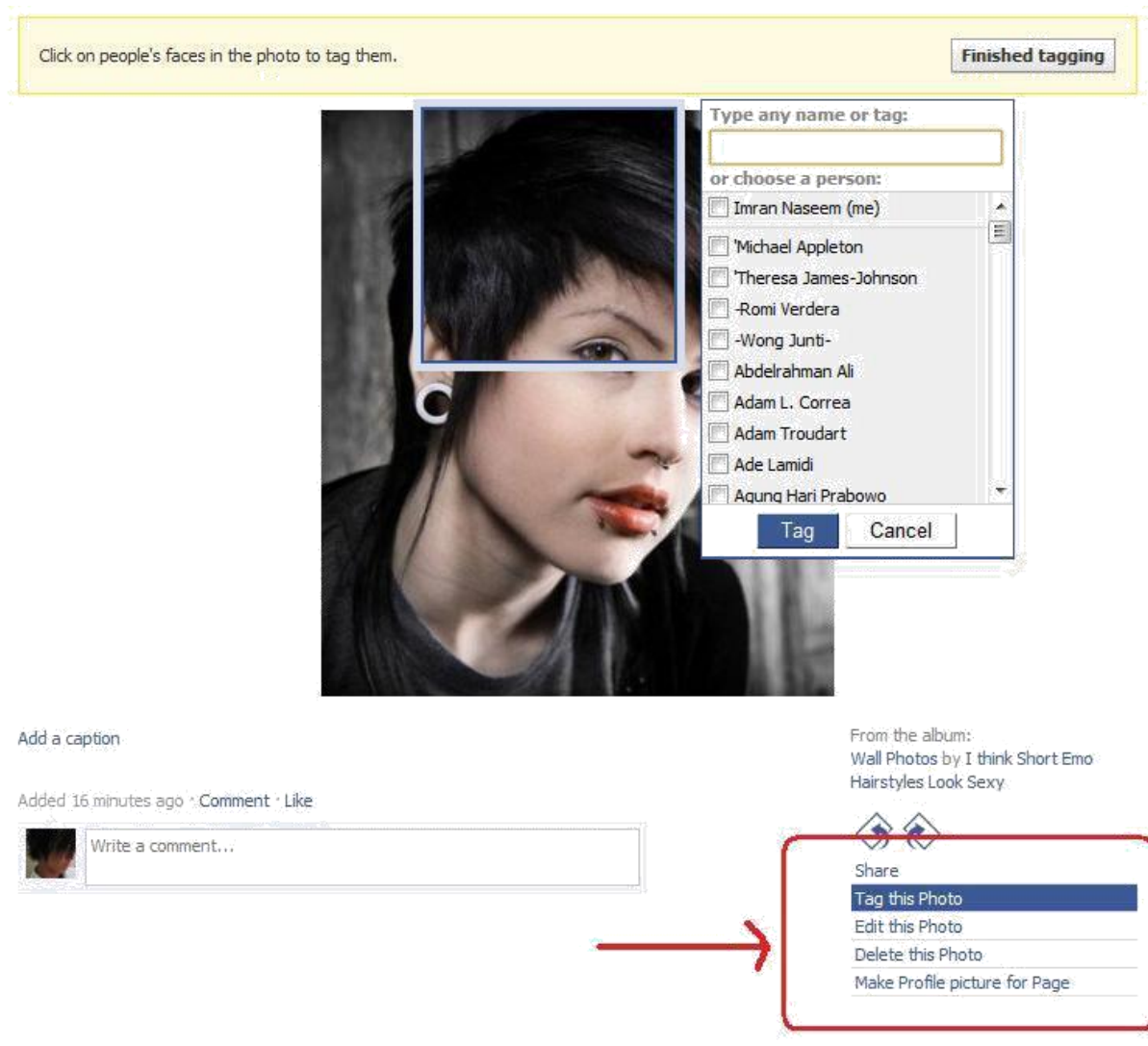
There are also other ways to increase traffic to your Fanpage.

### **Tagging and @ Tagging Feature**

One way of increasing lots of fans to your Fanpage is the process known as Facebook “tagging”.

This involves uploading a photo or an image and then simply “tagging people”. Now I know when I have been “Tagged” on Facebook I always have to see who tagged me. Curious people are always going to be “curious” about something.





Now you might want to use a creative image. For example, an image that contains text and a URL link to another website perhaps?

By doing this you will get a lot of people viewing the image.

For example, if you had an Iphone 4 landing page CPA offer then by using “tagging” people will end up joining the fanpage and clicking on your URL link.

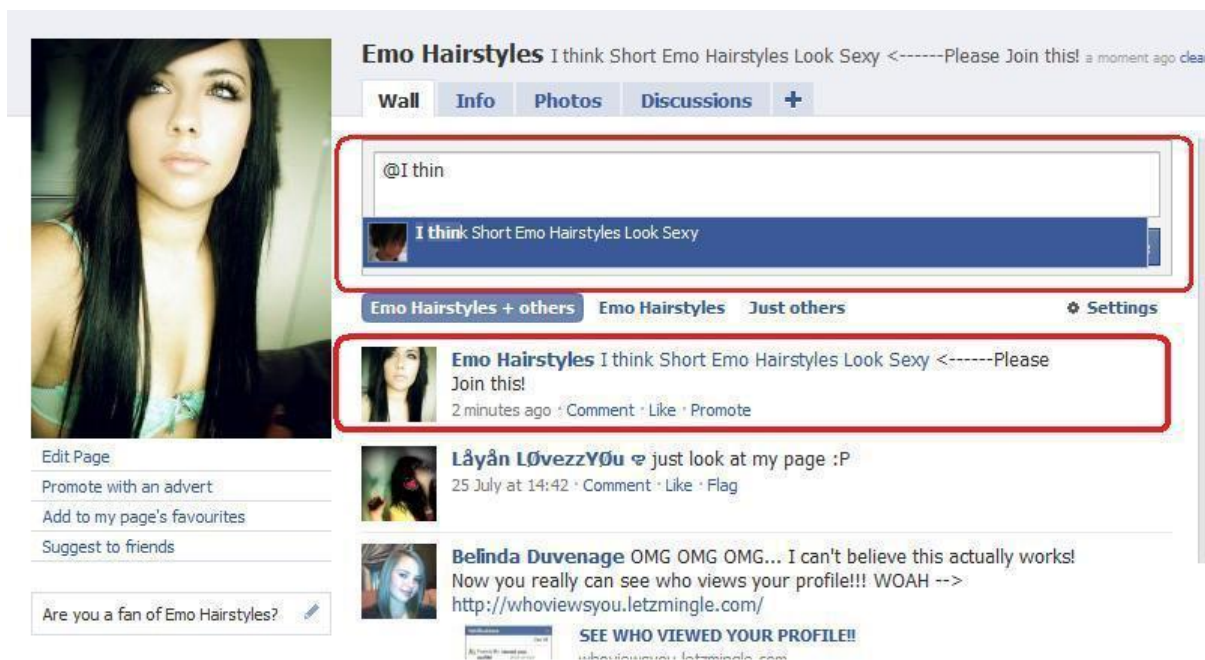
(More on Landing pages later).



## The @ tagging feature

Another cool feature you can use is called the @ Tagging feature. This involves posing on your Fanpage wall and tagging another URL link or tagging another Facebook user.

For example, here is you can see on one of my Fanpages I have tagged my latest fanpage.



**The @ Tagging feature allows me to tag any external link on Facebook - user or Fanpage**

The advantage of this is that your Fanpage will turn into a nice short hyper link as opposed to a "long winded" link.

## The "Suggest Feature"



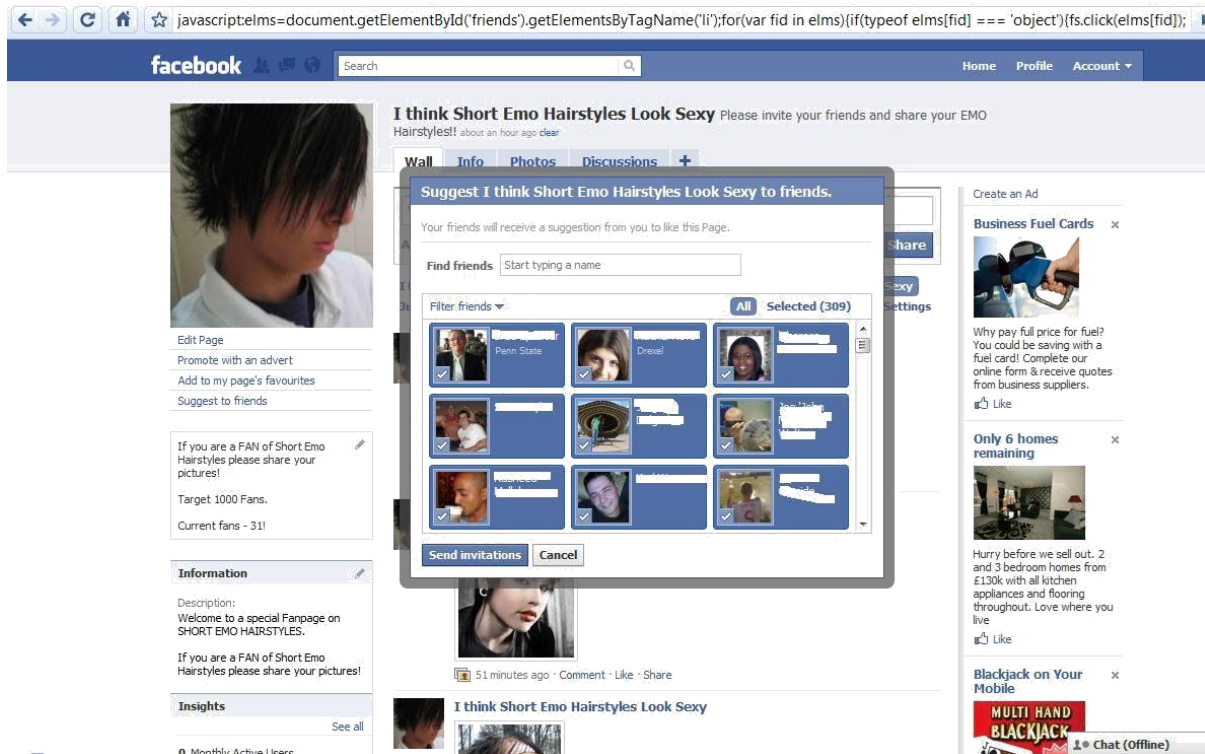
Now traditionally when you create a Fanpage you immediately want to start inviting all your Facebook friends. Although, this can get you a lot of traffic to your fanpage in a short space of time you must ask yourself whether this traffic will be targeted to your fanpage. For example, if your Fanpage is on rap music and most of your friends are Internet Marketers then it would be no point in inviting your 5k friends to your “rap music fanpage”.

However, if you want to know how to invite ALL of your Facebook friends to your fanpage in a short space of time then you simply need the following JavaScript code.

```
javascript:elms=document.getElementById('friends').getElementsByTagName('li');for(var fid in elms){if(typeof elms[fid] ===  
'object'){fs.click(elms[fid]);}}
```

Simply paste this code at the top of your browser and then simply invite all your friends.





This will invite all your friends to your fanpage. Of course not everyone will join your page and they might even delete you, but this is an option 😊

In the next section I am going to discuss how you can use monetisation techniques to drive hoards of traffic to your fanpage.

These techniques involve adding extra features to your Fanpage.



## Monetisation Techniques For Your Fanpage

One of the best ways to attract a hoard of traffic to your Fanpages is to monetise your Fanpage so people can spread the word about it.

In this section I will cover several powerful techniques you can use today for your fanpages and get more out of them.

I will continue using my “Emo hairstyle” fanpage as an example.

Before anything else I am firstly going to show you how to install the “Static FBML” application.

This [application](#) allows you to add HTML to your fanpage.

Adding this to your fanpage is easy.

Simply head over to

<http://www.facebook.com/#!/apps/application.php?id=4949752878&v=wall&ref=ts> and then click “Add to page”.





The next thing to do is click the “Add to Page” button.

You are now ready to add HTML code to your Fanpage!

I have added a special script with this course that you can simply copy and paste onto your WYSIWYG web editor.

The first thing to do is edit your FBML settings by clicking the edit tab.





## Mobile

[Edit](#) · [Learn more](#)

Publish status updates, photos and videos to your Facebook Page on the go.

## Applications



### Discussion boards

[Edit](#) · [Application settings](#) · [Link to this Tab](#) · [Remove application](#)

Discussion boards enable people to get their ideas out into the open. Discussion boards let you know exactly what your customers and others think and want. Get the conversation started now!



### Events

[Edit](#) · [Application settings](#) · [Remove application](#)

With Facebook Events, you can organise gatherings and parties with your friends, as well as let people in your community know about forthcoming events.



### FBML - FBML

[Edit](#) · [Application settings](#) · [Link to this Tab](#) · [Remove application](#)

Add advanced functionality to your Page using the Facebook Static FBML application. This application will add a box to your Page in which you can render HTML or FBML (Facebook Markup Language) for enhanced Page customisation.



### Notes

[Edit](#) · [Application settings](#) · [Remove application](#)

With Facebook Notes, you can share your life with your friends through written entries. You can tag your friends in notes, and they can leave comments.



### Photos

[Edit](#) · [Application settings](#) · [Link to this Tab](#) · [Remove application](#)

With Facebook Photos, you can upload an unlimited number of albums to your Facebook Profile. You can reorder photos, rotate them and tag your friends in them.

When you click the “edit” link you should see something like this (see below).



## Edit FBML

Box Title:

FBML:

You currently have the following FBML boxes on your Page:  
[Add another FBML box](#)

Now this section is very important. Using this application we can create an attractive landing page with videos and graphics.

Now first things first – if you are not good at graphics you can always outsource this to someone creative.

I usually hire my personal graphics designer Karl Warren. You can email him at [karlwarren@learnzed.com](mailto:karlwarren@learnzed.com)

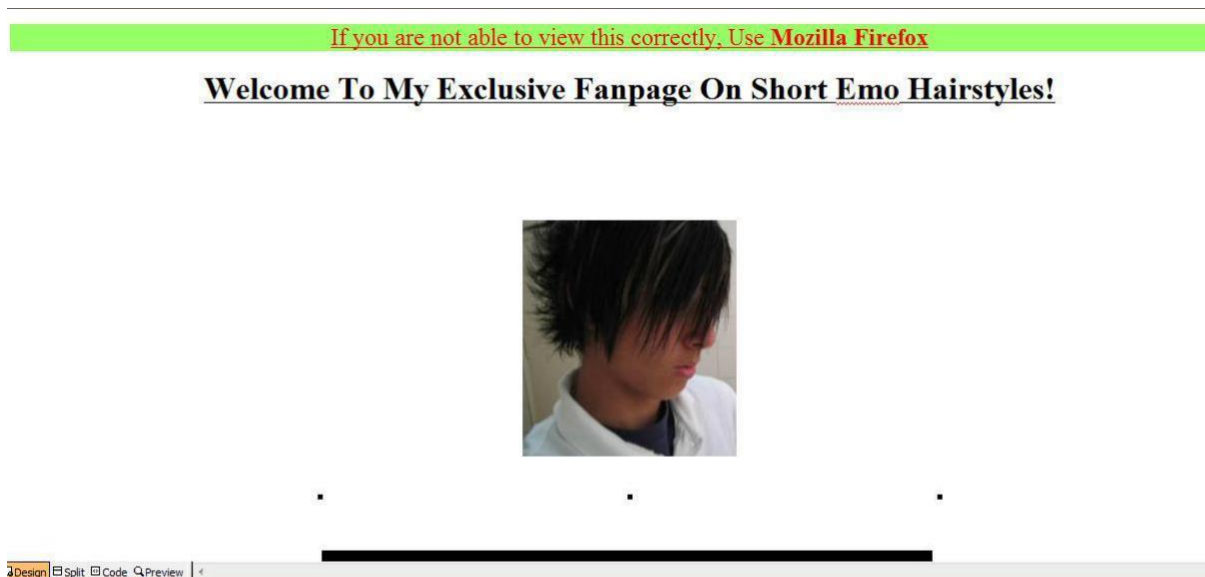


The next thing to do is simply open my script (the code) that is attached with this course and paste it onto your web editor.

I personally use Frontpage but if you want to use a free web editor you can try <http://www.coffeecup.com/html-editor/>

WYSIWYG editors will allow you to create your content on your web editor before you choose to paste it onto your Fanpage.

As you can see this basic code that I have supplied has basic placeholders where you can include your image and content.



Now using this code and our web editor we can add images and text for our fanpage.



This code is also excellent to add a landing page. So for example, if you have a CPA offer with an attractive landing page then you can simply plug in the landing page onto your web editor and hyper link it to your CPA offer.

So for example, here is a US CPA offer on “hair extensions” that I have decided to add to my Fanpage landing page.

---

If you are not able to view this correctly, Use **Mozilla Firefox**

**Welcome To My Exclusive Fanpage On Short Emo Hairstyles!**



You can also embed Youtube videos to your landing page. Videos make a big difference in the way people will view your fanpage.

I am going to show you step-by-step on how to do this.

In order to embed a Youtube video on your Facebook fanpage you need the following code.



```
<fb:swf swfbgcolor="000000" imgstyle="border-width:3px;  
border-color:white;"  
swfsrc='http://www.youtube.com/v/CUs2Ek8-qng'  
imgsrc='http://img.youtube.com/vi/J_CjzJqoYtc/2.jpg'  
width='480' height='385' />
```

Click the image to start the video

I have attached this code also on the download page.

Where it says “SWFSCR” you need to enter your Youtube URL in the following format.

<http://www.Youtube.com/v/YOUTUBE-ID>

So for example, here is a video on “Emo Hairstyles”

<http://www.youtube.com/watch?v=CUs2Ek8-qng>

Now notice the **CUs2Ek8-qng**

**This is the bit that you need to enter in the URL Format above.**

**So our video link becomes**

<http://www.youtube.com/v/CUs2Ek8-qng>



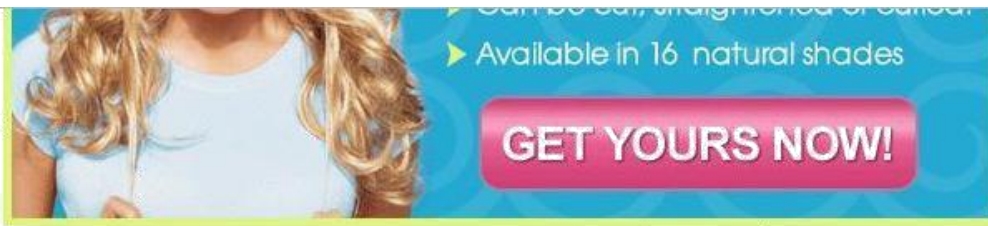
```
<fb:swf swfbgcolor="000000" imgstyle="border-width:3px;  
border-color:white;"  
swfsrc='http://www.youtube.com/v/CUs2Ek8-qng'  
imgsrc='http://img.youtube.com/vi/J_CjzJqoYtc/2.jpg'  
width='480' height='385' />
```

Once you have pasted this code onto your web editor.

**Paste code onto web editor**

41





Videos make a big difference when it comes to your Fanpage. People are always attracted to videos online.

You can also add a nice opt in page to your Fanpage.

This is pretty much easy. Simply log in to your Autoresponder and grab the code and simply paste it into your fanpage html code.



Now the advantage of adding an Opt in page to your fanpage will help you build a list. So for example, if you want to reward your fans by giving them something for FREE if they join your fanpage you can always grab a cheap PLR report from <http://master-resale-rights.com/index.php> and <http://www.masterresalerights.com/> for your niche.

A really cool trick you can use for the “html” part of this method is that you can create a large .jpg file and store it on a server somewhere and then simply linking it to on the FMBL application area using just one line of code:

```
<img src = http://www.yourwebpage.com/image.jpg
```

You can hire someone to create you a large graphic 760px wide.

Again you can hire Karl Warren from the Warrior Forum to create you a nice graphic like this.

Here is an example of several such companies that are using this method to get more people to their page.

**Coca Cola**





Coca Cola has a very attractive landing page. As you can see they want people to “Like” the page by including “call to action” text.

Here is the actual link to their fanpage - <http://www.facebook.com/cocacola> and you will notice how interactive and funky the experience is for the prospective user.



## NYC Quits Smoking



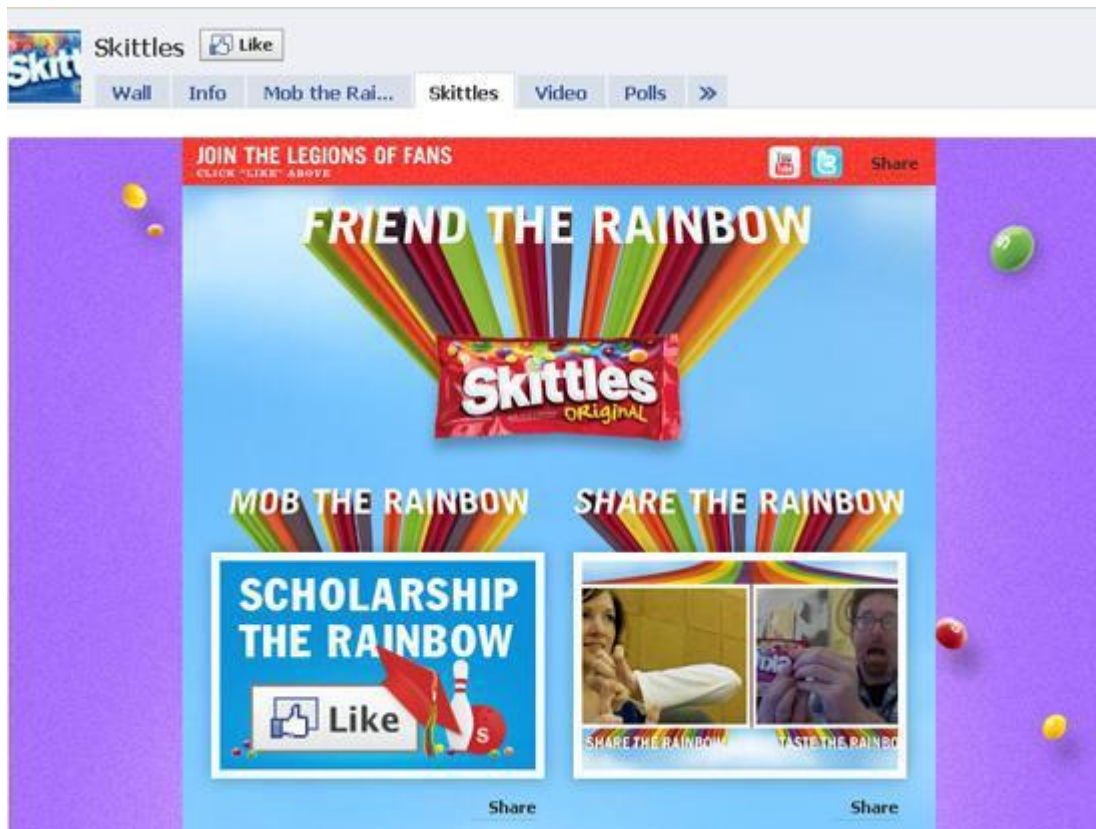
Here is another [Facebook fanpage](#) that uses a “call to action” feature.

This fanpage also has lots of useful content and engages an interactive social element with its fanpage members.



This is a prime example of a Fanpage that has good content and has excellent “call to action” features.

## Skittles



Here is another example of a “call to action” [fanpage](#) that engages the person to click the “Like” button at the time.

You can see that the Fanpage is very colourful and has lots of “call to action” features – such as the “share” button.

Just to summarise to get more out of your fanpage you need to –



- Hire a graphics person to create you an attractive landing page with “call to action” features – such as “liked” text.
- Make your landing page colourful
- Have lots of “call to action” features below the landing page
- Include an opt in page so you can capture leads.


Did you know that there is also a way of getting “non members” of your fanpage to land on your landing page (with all your “call to action” text) before they can see anything else?


So for example, if you created a fanpage and start telling your friends about it then they will see the “welcome page” first and will have to “like” the page in order to read the wall posts.


There are **two main ways** to do this.


1. Go back to your fanpage edit page area until you see a screen like this.





 **Events**  
[Edit](#) · [Application settings](#) · [Remove application](#)  
With Facebook Events, you can organise gatherings and parties with your friends, as well as let people in your community know about forthcoming events.

 **Notes**  
[Edit](#) · [Application settings](#) · [Remove application](#)  
With Facebook Notes, you can share your life with your friends through written entries. You can tag your friends in notes, and they can leave comments.

 **Photos**  
[Edit](#) · [Application settings](#) · [Link to this Tab](#) · [Remove application](#)  
With Facebook Photos, you can upload an unlimited number of albums to your Facebook Profile. You can reorder photos, rotate them and tag your friends in them.

 **Video**  
[Edit](#) · [Application settings](#) · [Remove application](#)  
Facebook Video provides a high-quality video platform for people and pages on Facebook. With Video, you can upload video files, send video from your mobile phone, and record video messages to your friends.

 **Welcome! - FBML**  
[Edit](#) · [Application settings](#) · [Link to this Tab](#) · [Remove application](#)  
Add advanced functionality to your Page using the Facebook Static FBML application. This application will add a box to your Page in which you can render HTML or FBML (Facebook Markup Language) for enhanced Page customisation.

 **More applications**  
[Browse more](#)

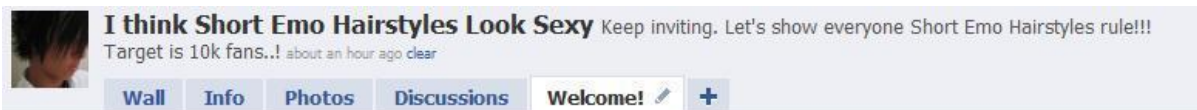
Click the “Link to this Tab” until you see a screen that looks like this.





This long link takes people to your Welcome page (landing page) directly. So if you have a URL shortener service such as Tiny URL then you can simply paste this long link onto your URL short service and after it shortens it people will see the landing (welcome page) first.

So for example, <http://bit.ly/dhkaus> will take people to Emo Hairstyle landing (welcome page).

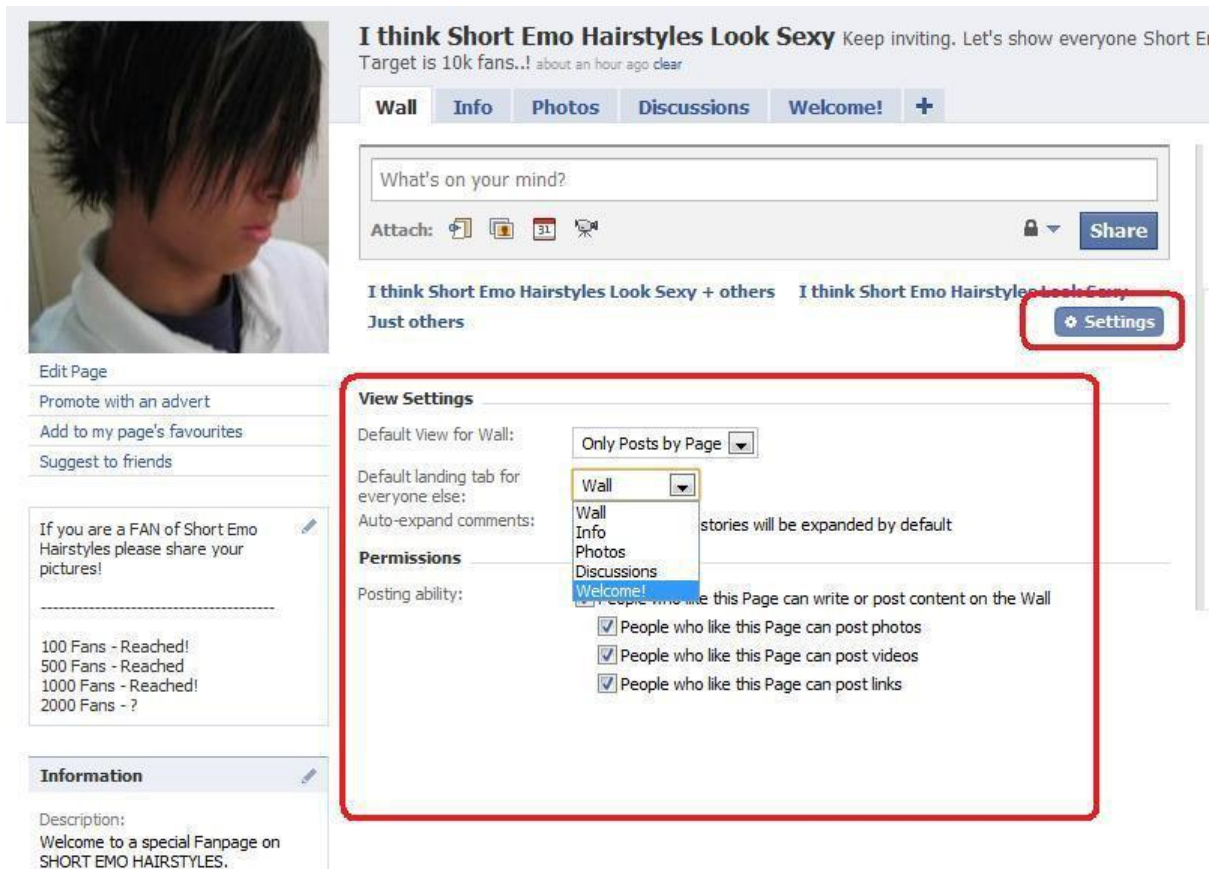


**If you are not able to view this correctly, Use Mozilla Firefox**  
**Welcome To My Exclusive Fanpage On Short**  
**Emo Hairstyles!**





The second way to do this is to go to your Wall and click on the “settings” tab.



Now NON members of your Fanpage will see your WELCOME PAGE (Landing page).

So if you want to immediately hit them up with a CPA offer such as a FREE Iphone offer then NON members will see your landing page immediately. On the landing page you can have a “call to action” feature such as “Like” this page to win a FREE Iphone etc.



## Setting a Nice looking URL for your Fanpages

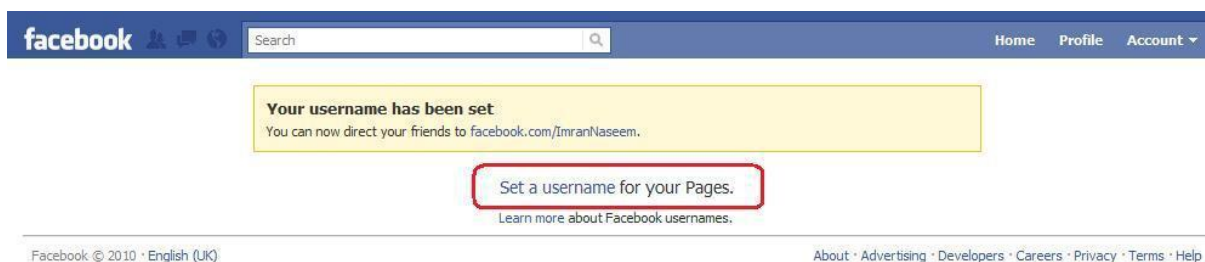
Now as soon as you create a Facebook fanpage you will be given a long “ugly looking” URL. Now personally, I would make sure that my URL sounds professional and is easy to understand. So if you are going to promote your Fanpage then you need to have a good looking URL people can remember.

So for example, for my Facebook profile if people want to contact me then they can head over to Facebook.com/ImranNaseem

Now the best way to set your own URL is to head over to

[www.facebook.com/username](http://www.facebook.com/username)

You should then see a screen that looks like this.





**Each Page can have a username**  
Easily direct someone to your Page by setting a username for it. You will not be able to edit or transfer this username once you set it.

Page name:

[Learn more about Facebook usernames.](#)

[Check availability](#)

Now as you can see I am going to select a “keyword rich URL” and once you click “check Availability” you should see that you will be given a few terms and conditions you must accept.

**Username available**

**shortemohairstyles** is available.

⚠️ Several things for you to remember:  
You can't change the username of I think Short Emo Hairstyles Look Sexy once you set it.  
You can't transfer the ownership of a username to another party.  
You can't violate anyone else's trademark rights.  
If you are acquiring a username to sell it in the future (squatting), you will lose it.  
Usernames may be reclaimed for other unauthorised usages.  
Are you sure you want to set **shortemohairstyles** as I think Short Emo Hairstyles Look Sexy's username?

[Confirm](#) [Cancel](#)

Next click “Confirm”.

Now your URL is much better and much professional







You have to have 25 fans or more in order to get your own username

## Update on my Fanpage

Here is an update on my Fanpage that I created from scratch. As you can see I now have 1000+ fans.

Welcome to a special Fanpage on SHORT EMO HAIRSTYLES.

If you are a FAN of Short Emo Hairstyles please share your pictures!

### Insights

[See all](#)

- 0 Monthly Active Users
- 0 Daily New Likes
- 0 Daily Post Views
- 0 Daily Post Feedback

Insights are visible to page admins only.

**1,277 people like this**  
[See all](#)

  
Damon Mauldin Helen Hernandez Neil Longbottom  
  
Betty Williams Jr Camz Tara Bosco

### Photos

1 album [See all](#)

**Wall Photos**  
Created 18 hours ago

**I think Short Emo Hairstyles Look Sexy**  
  
18 hours ago · Comment · Like · Share  
4 people like this.

**I think Short Emo Hairstyles Look Sexy**  
  
18 hours ago · Comment · Like · Share  
5 people like this.

**I think Short Emo Hairstyles Look Sexy** Please invite your friends and share your EMO Hairstyles!  
18 hours ago · Comment · Like · Promote



The strategies seem to be working and that means this page will effectively grow on complete Autopilot.

(I will teach you later on in the report on how to make money from your Fanpages).

### **Grow your Fans further by Facebook PPC Ads!**

Facebook also allows its users to further increase its fans by the use of Facebook Ads. Now this is excellent because if you want to target a certain country then you can make sure you set the ads so that they only show to a certain country. For example, if you want just want the UK population to view your ad then you would set your ad to UK people only.

In order to create your campaign you need to click the “promote with an advert” link.



The screenshot shows a Facebook page for a group named "I think Short Emo Hairstyles Look Sexy". The page has a cover photo of a person with short, dark, emo-style hair. The page header includes the group name, a description "Keep inviting. Let's show everyone Short Emo Hairstyles rule!!! Target is 10k fans..!", and navigation tabs for Wall, Info, Photos, Discussions, and Welcome!. Below the header is a status update box with the text "What's on your mind?" and a "Share" button. The main content area shows a post from the group with the same text and a photo of a person with short, dark, emo-style hair. The post has 4 likes and a comment box. A red box highlights the "Promote with an advert" link in the left sidebar. A red arrow points from this link to the "Promote" button in the post's interaction area. Another red arrow points from the text "Click the 'Promote with an Advert' link" to the "Promote" button. The left sidebar also includes links for "Edit Page", "Add to my page's favourites", "Suggest to friends", and "Information".

**I think Short Emo Hairstyles Look Sexy** Keep inviting. Let's show everyone Short Emo Hairstyles rule!!! Target is 10k fans..!

Target is 10k fans..! 4 hours ago clear

Wall Info Photos Discussions Welcome! +

What's on your mind?

Attach: [Icons] [Lock] [Share]

**I think Short Emo Hairstyles Look Sexy + others** **I think Short Emo Hairstyles Look Sexy**

Just others Settings

Edit Page

**Promote with an advert**

Add to my page's favourites

Suggest to friends

If you are a FAN of Short Emo Hairstyles please share your pictures!

100 Fans - Reached!  
500 Fans - Reached  
1000 Fans - Reached!  
2000 Fans - ?

Information

**I think Short Emo Hairstyles Look Sexy** Keep inviting. Let's show everyone Short Emo Hairstyles rule!!! Target is 10k fans..!

4 hours ago · Comment · Like · Promote

4 people like this.

Write a comment...

**I think Short Emo Hairstyles Look Sexy**

20 hours ago · Comment · Like · Share

Click the "Promote with an Advert" link


Once you click this link you will then be taken to the page where you can customise your ad.



## Advertise on Facebook

### 1. Design your advert



[Design your advert FAQ](#)

**Facebook Content** [?]  
I think Short Emo Hairstyles Look Sexy   
[I want to advertise a web page.](#)

**Title** [?]  
I think Short Emo Hairstyles Look Sexy

**Body text** 69 characters left. [?]  
Do you like short emo hairstyles? Visit and "like" our page today.

**Image** (optional) [?]  
 No file chosen  
[Remove uploaded image.](#)



**I think Short Emo Hairstyles Look Sexy**  
  
Do you like short emo hairstyles? Visit and "like" our page today.  
Imran Naseem likes this.  
 Like

### 2. Targeting

[Advert targeting FAQ](#)

**Location**

Country: [?]  

United Kingdom  United States 

Now as you can see you can choose the body of the text. I usually make it short and simple and use eye catching words.

I am going to target UK and USA people only.



## 2. Targeting

Advert targeting FAQ

Location

Country: [?]  

United Kingdom x United States x

Demographics

Age: [?]  
18 - Any

Gender: [?]  
☒ All ☐ Men ☐ Women

Likes & interests

Hairstyles x Lady Gaga x Punk x Heavy Metal x Emo x  
Gothic x Rock x Gothic Rock x

Suggested likes & interests

☐ Ladygaga ☐ Grindcore

☐ Lady Gagapoker Face ☐ Thrash

☐ Screamo ☐ Metal

Advanced demographics

Birthday: ☐ Target people on their birthdays

Interested in: [?]  
☒ All ☐ Men ☐ Women

Relationship: [?]  
☒ All ☐ Single ☐ Engaged  
☐ In a relationship ☐ Married

Languages: [?]  
Enter language

Estimated reach

**3,779,000** people

- who live in one of the countries: **United Kingdom** or **United States**
- age **exactly 18** and older
- who like **hairstyles, lady gaga, punk, heavy metal, emo, gothic, rock** or **gothic rock**
- who are not already connected to **I think Short Emo**

**Hairstyles Look Sexy**

As you can see I am going to target people who like “Rock” and “Emo” stuff in general.

These categories are perfect and it will reach out over 3 million people on Facebook!



☒ Create a new campaign [?]  
☐ Choose an existing campaign [?]

**Campaign name**  
Emo hairstyles

**Daily budget** What is the most you want to spend per day? (min 1.00 USD)  
5.00

**Programme** When do you want to start running your advert?  
☒ Run my advert continuously starting today  
☐ Run my advert only during specified dates

☒ Pay for Impressions (CPM) [?]  
☐ Pay for Clicks (CPC) [?]

**Max bid (USD)** How much are you willing to pay per 1000 impressions? (min 0.02 USD) [?]  
0.60 Suggested bid: 0.37 - 0.55 USD

Estimate: **9,100** impressions per day  
All bids, budgets, and other amounts in the UI are exclusive of tax.  
[Use suggested bid \(simple mode\)](#)

**Place order** **Review advert**

By clicking the "Place order" button, I agree to the Facebook Statement of Rights and Responsibilities including my obligation to comply with the Facebook Advertising Guidelines. I understand that failure to comply with the Terms and Conditions and the Advertising Guidelines may result in a variety of consequences, including the cancellation of any advertisements I have placed, and termination of my account. I understand that if I am resident or have my principle place of business in the US or Canada, I am contracting solely with Facebook, Inc. Otherwise I am contracting solely with Facebook Ireland Limited.

Now I would keep a daily budget of \$5.00 and pay 0.60 per 9,100 impressions.  
I prefer to pay per impressions as opposed to paying per click.

Once you have created and customised your ad simply click "create ad" until you see a screen that looks like this.



Advert preview:

**I think Short Emo Hairstyles Look Sexy**



Do you like short emo hairstyles? Visit and "like" our page today.

Imran Naseem likes this.

 Like

Account

You will be able to change your account

I have a

Advert name:

I think Short Emo Hairstyles Look Sexy

Audience:

This advert targets users:

- who live in one of the countries: United States or United Kingdom
- age exactly 18 and older
- who like emo, gothic, gothic rock, hairstyles, heavy metal, lady gaga, punk or rock
- who are not already connected to I think Short Emo Hairstyles Look Sexy

Campaign:

Emo hairstyles (new campaign)

Bid type:

CPM in Advert space

Bid:

\$0.60 USD per thousand impressions.

Daily budget:

\$5.00 USD per day

Duration:

~~This advert will run indefinitely.~~

Place order

Edit advert

Simply click "Place order".

Your ad should then be live after a few hours.



In the next section I am going to show you the type of Fanpages to create for the right Clickbank/CPA Offer. This section is very important so please make sure you study this carefully.

### **Types Of Fanpages To Create And Types Of CPA/Clickbank Offers**

Now we come to the section where I am going to show you the type of fan pages to create and the type of offers to promote.

Creating a fanpage is just the first thing you need to do. You need to make sure this fanpage is making you money.

Now generally speaking Fanpages that will make you money are ones that will have a community of “passionate” people who are passionate about something. An example of a “passionate” group of people is in the Tattoo niche. This is a huge market and this is a market where individuals can all “share” their tattoos on your Facebook fanpage.

For example, here are several Facebook Tattoo Fanpages that have lots of fans.

Here is one [Tattoo fanpage](#)—created by someone.

There are just over 153,000 fans on this fanpage and it is all full of “passionate” people who are all passionate about Tattoos.



Now let's take a look at the landing page of this fanpage to see what this person is doing to monetise his Fanpage.



**Click here to join the official  
TattooLeak fan page**



**Text URL directs person to  
another link on fanpage**

Now we can see that if we click on the landing page the text URL directs the person to another link on the fanpage (see below).





[www.TattooLeak.com](http://www.TattooLeak.com)



- Register -
- Share -

As you can see this person is directing people to his Tattoo website where people can share their Tattoos with the world.



Here is another [Tattoo Fanpage](#) that is easily making \$200-\$500 a day.

This fanpage has just over 481,442 fans at the moment and the first thing you should notice is that all of these people are passionate about this niche.

Now we can see that the owner of this Facebook fanpage is monetising and making money by promoting an Affiliate offer.



The image is a screenshot of a Facebook fanpage titled "Tattooed People". The page features a large, detailed tattoo on a person's arm as the main cover image. Below the cover image, there are several smaller photos of people with tattoos. The page has 5,441 likes and 533 comments. A red box highlights an affiliate offer link: "Meet Tattoo Lovers, it's Easy! Click Below ---> [http://bit.ly/tattoo\\_world](http://bit.ly/tattoo_world)". A red arrow points from this link to a post titled "Tattoos by Tattoo Lov" which contains a link to "Create A Tattoo Profile, Click Here --> [http://bit.ly/tattoo\\_world](http://bit.ly/tattoo_world)". The page also shows a post titled "Today's Tattoos." with 5,654 likes and 988 comments. At the bottom, there is a section for "Tattoos by Tattoo Lovers" with the text "Tattoo Lovers, Tell Your Friends!".

**Tattooed People**  
3 hours ago · Share  
5,441 people like this.  
View all 533 comments

**Meet Tattoo Lovers, it's Easy!**  
Click Below  
---> [http://bit.ly/tattoo\\_world](http://bit.ly/tattoo_world)

**481,442 people like this**  
Corinne Sandor  
Nathan Garrett  
Vic Martinez

**Tattoos by Tattoo Lov**  
Create A Tattoo Profile, Click Here --> [http://bit.ly/tattoo\\_world](http://bit.ly/tattoo_world)

**Today's Tattoos.**  
5 new photos  
20 hours ago · Share  
5,654 people like this.  
View all 988 comments

**Tattoos by Tattoo Lovers** Tattoo Lovers, Tell Your Friends!



Now if we click on this affiliate offer we can see that it takes us to the following landing page (see below).



Now this is a dating Tattoo community who all have the same interest.

They have an affiliate program at <https://www.singlescash.com/>

Now we can further see that this guy is making a ton of cash by promoting Clickbank Tattoo Affiliates also.

[http://www.facebook.com/tattooworld#!/tattooworld?v=app\\_2347471856](http://www.facebook.com/tattooworld#!/tattooworld?v=app_2347471856)





## Tattoo Me Now Review



Friday, 11 June 2010 at 01:03

Click Here --> <http://bit.ly/tattoomen0w>

Tattoo Me Now is an online membership site where you will find over 3500 top tattoo designs. With so many designs in so many different categories you should no problems finding your perfect tattoo design.

The banner is split into two main sections. The left section has a dark background with a person's face and the text 'Congratulations! Your Search For High Quality Tattoo Designs Online Is Finally Over...'. Below this, it says 'Get Your Dream Tattoo in 3 Easy Steps!' followed by a numbered list: 1. Find Your Tattoo, 2. Print it Out, 3. Bring it to Your Favorite Tattoo Artist!. To the right of the list is a grid of 16 circular icons showing various tattoo designs. The right section has a dark background with a woman's face and the text 'Join Now!'. Below this is a registration form with fields for 'Name' and 'Email', a 'Find Your Dream Tattoo Now!' button, and a '#1' badge with the text 'Number 1 Choice For Tattoo Enthusiasts Worldwide'.

When you sign up to the site you get immediate access to these 3500+ tattoo designs which you can then browse at your leisure until you find a tattoo you like. Then once you've found one, you simply print it out and take it along to your local tattoo artist.

A nice feature of Tattoo Me Now is that they offer the ability to combine two different designs into one so if there one tattoo you like in particular, you can take elements of two different designs and merge them into one before printing it out.



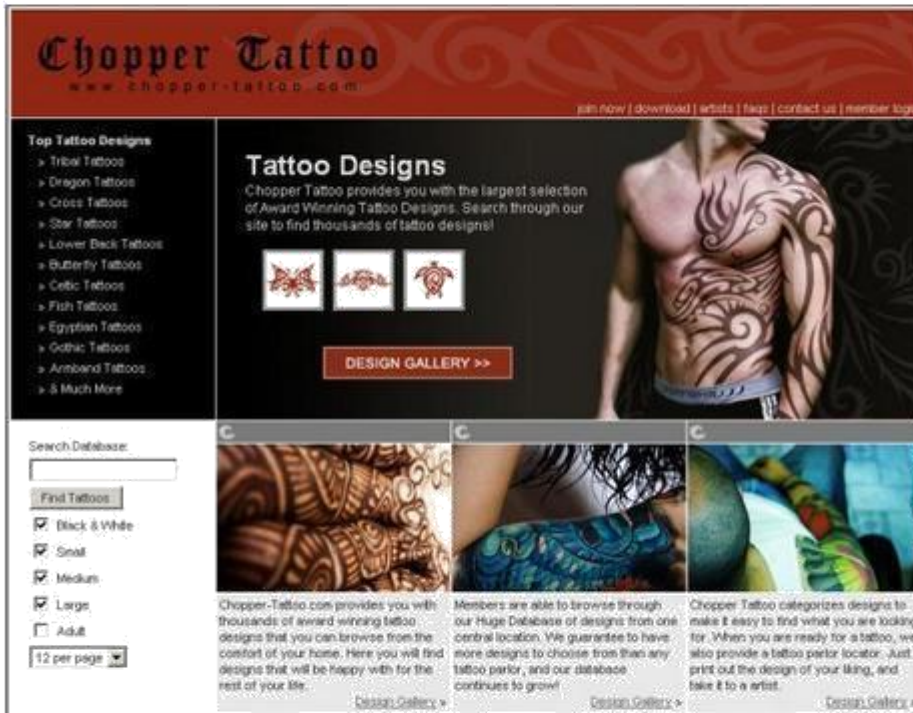
## Looking for Tattoo Designs & Ideas?



Saturday, 30 January 2010 at 14:37

--> <http://bit.ly/ch0ppertattoo> - Most people who decide to get a tattoo do so because they wish to represent something about themselves, it is a symbol of who you are. They are designed to attract peoples attention, this can be in a good way or a bad way depending on what design you decide on.

[Click here](#) to visit the official Chopper Tattoo website



Anyone can get a tattoo but you will defiantly want to make the right decision because you will be stuck with it for the rest of your life. Since getting a tattoo is a big issue then it is important that you choose the right design. Chopper Tattoo offers over 4000 designs for just about every part of your body. They offer award winning designs that are different and eye catching, so don't limit yourself to just one or two designs, make sure you check their entire range.

The search option on Chopper Tattoo is great tool which will help you find your design much quicker. You can find tattoos according to size, color and keywords. This means that you don't have to search through thousands and thousands of designs first before you find the one that you desire.



This guy has spent a lot of time and effort into monetising his Tattoo fanpage and is therefore, making a lot of money.

Now [Clickbank](#) is an excellent marketplace that has lots of different niches with “passionate” people.

Here are some other examples of niches you can create a Facebook fanpages on.

***Weight Loss***

***Breakdancing (street dancing)***

***Repairing Xbox 360***

***Cooking And Recipes***

***Games***

***Niche Music***

***Game Guides***

***Movies (Watch FREE Movie Online Fanpages are popular – link them with Clickbank movie products)***

Before you create your fanpage for a specific Clickbank offer make sure that the Clickbank offer you target has a good landing page and it provides you with good promotion tools.



I like to experiment with different types of niches. Remember the more you test the more likely you will come across a profitable niche.

## CPA offers + Fanpages

Now a lot of people have asked me how you make money from CPA and Fanpages.

Now this is not difficult at all. All you need is the right CPA offer and the right Fanpage group who will be willing to complete your CPA offer.

Generally I find that simple email submit offers are very easy to convert. This is where the user simply enters their email address or zip code.

Here are some examples of CPA offers I have used to make money from.





This is the Iphone 4 offer. The user simply enters their email address and you get paid just over \$1.25.

The key to convert offers like this is to include a “welcome” landing page on your Facebook fanpage. On the landing page you need to have several “call to action” features.

As well as including a landing page you also need to make sure on your Fanpage you include a link to your CPA offer.

So if you was to promote the above Iphone 4 offer I would create a funny CPA Fanpage but that at the same time relates to the Iphone.

For example, an example of a funny fanpage could be :-

**“I hate it when my Iphone battery dies”**

**“I want to marry my Phone”**

**“I sleep with my phone next to me”**

Fanpages like these will end up getting a lot of visitors mainly because these are everyday things people do.

So here it the **simple process** I would follow.

- Create your Fanpage
- Find your CPA Offer – is it international or aimed at US people only?
- Use Fiverr to outsource and buy invites for \$5.00



- Use the power of Traffic Hubs – register a good keyword rich domain
- Hire someone to create you a good looking landing page or use the landing page provided by your CPA Company.
- Make sure you include your CPA Affiliate link on your Facebook fanpage on your wall as a “status update” and also on the “info” tab so people can see it.
- Have “call to action” features on your landing page.

### Converting high involvement CPA offers

High involvement CPA offers are ones that pay up to \$40-\$60 for a simple form submit. Normally these offers require the user to take out a trial offer. Here are examples of typical CPA high involvement offers.



The image shows a landing page for iGnite e-cigarettes. At the top left is the iGnite logo with 'e-cigarettes' underneath. A red banner across the top reads 'SPECIAL LIMITED TIME TRIAL OFFER'. To the right, a section titled 'E-CIGARETTES IN THE NEWS' features logos for CBS NEWS, MSNBC, FOX NEWS channel, and CNN. The main content area features a woman holding an e-cigarette, with the text 'SMOKE WHEREVER, WHENEVER WITH THE #1 E-CIGARETTE ON THE MARKET'. Below this are five bullet points with red prohibition symbols: 'NO TAR, TOBACCO, OR SMOKE', 'NO YELLOW TEETH & BAD BREATH', 'NO SMELLY CLOTHES & FURNITURE', 'NO FLAME, FIRE OR ASH', and 'SAVE HUNDRED OF DOLLARS'. On the right side, there is a form titled 'WHERE SHOULD WE SEND YOUR TRIAL OFFER?' with fields for First Name, Last Name, Address, City, State (a dropdown menu currently showing 'ALABAMA'), Zip Code, Phone, and Email. At the bottom left, a red button says 'SEND MY IGNITE E-CIGARETTES NOW!' with a subtext 'HURRY! SUPPLIES ARE LIMITED FOR THIS TRIAL OFFER'. To its right is another red button that says 'RUSH MY ORDER!'. At the very bottom, there are two more sections: 'NO MORE RESTRICTIONS! GET YOUR NICOTINE FIX ANYWHERE!' and 'E-CIGARETTES IN THE NEWS'.



This offer pays \$28.00 for a trial offer. This offer is aimed at people who want to quit smoking.

A good Facebook fanpage would focus on something along the lines of helping people quit smoking.

For example, you could create a Facebook fanpage on **“I want to quit smoking but I can’t stop”**.

I would then create a landing page (welcome page) and link it to this CPA offer.

You will be surprised as to how quickly Fanpages like these end up growing.

Here is an example of a [Facebook Fanpage](#) which fits this category.



facebook  Search

---



Add to my page's favourites  
Suggest to friends

My Dad, JOHN, has been smoking for almost 30 years. He is 40 years old right now and yeah everyone knows he started smoking like 10, 11 or 12 years old. So I made a bet, and he agreed.. So guys please HELP ME!! Please invite your friends. Thank U :>

**151,285 people like this**



**Photos**  
1 album See all

Wall Photos

**IF I GET 1,234,567 FANS, MY DAD SAID HE WILL QUIT SMOKING**

Wall Info Photos Discussions Reviews

IF I GET 1,234,567 FANS, MY DAD SAID HE WILL QUIT... + others  
IF I GET 1,234,567 FANS, MY DAD SAID HE WILL QUIT... Just others

 **IF I GET 1,234,567 FANS, MY DAD SAID HE WILL QUIT SMOKING** When history repeats itself, I'm getting myself a dinosaur!  
06 July at 04:34  
181 people like this.  
View all 54 comments

 **IF I GET 1,234,567 FANS, MY DAD SAID HE WILL QUIT SMOKING STOP SMOKING!**



01 July at 00:27 · Share  
217 people like this.  
View all 60 comments

 **IF I GET 1,234,567 FANS, MY DAD SAID HE WILL QUIT SMOKING :) WE WANT MEGAN FOX FOR TRANSFORMERS 3!**  
Actor: 709 people like this.  
02 June at 04:30 · Share  
148 people like this.  
View all 87 comments

As you can see this Fanpage has over 151,000 people.

Notice the title of this fanpage is attention grabbing and funny.

**"IF I GET 1,234,567 FANS, MY DAD SAID HE WILL QUIT SMOKING"**

You can create a similar fanpage for an entirely different niche and people will join based on the "quirky" name.



However, this user is clearly not taking advantage of the monetisation techniques and has no affiliate offer on the page. He/she can easily make a ton of cash from all these fans if they included an affiliate offer.

Remember the key to making money from your CPA offers is to find the right offer and target the right group of people. It would be no good creating a simple boring fanpage called “how to lose weight” if there is no real “viral fire” to the fanpage.

You have to make sure that your Fanpage has a lot of people joining in a short space of time so that it becomes viral. There has to be a purpose behind the fanpage.

I have included a FULL list of ideas (see bonus PDF) on the types of “viral” or “money making” CPA Fan pages you would want to create.

When it comes to including your CPA URL link here is one of my Fanpages that is making me money and yet there is still no welcome or landing page!



The screenshot shows a Facebook fanpage for 'How Fast Can You Type?'. The page has a cover photo of hands typing on a keyboard. The navigation bar includes 'Wall', 'Info', 'Photos', 'Discussions', and a '+' icon. Below the navigation bar is a text input field for 'What's on your mind?' and an 'Attach' button. The page is currently on the 'Wall' tab, showing a post from 'How Fast Can You Type? + others'. The post text reads: 'How Fast Can You Type? The fastest person to fill this form wins a price. <http://cpa.ly/s6X> Which 7 Deadly Sin are YOU? cpa.ly'. Below the post text is a red text overlay that says 'CPA Offer - User clicks Hyperlink'. To the left of the post, there is a sidebar with 'Insights' showing 810 Monthly Active Users, 4 Daily New Likes, 0 Daily Post Views, and 0 Daily Post Feedback. Below the insights, it says '5 friends like this.' and shows five profile pictures. Below the post, there are two comments. The first comment is from 'Hanna Schmitz' and says 'wtf?(aand yes... i get it.) SO SHUT UP!!!'. The second comment is from 'How Fast Can You Type?' and says 'who got tips for typing fast, apart from training or courses?'. There is also a comment box that says 't make any virus coz i'.

Here is one of my [Fanpages](#) which is making me money on complete Autopilot. I have done no promotion or bought any Facebook invites for this as of now and yet there are over 4000+ people.

Notice my CPA hyper link on the description page of the fanpage.

I can make even more money from this website by using a welcome landing page.



This fanpage is called “how fast can you type” and immediately you can easily use CPA offers that require the person to fill out a simple form. People will be willing to do this!

### **How To Squeeze Even More Money From Fanpages!**

In this section I am going to talk about how you can make even more money from your Fanpages.

One of the best ways to make more money from your Fanpages is to **start your own Fanpage service** and target Local business owners.

Now this is very lucrative. With all the techniques you learn from this course you will be in a position to easily charge thousands of dollars to local business owners. Let’s face it local business owners are busy people and will not be familiar with social media. They might have a Facebook account but they will not have the time to maintain their Fanpage.

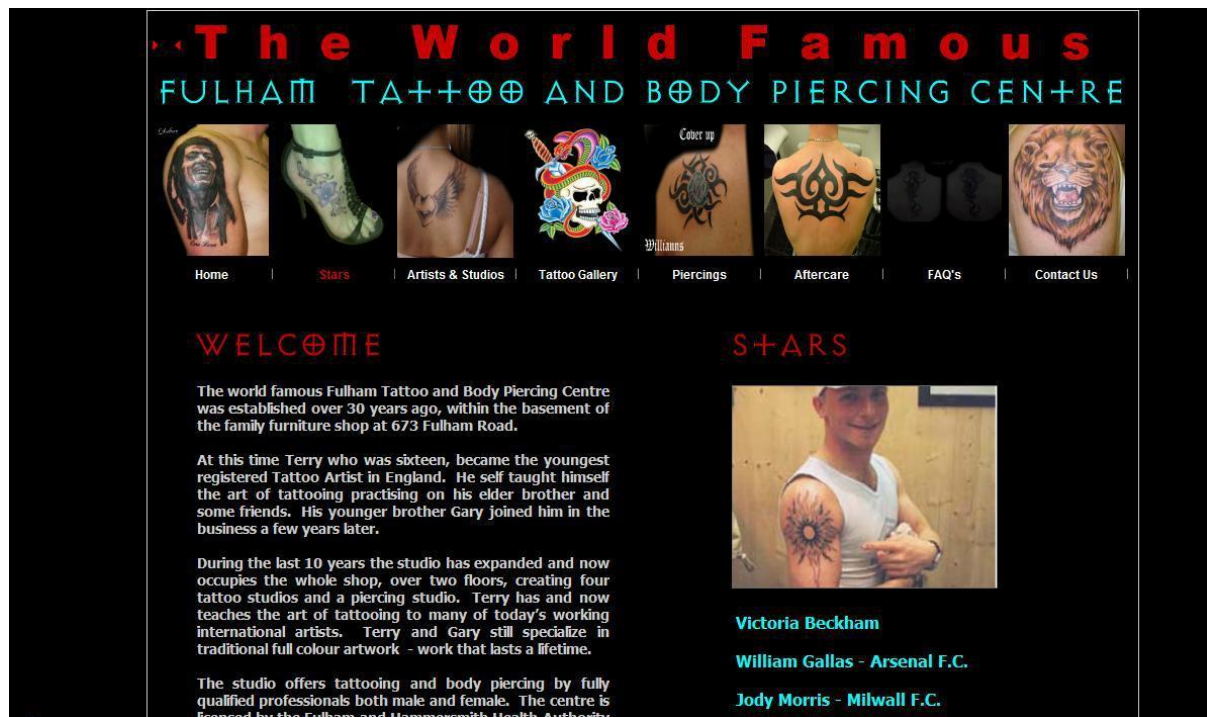
Now in one of the videos in this course I talk about how one of my Fanpages is constantly getting a surge of fans every single day. This Fanpage happens to be in the **Tattoo niche**.

Now how many Tattoo parlours are there in your area that you can target?

For example, I just typed in the keyword “Tattooists” on Google and I can already see several businesses I can target that all have a website but no Fanpage linked to their website.



For example, here is one website that appears on the first page of Google that does not have a Fanpage link anywhere on their website.



If you went ahead and contacted this guy over the phone or email you can talk about the benefits of having his/her own fanpage and the traffic their site will receive.

However, I personally would target business owners that are already spending a lot of money on Google Adwords.

For example, let's say you created a unique fanpage on hairstyles and you wanted to target Local hair salons.

The first thing you can do is head over to Google and type in "hair salons".



We can see that there are lots of businesses who are spending money on Google Adwords to get customers to their shop.

hair salons

About 2,490,000 results (0.18 seconds)

Search


Advanced search

[Rush Hair - British Hairdressing Award Winners](#)  
Skip to Content · Home · Shop Online · Menu · Home · ABOUT · Collections · Salons · Franchising · Vacancies · Academy · Media · Hair Care Products · Contact us ...  
[www.rush.co.uk/](#) - Cached - Similar

[Featured Hair Salon Guide, best boutiques and beauty salons](#)  
Hair site that has a salon finder with over 13000 salons, best boutiques and beauty salons, tips and news  
[www.ukhairdressers.com/recommended.asp](#) - Cache

[Good Salon Guide, the best salons in UK](#)  
Good Salon Guide is an independent guide to quality hairdressing. Find a quality hairdresser to style your hair across the UK.  
[www.goodsalonguide.co.uk/](#) - Cached - Similar

Local business results for **hair salons** near **Cuerdale** - Change location



A map showing the location of several hair salons near Cuerdale. The map includes labels for roads like A5085, A69, A6, A5, and A6254, and places like New Hall, The Fishwick Golf Club, Walton-le-Dale, Higher Walton, Gregson Lane, Bamber Bridge, Clayton Brook, and Cuesdon. Red pins mark the locations of the salons listed in the adjacent list.

- A Cutting Corner**  
[www.cuttingcorner.co.uk](#) - 01254 852613 - 1 review
- B June's Hair Salon**  
[maps.google.co.uk](#) - 01772 336 748 - More
- C Hairlines**  
[maps.google.co.uk](#) - 01254 854444 - More
- D Bob In**  
[www.hairdresserspreston.net](#) - 01772 313 440 - More
- E Hotlocks**  
[www.hotlocks.co.uk](#) - 01772 335 533 - More
- F The Gallery For Hair & Beauty**  
[maps.google.co.uk](#) - 01772 338 866 - More
- G Sarah Heaney**  
[maps.google.co.uk](#) - 01772 888 861 - More

[More results near Cuerdale »](#)

Sponsored links

[Liverpool Hair Salons](#)  
Get Liverpool Hair Salon Specials & Other Local Savings. 50-90% Off!  
[www.GROUPON.co.uk/Liverpool](#)

[The Covent Garden Salon](#)  
Awarded 5 Stars Hair & Beauty Salon  
Unisex Professional Friendly Salon  
[www.thecoventgardensalon.com](#)

[Hair Salons](#)  
Find Your Nearest Hair Salon  
Recommended By L'Oréal Now!  
[LorealProfessionnel.co.uk/Salon](#)

[Hair salon in Frome](#)  
Great hair from professionally trained stylists at Abernethy's  
[www.abernethys.co.uk](#)

[davidpophamsalon](#)  
Oxford's premier hair salon  
discover the difference today  
[www.davidpopham.com](#)  
England

[Natural Hair Salons](#)  
Find your nearest Colour Herb Salon  
A permanent colour with No Ammonia  
[www.colourherbe.co.uk](#)

[Puro Hair Birmingham](#)  
Innovative Organic Hairdressing. Why pay more for chemical hairdressing?  
[purohair.co.uk](#)

[Hair Salons at Amazon](#)

As you can see all of these Local business owners are spending money on Google Adwords.

For example, here is one of the websites spending a lot of money.

<http://www.davidpopham.com/index.html>



As a Sassoon Professional Partner Salon, Popham Salon in Oxford is committed to the high standards of craft, creativity, and service, which have long been synonymous with the name Sassoon.

We at Popham aim to create shape and colour which respects the natural fall of your hair, to cut and colour your hair in shapes and hues which enhance and reflect who you are, and will ensure your hair stays in great shape until the next time you see us.

To realize this aim the Popham stylists and colourists continually develop their craft skills to stimulate their creativity, both within the salon and at the Sassoon London Academy.

Popham uses and sell Sassoon Professional colour and condition products, which have been developed to support our aims. The Sassoon Professional colour while rich and vibrant remains translucent allowing the natural colour variance to shine through. The Sassoon Professional conditioning and finishing products smooth, polish, and protect, while leavening your hair free to shine and move naturally.

Popham invites you to book for a free consultation, in which our creative recommendations will be driven by your preferences, leaving you free to choose.



As you can see this is a pretty basic website. There is no mention of Social media/fanpage and the owner is simply wasting money.

Now if you want to target a certain category of business then I would suggest first you create the fanpage, get thousands of fans and then simply offer it to the Local business owner.

I would create a brand new Facebook account exclusively just for Local businesses.

Once your fanpage has thousands of people you can simply pick up the phone and offer the fanpage and charge \$997 easily.



If you want to create a landing page you can easily outsource this. People on sites like Odesk and Fiverr can be hired for cheap.

Here are examples of people already targeting business owners with their own Fanpage creation service.

<http://www.screencastlibrary.com/facebook/>

<http://www.mccordweb.com/internet-marketing/facebook-fan-pages.php>

<http://www.businesswebcoach.com/content/custom-facebook-fan-page-creation> <http://www.fanpagegenerator.com/main.php>

With your own fanpage service you can offer to : -

- Create the Fanpage for the business from scratch
- Give it a unique name using Facebook.com/USERNAME
- Monetise the fanpage using a special landing page (welcome page)
- Add videos + Content to Fanpage
- Direct traffic to the fanpage by outsourcing
- Use Direct Hubs for the business
- Charge a one off or a monthly fee
- Charge extra to add Autoresponder to the Fanpage

You will be surprised as to the number of business owners who will be inspired when you show them the different Fanpages on Facebook with “hungry” fans.



Remember target the right business category and create the right fanpage!

## Flipping Fanpages for Profits

Did you know that you can also flip fanpages or fanpage services and make even more money?


For example, take a look at this listing from Flippa.

<http://flippa.com/auctions/99991/Profitable-Service-Selling-Facebook-Fans-Invites-and-Likes%20WEBSITE%20FOR%20FOR%20LOT%20OF%20CASH>

As you can see the current bid so far on this service is \$20,000!

Websites For Sale: Featured New Listings Most Active Ending Soon Just Sold Ended Unsold High End Mid-Range Entry Level

popular tags: adsense, wordpress, established, autoblog, affiliate, clickbank, website for sale, profitable, make money, blog, niche website, social media ALL TAGS »



### Profitable Service Selling Facebook Fans, Invites and Likes

<http://www.fansandinvites.com/>

Public Auction has not yet reached the reserve price  
Listing closes in 1 day, 7 hours

★ Watch this Auction [Share on Facebook](#) [Tweet This](#)

\$20,000 7 bids

PLACE BID

(Enter \$20,100 or more.)

\$50,000 BUY IT NOW

No buyer success fee applies. ?

Seller accepts payment using Escrow. ?

[View extended due diligence data for this listing](#)

This is a new website but has already generated sales and is profitable. It's small now, but by the time this auction is near completion, I believe you will all see how profitable it can become. There is another auction for a similar website where they have a 30-45 day lead on us and the current price is \$12,500. I will provide regular updates about the revenue and profits over the next 30 days to demonstrate the potential. By the time this auction closes, I believe you could better appreciate the potential.

This service is not unique. There are others offering various services that are similar. However, we believe that our pricing is better and that we communicate more clearly with prospective customers. For example, some website seem to sell "fans" when they really mean "invites" - there is a tremendous difference. An invite is just that; an invitation to a person to check something out. Of 10,000 invites, perhaps only a few dozen or few hundred will become a fan. However, 500 fans is just that; 500 fans.

The service of offering invites, fans and likes is geared towards individuals and businesses who understand that cultivating a large following of fans can lead to sales and ultimately profit. Building a fan based on your own is time consuming and time is money. It's better to outsource and this is why there is meaningful income potential here.

On average, we sell our services for about 3x what our suppliers charge. So, if you see something listed for \$45, it costs us \$15. If you see something for \$450, it probably costs us about \$150. Why such a difference? Because the supplier doesn't spend any money on marketing, dealing with customers, etc. It costs money to make money. They prefer to manufacture and we prefer to market and sell.

The business can be run from anywhere you have a phone and internet connection. Anyone can do it. I'll provide enough training where you will understand what needs to be done to generate customers and outsource the work for less.

**Claimed Traffic**

Page Views Per Month	0
Uniques Per Month	0

**Claimed Financials**

No revenue is being claimed.	
No profit is being claimed.	

**Monetization Methods**

Advertising Sales	No
Product or Service Sales	Yes
Affiliate Income	No

**Site Uniqueness**

Content is claimed to be unique	
Design is claimed to be unique	



We can see the website here - <http://fansandinvites.com/>

This is an example of Facebook fanpage market being very hot and lucrative right now.

Here is another Facebook service <http://flipa.com/auctions/102397/Unique-Facebook-Service-200Day-No-Reserve> getting a lot of attention right now.

The screenshot shows the website FBfans.net. The header is dark grey with the site name 'FBfans.net' on the left and navigation links 'HOME', 'FAN PAGE INVITES', and 'FAN PAGE DEVELOPMENT' on the right. Below the header, a breadcrumb trail reads 'Home / Fan Page Invites'. The main content area is titled 'Fan Page Invites' and lists three product options:

- 1,000 FaceBook Fan Page Invites for \$35.00 with an 'Add To Cart' button.
- 10,000 FaceBook Fan Page Invites for \$99.00 with an 'Add To Cart' button.
- 50,000 FaceBook Fan Page Invites for \$299.00 with an 'Add To Cart' button.

To the right of the product list, there is a sidebar with several sections:

- Low price** - Some of the most competitive prices on the internet
- Honesty** - We value our customers
- Fast Service** - All our orders are processed within 5 working days, results will be seen fast
- Real Leads** - All our fans are real English speaking people, NO fake accounts!
- Client Testimonial:**  
*"I couldn't ask for a better service! The FaceBook page you guys created for my company is beyond words. I have been getting compliment after compliment. I also ordered 10K invites, and seen my sales increase by 60% within 1 weeks time. As of now, 45% of our business comes from FaceBook. This is hands down the most cost effective form of marketing that I have ever explored with my business. Who could argue with an ROI close to X,XXX%?"*

These kind of services tend to sell Fanpage invites to people and they are doing really well as a result of this because there is virtually low competition in this market.



However, you can also buy and sell Fanpages from existing marketplaces online.

This is very profitable and people are already cashing in by flipping fanpages.

Take a look at this website here - <http://fanpagecash.org/>

These guys offer to buy your fanpage (if it has over 3000+) friends.

You can not only purchase fanpages from this site but also make money selling them.

These guys act like a broker so if you are interested in buying or selling your fanpage you need to contact them.

They will also give you a free appraisal for your Fanpage. And remember creating a fanpage is FREE. All you are paying for is the outsourcing of the landing pages and the invites.

By the way 😊

Here is a secret ... 😊

Why not start your own Fanpage marketplace? Flippa is a place for buying and selling websites, Ebay is a place for goods and services, so you might want to start a marketplace where people can simply buy and sell Facebook fanpages. Just a thought ;)