

Interview Michelle 4/2/13

Hey everyone, and welcome to today's interview. It's great to have you, and I'm really glad you could tune in. I'm here with a very special guest, Michelle Pescosolido - did I pronounce that right, Michelle?

You did – it was perfect.

So Michelle is a Facebook expert, and she's actually the top Facebook authority in the internet marketing space. She's a much sought after speaker and trainer at many of the most popular industry events when it comes to Facebook marketing. She just really has a strong track record as an internet marketer. She's the number one recruiter in her primary company. She's one of the top earners and recruiters in the marketing system that she uses, and she also has a really popular – and I would have to say the best Facebook course that I've seen out there on how to market on Facebook. So Facebook is really integral to what she does, and she'll be sharing a lot of her secrets and methods on the call today. So thanks for being here today, Michelle.

Awesome. Thank you so much for having me.

Maybe to start out you could talk a little bit about – well, everybody has heard of Facebook now, but what is the power and significance of Facebook in relation to internet marketing and building an online business?

You know, using Facebook is very powerful as far as getting leads, getting people exposed to your business, obviously making sales for your business – that's what ultimately people want, or to recruit people into their business. It's definitely a powerful tool. But it's not if you don't know how to use it the right way. And I do see many people out there that get online and try to use Facebook, and they do it in a way that they're just out there pitching their links, pitching their products or their opportunity, and they're not establishing any sort of authority or any sort of brand, or making connections with people where they're building trust among the people that are following them. And that's really the key if you're going to use Facebook. It's definitely a different monster as I like to call it. It's not like Google where you can just go pop an ad up, or solo ads where you can just go write an awesome ad and start getting traffic to your links. It's different.

You are on Facebook to socialize, and you've got to get on there, and to effectively build your business online, you've got to build relationships. So it's definitely value driven. And once you've got that down and you're delivering value to your targeted audience, what happens is something very magical where people are going to start coming to your page for the value offer, and they look at you as the expert in something, whatever your niche is, and eventually they are going to buy from you anytime you do promote something out there – especially if you're providing maybe 90% value most of the time or 80%, and then 20% maybe you're pitching something. They are going to grow to like you and what to buy from you because they trust you.

That makes a lot of sense. And I personally had no clue about how to market with Facebook about a month ago. And then we started going through your course, and I applied exactly what you were

teaching to one of our Facebook fan pages, and it just completely took off. It was amazing how well it worked. So that's been really cool. How do you use Facebook if you want to use Facebook to market? Is it primarily through fan pages?

It is. I get this question a lot. Should I use my personal page to promote my business or build my business? Absolutely not. I hear different people out there talk about how they do use their personal page, but there comes a point where you've got to think big, that you're going to grow your business big, and you're going to hit a point on your personal page where you can't grow any bigger. And the problem with using your personal page also is that you've got your friends on there. You've probably got family members on there. You've probably got ex-coworkers and, in my opinion I want to keep that separate just from past experience. I've had my friends and family block my status updates, you can do that, and get annoyed by things that I might have been saying on my page. And Facebook makes it very easy now for those people to mark your status updates as spam, and it will literally block you from ever posting certain status updates, and they can eventually shut you down if you're viewed as a spammer. So I like to keep it separate. Just create a business page. Create a fan page. A lot of people get that confused – is a business page is the same as a fan page – and it is. And you want to create a fan page. That's where you just start from the beginning, do it right, and say this is where I'm going to conduct all my business, so when people come to my page they're there because they choose to, and they like what I have to offer, and I'm not forcing it down their throat because they happen to be friends with me.

That makes sense. So what would you say is the first step to setting up a fan page then?

I can show you if you want to go into that. So the very first thing we want to do is go to Facebook.com/pages. So if anybody is new, you want to be logged into your personal account, and you're going to create that page within your personal account. And you're going to come to a screen like this. And it's very easy, step-by-step. Basically, you need to choose if you have a local business or place, company or organization. You've got to be real careful about that, you know, if you're representing a company, obviously you don't want to choose that. Like if you're a network marketer or an affiliate marketer for an affiliate company, that's not what you want to do. Most people – probably most of your viewers are going to be under here – under the artist, fan or public figure.

I talk about building your brand online, one of the biggest mistakes I see people make is they come into Facebook and they call their fan page their actual product that they're promoting, or they tie their name to the company they are a part of. And I don't recommend that you do that. And the reason why is what if that company shuts down? What if you happen to leave? Say, for instance, I named mine Michelle Pescosolido – xyz company – which may be my network marketing company or an affiliate marketing product that I'm promoting. What if that shuts down? What if it goes away or you quit or something happens to it? Then you're tied to that and you can't change your fan page name. You can actually now, but it's very difficult to get that done. So you, being a business person that maybe has multiple offers, brand yourself. Brand it by your name is what I always recommend. Does that make sense?

Absolutely.

So what I always do – you can either choose business person or public figure, and then we just come in here, and I'll put a name in here – I can always delete it later. Agree to it, and we're going to click start. But, again, just choose the category that fits best for you. And then once you go through that, and I'm not going to go through all these steps here because it's very step-by-step, but you can just come in here and just basically upload an image here from your computer. Put an image up here that represents you, whatever you're branding. A professional image really works well because you want to attach a face to your brand. And then you can come in here and fill out the About Me section.

Now what's really great about this is that with the introduction of the graph search which is Facebook's new search engine I guess we could call it. It's similar to Google or Yahoo. Well, now Facebook has one called the graph search, and I have it up here right now. And what this is is that you want to use your keywords for whatever your business represents. So for us, we're Facebook marketers teaching other home-based business owners how to build their brand online. I'm sprinkling in some keywords there. You want to do that because that's going to improve your ranking. Because they are right now compiling all that, so eventually if we come in here and I say "friends who like Facebook" or "friends who are Facebook marketers" or "friends in xyz MLM company," that's stuff is going to pull up according to how you rank, on the first page or the second page. So use your keywords in here.

And also Google picks this stuff up here – all the popular search engines do. I don't know if you've ever noticed, Adam, whenever you are searching keywords, you'll see Facebook profiles pull up on the first page of Google. So it's the same thing. You want to put those in there. And then this is just add your websites, your twitter page, your YouTube channels – all that can be added in here. And then once you click Save on that it will get brought to here.

Here's where you want to get your vanity URL. All that simply is is that we created this page, it would be Facebook.com/whatever you want the name of your page to be. I would keep it simple. If you're branding yourself, then use your name. A lot of times, though, if you've already used your name on your personal profile, you may have to put in a period here or M. Pescosolido or something like that. So this right here is very important, because if you don't have that, you'll end up sending people to your fan page called Facebook.com/ and then there will be a long string of numbers, and it will be very hard for people to actually remember those numbers, or they might type it in wrong or having trouble finding it. So name your page.

And then basically once you step back, you'll be able to enable ads, and you can at this time set up your Facebook advertising account, and that's where you just have to add in credit card information so you have the ability to run some Facebook ads which are a very powerful strategy to use on Facebook. And there are some really simple ones that you can use for as little as \$5 a day as a budget to get some really good results. And then after you do that, the end result is that it's not going to be as filled out as this, but you'll end up having your fan page here already set up. So do you have some questions from there?

I think that's really clear so far.

Okay. Now once you've set that up, you're going to be missing this big cover photo. Definitely upload a cover photo. You can see I've branded myself and my name. I'm somebody who is looked at as a

Facebook marketer and helping people build their businesses online. That's my value that I provide. So for everybody listening, you're going to want to think of the value. What is your brand? What is most of your audience? Are they network marketers, affiliate marketers? What would you say?

I would say a mixture of affiliate marketers and people who own digital products like ebooks in different niche markets.

Perfect, so let's just say you are somebody that owns a niche book and it's based maybe around health and wellness or something. So your brand would be somebody who becomes an expert in whatever your ebook is teaching on. That's perfect, because an ebook is providing value. So that's the kind of things that you want to be providing throughout your fan page when you're creating status updates is the value that you can provide to the industry or whoever your audience is. And then your business offer, or the sale of your ebook or your affiliate marketing product – that will be on the back end. So you have to look at that as the solution.

So what you're going to be doing is educating people on your fan page, and you're going to be kind of helping them recognize that maybe there is a solution out there. Where are they going to go to find it? Well, you have the solution. You've got the offer that's going to solve the pain of what you're educating people on. I always like to say if you're educating people on weight loss and the epidemic in America with obesity, you have the solution, and that's your product. So that's how you loop people into it to get people to trust you and obviously buy from you. I just went off on kind of a tangent, so let me go back to the cover, though.

Make sure that you upload a really good cover photo here, 810 pixels x 310 pixels, and there are guidelines that you have to follow. It used to be you couldn't put any contact information on your cover photo like a website URL, or you couldn't ask people to like you page. You now can, but that text, if you decide to put text on this cover photo, it cannot take up more than 20% of the space on your cover photo. So if I write Michelle Pescosolido, it's got to be small enough – less than 20% of the whole size of the image. Does that make sense?

Definitely.

Okay, like this image right here will not work if this were a cover photo, because the words in here take up more than 50%. And here is another little tip that I wanted to share with you. Also, your photo here – your brand is something you want to do here – something that's recognizable. And always keep your images, if you're using other social media platforms, keep them consistent across social media. It will help build your brand as far as becoming more recognizable if somebody finds you on Twitter or YouTube or on your blog. But if you're trying to do Facebook advertising also, and your ads keep getting denied – let's just say you're driving traffic to something on your fan page, maybe these applications tabs which I can show you in a little bit here – and your ads keep getting denied, it could very well be your cover photo. And your cover photo may be nowhere in that ad, but Facebook is looking at this and saying wait a second – your fan page is not in compliance, so we're not going to let you do any Facebook advertising. And they don't tell you that reason.

So those are the two things you want to make sure that you have set up – your cover photo and your profile image. Up here if I click show, this is your little admin panel here. If you go to edit page, it's really important, the first thing that you do after you upload that cover photo and that image is come to update info. And I always just start right here at the top – your settings. And you just want to make sure that you read what these say here and check the boxes that are appropriate to you. If you ever get stuck, all you have to do is click the little question marks here, and Facebook will tell you what that is asking for and help you understand if you're not sure. But it's really self explanatory.

One new thing, depending on when you're watching this – this is not checked by default. So you want to make sure this is checked. This is a really great new feature that Facebook has added that I just love. Let me show you what it does. Now it helps you increase the engagement on your page because in order for your page to really start attracting fans, and in order for anything that you type on your page – like if you come in here and type a status update, like I just happened to put this image up – even though I have 14,648 fans, only about 10-20% are ever seeing anything that I post, and that has to do with a term called edge rank.

So the better your page is as far as engagement, the more people that are actively commenting, sharing, and liking, they're going to be the ones who are going to see your status updates. So often times, I like to look at this number here. There are sometimes where I'll see people that have 1,000 fans, but only two people are talking about the page. I call that the death of the fan page. What happens is if you post status updates and you have a small number of people talking about your page, Facebook is not showing your status updates to your fans, and you're wasting your time. And there are ways to get around that, but the initial thing you need to do is increase that engagement. How do you do that? Well, you put out valuable engaging content. You ask questions. You ask people to comment. You ask them to like your post. You ask them to share it. Images work well.

So I posted this last night, about 16 hours ago, and so far only about 3,014 people have seen this. It has gone viral – you can see that number – so it reached out to 1,400 people that probably were not fans of my page who may now be fans of my page because of this post. And it went viral because – do you see those 54 likes up there? Facebook probably showed to these 54 people. Let's just say Greg. Greg liked this post. Well now, Facebook showed a new story, and all of Greg's friends who may not even be fans of my page, now show the new story that Greg actually liked this image. That's how this thing goes viral, and that's how you start attracting more fans.

Remember when I said over here, make sure you activate that replies to comments on your page? Now we can actually come in here and reply to people who have commented individually. So you want to make sure you activate. So in the past we used to have to go down here and write the little ampersand and say Amber, and I could tag her so she would get notification that I'm saying something back. Now we can actually just come in here and reply to the person right here which makes it so much easier, and you're really able to start engaging more with your fans, and they're going to get notifications that you're replying to their post specifically. So make sure that is checked.

You have around 15,000 likes, and then a little bit over 2,000 people talking, so is there a percentage?

It's really good fan page. It's harder to keep this up – the talking about – the more likes you have, the more fans you have. Let me go to my Admin panel. See down here, I was down to 868 people talking about it. That, to me, is too low. You really want to have at least 25% or above. And as you get a lot of fans and likes, you're going to have to promote your post. You've got to pay Facebook money to push your status updates to the top of your fans' newsfeeds, and I can show that if you want me to get into that. And that's how you can get this to start running. I think I was on vacation here, and that's why it dipped, and it will dip so fast. But then I started promoting my posts, pushing anything that I wrote up to the top of the newsfeed of my fans.

But edge rank used to be really easy when you post a status update and Facebook would show your post to all your fans. But they are making it a little bit harder for businesses now. They're looking for the people who want to play. If you pay, you can play is basically what it has boiled down to, but it's not a bad thing in my eyes because it keeps the serious business people on Facebook – the ones that are serious. And they really reward you if you're willing to pay some money.

Here is a good example. I paid to promote this post. Did I make that clear and what that means? I'm just paying Facebook to put this at the top of the newsfeed. So 20,184 people actually saw this post. That's way more than the amount of fans I have, by about 5,000-6,000. If I had not promoted that, only about 1,900 of the fans would have seen that. It only went to viral about 32, but as a result of me paying, 18,272 people actually saw this. And you can see I reached 233,533 people. So this is a powerful feature right here to use is this promoted post right here.

And is promoting a post, is that a pay per click thing, or do you pay a flat fee?

You pay a flat fee. So let's just say I wanted to promote this. I would come in here and click promote. And your status update, you can't go back and promote a post that's like three days old. You need to do something that's less than three. So obviously I couldn't promote this post because this image is not in the guidelines – so I just want to point that out, but I can use this as an example. You can choose to push this up to the top of the newsfeed only to the people who like my page or you can say people who like your page and are friends. And you pick a budget. For me, to reach at least all my fans – and mine is high because I have a lot of fans – but it's \$200. For those who have less than 1,000 fans and you're just starting out, it can run \$5 a day. I had a guy that did that. And he had 1,000 people talking about his page, but only had 500 fans, so his edge rank went off the charts. The result of that is he was getting a ton of more fans and generating a ton of leads that way.

But the cool thing is here that sometimes I'll click this \$200 and come in here and promote this post. You can stop that. So if I'm just promoting a webinar that maybe I'm having tonight, and I say, "Alright Facebook, I'm paying you \$200 – let's run with this" and push this to the top of my friends newsfeeds and make sure that my fans are seeing a story about this too. And then I do the webinar. I can come back here and pause this, and you may not ever spend the \$200. It's based on cost per impression space.

This is one of the most powerful strategies we're using right now. So let's say I've come in here and I'm promoting the big no excuses event. Maybe I'm promoting this, I'll come in here and use that. But

I don't just simply throw a link up there. Here's a good example. It's called Facebook jail. Facebook has a jail. Don't get caught doing time. I love my new page, what do you think? Notice that that's engaging. I'm asking my fans or the people viewing this, what do you think? And they're going to check out that link and think, hey, I could actually use this. Let me opt in. And now I've generated a lead. That's kind of the strategy you need to be using in your status updates.

So if I was promoting an affiliate product, one of the reasons why we're so successful in the affiliate launches is because I will actually buy the product. And I'm one of those people if I'm buying the product, I'm not going to promote it unless I see results and I feel good about promoting it to my list. What I'm saying is I'm not going to just go grab an affiliate product just to make money. I've got to believe in it. Everybody should do that on Facebook. Because if you don't do that and people realize that you're just promoting junk, then you're going to be bashed. It's going to get around quick. This is social media. It's going to get around fast that you're not practicing ethically.

So I would go in there and let's say, for instance, that there's a product that has something to do with blogging. So I might come in here and do a little video showing my back office of that product. I might say, here's my back office of this xyz product. Here's how we're using it in our business, and these are the results we're getting. And if you're looking to take your blogging to the next level and starting generating leads on automation, take a look at this product. Boom, you post it on your fan page, and you go and you promote it. You see the difference there? You're describing your product and telling them how you're using it in your business. It's kind of like writing an email to your list. And then you're sharing the value and you're letting them know, hey, you really should look at this. So that's how we run these status updates here, and we put promote from the page, and that's a really powerful strategy.

So would you mind sharing a little bit about how you originally started getting fans. Was that through making posts on your fan page and then promoting those? Like how did you get your first fans?

Anytime if you're new and you're coming in here, the very first thing you should be doing is promoting some of your posts, do the \$5 to promote it, pause it at the end of the day or however many days you want to go. But the very first thing I like to do is click on this button called audience. And you want to click on invite your friends. And when that opens up, this is the easiest way to do this. Make sure that up here on the left you go to search all friends. And you can go through your personal friends, they can request you as a friend, and you can actually come in here and look for people that maybe are business friends. I don't really know this person, but I must have accepted them as a friend. And you just come in here and basically click on them. And what's going to happen is when you send click submit here, Facebook is going to send those people a notification about your fan page and get them to easily click the like button to come like it. That's a really quick way to build your audience.

Another way, I don't use this button too much, but I want to show it's there. You can share your page. I could come over here and this would post on my personal timeline where somebody would have to request me as a friend and I could just say something like, hey friends, I have a new fan page and would love it if you would come over and check me out and give me a like. That's definitely something you can do, and you can share that and it will pop up on your page. I wouldn't necessarily do that in a group unless you have some sort of authority in the group and that's what people are doing. Because

you do have the option to share that in groups. You also have the option of plastering that on one of your friends page – don't do that. So that's a really quick way to also do it.

Another way that I would do it very quickly is right here you'll see this option to get more likes with the button to promote the page. And that creates a nice little ad that suggests your page to people within your circle or within your reach that might be interested in actually liking your page.

It's that easy. That's amazing. Facebook makes it easy to give them money.

Do you want me to show you a free strategy or a paid strategy that I like to use?

Are you open to both? This is fascinating.

Yea, it's definitely kind of all about getting more likes. But what I like to do is when you have your fan page set up, come over here to edit page, and then click on use Facebook as whatever your Facebook fan page name is. So what I've done here is clicked into my fan page persona, as I like to call it. So all my activities on Facebook now are done underneath my fan page. Now, you can't comment in groups with your fan page. A lot of people ask me that. But everything else you can do – not everything but most things, the important things. So when I click on his home button, what I'm seeing in my newsfeed now is all the other fan pages I have liked as my fan page persona. I don't want to get people confused. Just because you might be saying wait a second, I like Jessica already as my personal page, but I'm not showing her in my newsfeed here. That's because you haven't liked her as your fan page. So I'm in fan page persona. So if you're brand new to this and you're seeing nothing in here, the quickest way is come in here. Do you have a fan page, Adam?

I do, yes. We just started a fan page for our betta fish site. It's bettafishcentersite.

Okay, so I'm going to come like your page. So what that has done now is I've actually like it as my fan page persona. Sometimes I like to come over the people's pages, and a quick way to achieve this is say you happen to find a fan page, and you can see right here how it's showing my fan page. Let's see who all Michelle likes. You can click see all, and it's so much easier than searching. Now just come through and liking all the pages Michelle has liked. Let's just say I've noticed she's within my niche, so I could just come in here and say, oh, she has probably liked the pages that I need to like anyway.

So what we're doing is compiling a bunch of fan pages within our circle so we can interact with them. So now we click on the home button and I'll start seeing in my feed here status updates from other fan pages. So what you want to do is come in here every single day and pick about three or four fan pages that you're kind of following consistently where you know that they also have fans on their page that are within your circle or would be interested also in your offer. So I would like a lot of other Facebook marketers out there. Why do I do that? Well, if I can get their audience over to my page, they're probably going to be able to see that I have some sort of offer based around Facebook marketing or training, and they might want to at least opt in to see what I've got going on, I've generated a lead, and then we hope our followup series within our email autoresponder will close them.

So I would just start interacting. Here's a good one. Now's your chance for a free shout out. I will randomly pick at least five pages to include in some weekly shout-outs. Hurry and tag your page in the comment. So she's already got 29 comments going on here. So if I come in here and do the same thing and post my fan page in here, what's going to happen is all these people are going to get notification that I just made a comment on here, and hopefully come back here and then actually like my page or respond back to me or something. She's got her reply feature turned on here, so this is where this is a powerful new feature. I could actually come in here and say something back to Katie like, Wow, very cute items. Love your page. I liked it, by the way. Now if this person was within my niche, she would probably come over and actually like my page also. So you see, she might say, who is Michelle? And she might realize, oh, she's a Facebook marketer or a business partner, let me like her page. Does that make sense.

Yea, that's amazing.

This is so powerful. It's a great way to get fans for free. So if you actually come in here and do that – just interact with people like that with three to five people a day. Sometimes I like to comment on the same fan pages every day because what happens is they will start taking notice and their fans will start seeing me show up a lot on their fan page, and what I'm doing is trying to collect an audience and move them over to my page too. So that's one of the most powerful strategies that I did in the beginning to really start getting my fan base up very quickly.

Yea, people notice when you post all the time. One of our biggest fans, Christina, posts on our Facebook page all the time. And we just decided to make her Fan of the Month just because she's on there all the time.

Exactly, and it works. A lot of people are thinking from their shoes and not thinking a lot of times what this does getting the attention of getting another fan page also. There are many times on my fan page that I'll have people comment all the time. And this is another reason why you want to make sure you have typically your face in here if you're branding your image because I might be in here and start interacting with these people, and I'll recognize the face more than an image that's got words on it or something. Like Lori, she keeps popping up all over my fan page, and I'll actually reach out to her. And that's how you start building those relationships with people, and finding out their pain and what they're struggling with, and how you can solve that with your offer.

I'm going to show you our advertising account. So I showed you the free way to get fans on your page and then I showed you how to promote this page. This is what it would look like. So you have a sample ad and then we're going to save about \$10 a day and it's estimating 9 to 82 likes a day which really works well. And you've got to be sure to pick your audience. I don't want to do where I live. I actually want to go near the United States, so you might want to make sure you put that. You just click on promote page, and now we've got an ad running until you stop it. It's really cool, and it will show you how many likes you're actually getting from this ad.

Can you go in and customize the ad to say something different if you want?

Not on that particular ad you can't. That's what I'm going to show you next. So I'm in the back of my Facebook advertising right now, and then what we want to do is come in here and click on create an ad. And then you would want to pick your fan page. And I have my fan page here. I've chosen that because it's the one I'm going to drive traffic to. You can actually come in here and click to get more likes. And then here is where you can come in here, and this is where you customize it to say something different. And this ad now will show up on the right of Facebook. Click home here. You guys know what I'm talking about. There's always a bunch of ads on the right. That's what clicking this ad will do. It will show up on the right. So you've got to think about who do you want to target.

So if you're an affiliate marketer and you're offering a product within a particular niche, you would want to go after an audience which is down here. So type in a good description here. If you want to upload a different image, you can just simply do that right here. The landing view, if you have these application tabs, there's about five different types of ads you can run which is really cool. They all serve a different purpose. So sometimes I would have an offer on these application tabs here. They're just mini websites basically. So I could actually drive traffic to these.

Oh, so these are part of your Facebook?

And I want to suggest that too. I should have talked about that in the foundation of setting up your fan page. This is where you want to put your offer. So some people might get confused and think they're branding themselves, and where do the offers come in? This is where they come in. You want to put your offers, whatever they are – if it's a welcome video saying thank you for visiting my fan page, be sure to like my page, if you want to opt in, click below to my subscriber list. We're offering free training on xyz – feel free to do so and be sure to come over to my fan page wall and tell me hello and what I can help you with. You could do a welcome video there to drive traffic to. You could put your offers here. You can create these custom landing tabs or application tabs. So I'm collecting leads here. This is how you generate those leads with Facebook or build your subscriber list and make sales.

So you're often not sending people to another website – you're just sending them to one of these application pages?

Yea, I keep all the traffic inside Facebook. The reason why is I've done a lot of testing where I've actually driven traffic outside of Facebook to an offer. I put that same offer right here, and I've also done one other strategy which comes through status updates – that same offer – and what actually works the best is sending your people who actually click on your ad to this offer – not outside. Facebook likes you to keep your traffic inside. So if you were to opt in to this, this is an actual outside URL. But if you were to opt in to this, you're just going to go to the sales page now instead of actually going to this again.

So when you're creating ads, you're sending people usually to those pages, or are you sending them to your actual Facebook main fan page?

I do two different types. This is if I'm actually building my list and I'm trying to get sales, I will send to this offer right here. So right now I'm aggressively promoting this video on how I built my business on

Facebook, I will drive traffic with this type of ad right here to this landing tab. And basically here is where you're going to select it. These are all my offers. So let's just say Facebook Get Fans Make Money and I wanted to drive traffic to that...

Are you doing this with affiliate products as well?

I do. Whenever I'm involved in an affiliate launch and stuff, I'll create that offer right here and I'll drive traffic to that. That's another thing I do through promoted posts, but this is something that I do. So the key is that you need to put a headline, you need to put some copy here, you need to probably upload a different image that pertains to your actual offer. Just make sure you follow those guidelines. It's probably best not to type any text in the image. And then make sure you created the sponsor stories by clicking this. All this simply means is that Jane Smith, who is a fan of my fan page, she happened to click like on my fan page or she has commented on my fan page – this ad right here will show up on all the side to all of Jane Smith's friends who may not be fans of my page yet.

I hope everyone is seeing how powerful this is. This is amazing.

Yea, it's how you make this thing go viral, that's for sure. Then you want to target the people who are located in specific areas so you ad those there. Age range, always change this, because if you add 13, Facebook gets really finicky about your offers to 13-year-olds. So you might ad this to 25. Here's where we decide that you want the ad to show up to all the people who would be interested in your product. If you have an offer on your betta page, you would ask yourself who else would be interested in my offer? Who else would they like? What are you selling exactly?

We sell an ebook on how to care for your betta fish.

Oh, cool, so you could start with something like betta fish and see if it's in here. You'd have to try to find something that people like. I would have to put on my thinking cap for that one, but I'm sure there's people out there that would buy ebooks on how to care for their betta fish. So you would find some enthusiast out there. Maybe there's a particular betta fish that's really popular or something, you would type that in here. Now you're targeting all the fans who show an interest in that. So that's how you would target that ad, and you're just going to follow the instructions here. This is all based on targeting. Maybe you want to target anyone or only the people who are connected to your fan page, or advanced targeting. Basically, you're going to choose anyone in this particular situation because you're looking to sell that ebook. And whether they're a fan of your page or not, you want to sell that ebook, so I would choose anyone. And then just come down here. This is already set. They named your campaign already. Let's say you want to run a \$10 a day budget, that's where you would set it. Maybe you want to do \$20 a day.

I always say if you're new to go in at \$10 a day until you've actually perfected your ad – meaning you're getting results from that ad – that you've actually figured out a good group that's causing people in that group to click those ads. That's really important because you don't want to blow through \$20 a day if your ad is really not performing that well. So keep that low until you have finally found the goldmine. Then ramp up your budget. And then I always do optimize for clicks. With cost per

impression you're basically paying Facebook 9 cents to show your ad 1,000 times. That's a very dangerous thing to do at first because they could show your ad 10,000 times and you've spent the money, and your ad may have never gotten clicked. So if that's the case, that's going to tell me that the audience you're targeting is not a good audience, and now you've just wasted all that money. So it's better to optimize for clicks, meaning you're only going to get charged if somebody clicks on your ad. And the reason you want to do that is because you don't want to pay unless you make clicks on it. Unless you're seeing a ton of clicks after you've tested this, then you could make a switch to optimize for impressions.

And then I always go in at a dollar because you want to get the ball rolling. You want Facebook to see that you're willing to pay up to a dollar, and that's been the safe place to go, and then you basically place your order. Did you have any questions on that?

No, I think it's very clear.

That's a really good one to do.

So you do a combination of this plus promoted posts typically?

I do. That's this ad we just ran. This is what it looks like. Remember when I clicked on the fan page? This is what it's looking like right now, so they're picking up this message off of his "about me" section. So you might just come back to your back office and see what it looks like.

Do you have a target number of fans that you're shooting for?

You mean the audience?

Yea, like in general – I know you have over 14,000 now. Is there a number that you'd like to get to?

Oh yea, I'd love to get to 100,000.

That would be huge.

So this ad got disapproved. And this was me promoting a post. Can you guess why? Because of this image. My words take up more than 20%. The more fans you can get and the more engaged your fans are on your page, the more leads you're going to get, the more sales you're going to get. It's a constant growing and growing. And you would be surprised at how the page will run on automation. We'll generate anywhere from 60-70 leads without getting any paid advertising. And that's just through Facebook. Now if we ramp it up and paid, we can really get out to anywhere from 150-200 leads a day. But that's the result of laying out that foundation in the beginning and building this over time. And you may not see phenomenal response in the beginning, but if you stick with it and build your brand successfully and you become the go-to person or the expert in this particular niche, people will flock to your page for information, they will flock to it for value, and they will start buying anything from you anytime you suggest something. Because they grow to trust you, they have built that relationship with

you – it's just like if you walked into a car dealership and saw your friend standing there and a salesman standing there - who are you going to buy from? You're going to buy from your friend. It's the same thing. And it's definitely powerful.

Let me show you this one trial that I want to say is the one that we get the most results on. Let's just say this had a better image – but I'm promoting a trial period for a magazine that I've done training in. And I did the content on here, I put the URL in here, and you want to put the bulk of your message up here at the top. Get in what it is that you're actually wanting to promote. You see, I'm talking about valuable training that I've done. It's probably not the best route – I might have said something about doing Facebook training in this particular magazine, and now I'm going to target all the people who might be interested in Facebook training. And then I would put the URL, and I would upload a different image obviously because this has too many words in it. So let's just create an ad. We're going to do promoted post. And then I've selected that status update I just wrote. Now let's just say I wrote something a little better here – talking about Facebook training. I didn't actually do this, but if I were, that's what I would say. And then what I would need to do is come down here with everything else the same, and you're basically doing the same thing. You're typing in the country, fixing the age range, and now I have two options here. I might say, alright, I know another Facebook marketer out there who has a lot of fans or who people have a lot of interest in, so I'm going to target his audience, and I would add him in here, let's say. And now I'm targeting all the people that show an interest in his work. So what's happening here is this ad is going to show up to all those people, and I've got about 11,000 in audience here. And then I'm doing anyone, existing campaign and I would actually probably go ahead and use that. I'm not going to do \$10 a day. I want to run my campaign today.

You see, they default things to try to trick you. So they will take more money for you. And I'm going through that part fast, so I don't know if you noticed they were trying to get me to spend \$50 over a lifetime with that ad. I don't want to do that. I'm going to spend \$10 a day first to see if this is going work. Don't take my \$50 yet. Let me do it. So they did kind of trick an audience who will do that automatically if they don't know what Facebook means by that.

And then I do a quick submit, and this ad would be off and running. And it's got a link in there, so if somebody were to click on this, they're going to go this image that has the copy on it about clicking on this trial period of this magazine that I'm promoting right here. It pays me affiliate commissions.

The other option that I like to use, for those who start to collect more fans, is I'll actually go out there and click this button, for only people connected to my fan page. So now I'm showing this ad to all my fans. Now, why is that powerful? Because remember earlier I said when you post a status update – when I posted this yesterday, only 1,600 people out of all my fans have seen this. I actually even paid for it. So not that many people have seen that. So what am I doing now? Now I'm creating this ad so any of my fans are now going to see an ad over here on the right also.

And when people click that ad, will they be going straight through your affiliate link?

No, they're going to end up coming over here. It will open up this image, and it will look like this. So that's where they would end up. And then they will finish reading it, because obviously in the ad it won't have all this. And then they can click on the link and go to it.

It's almost like the old days of Google Adwords where you could send traffic to an affiliate landing page and just have people click. That's amazing.

Right.

So this ad got denied because there are too many words?

Yes, it takes up more than 20% of the actual image. So what I would need to do is go back and actually create this ad and make sure that I've done an image that doesn't take up that much. Let me see if I've got one. I just like to not put words in images at all because it runs the risk anyway of it. This one didn't get approved for some reason. And that's something I want to point out is like Facebook is not consistent. If I were to go over here and just click home right now, you're going to see ads in the right of my page that have words in it. Like this right here, this shouldn't have been approved. But you're going to see that and say wait a second – Michelle said this – why am I seeing ads? They will end up getting stopped. I think there is another review team that comes through. And they're just not consistent. Facebook will sometimes say we don't allow homepage business offers, get rich quick schemes, pyramid schemes, and then you'll see your exact same product over here getting promoted by someone else.

But it's a matter of understanding that Facebook is not consistent. Go out there and try to not be overly-hypie, and you're safe. So this particular ad right here was just trying to get a bunch of likes. Are you using social media to build your business? I just asked a question. Now that may not be very attractive to you, but I'm targeting all the people that like the business called Get 10,000 Fans. So most likely the people that like get 10,000 fans might be using social media and they might want to go ahead and engage. This is kind of an engagement type of ad just to get more fans.

So there's a page out there called "Get 10,000 Fans?"

Yea, there is.

Is that your page?

No, it's not mine. So what other questions do you have.

This has been amazing. Toward the beginning of the call you were talking about Graph Search. What's your opinion of Graph Search? I know it's brand new.

It is. You know, I thought it was going to be really great for us marketers to go out there and try to find a group of people that we could actually market to, but it's really kind of related to your friends already. And it's changed up some. Basically, what it's doing is grouping your friends into a particular search. I

could say all my friends that like SEO. See how it's coming out? My friends who live in Seoul, Korea, my friends who like top of Google search engine. So I could click on that, and it didn't find any results. So if I select friends to live in Tampa, it's pulling all my friends that actually live in Tampa. So maybe if you're holding a local event or something, you could end up finding those friends. What I was hoping it would do is actually pull people who aren't our friends. But right now it's only pulling friends. And we want to go beyond that.

So how does that work for us as marketers? Well, you want to optimize your page more. I guess I could discuss it from that end. That's the optimization that I was talking about. So maybe of somebody is coming in here and searching for Facebook marketer or Facebook training, my profile would pop up if I'm connected to them. That works. Also, if you come in here and actually upload a video right here, you want to be able to optimize that video by tagging people in that if they're actually in that video, tagging the topic, tagging the location. And it has to be uploaded. It can't be a YouTube video. So if there were people who actually took some videos in Tampa – see this is so new that I'm actually not getting results. But as this grows, we're going to see them. So videos of affiliate marketing, we've got this one. So if I were to click on that, let's see where it goes. So you see how that would work and why you as a marketer would want to make sure your stuff is optimized. I don't know so much if we would be using it to actually go out and find leads because that would be sort of chasing it down, but there might be people out there searching for stuff.

Well, this has been awesome, Michelle. Like I said at the beginning of the call, I went through your course and just started doing this with the betta fish page about a month ago, and the page just really took off. We've only been at it for about a month, and we've seen more than 1,000 likes, and it's continuing to grow. You gave us a lot of really good info on this call, but I know there's a lot more to it. In your course you lay it out in a very step-by-step system and it's very in depth. So somewhere on this page, if you would like to access additional training, there will be a direct link to Michelle's course that you can click. It's going to be somewhere around this video. So you can click that and go check it out and enroll in her course if you'd like to learn more about this. Michelle, what impact has this had on your business? I know Facebook is your business, but can you talk a little bit about some of your results.

When I first dove online and started trying to figure out internet marketing, my strategy that I chose was Facebook. I knew that I needed to get leads and get traffic to my offers and make those sales. So I chose Facebook marketing. And literally when I got on Facebook and used a combination of Facebook paid advertising plus the strategies plus a bunch more that are definitely covered in the course, within six months of jumping online, I was already earning a 6-figure income. I think I hit my first \$10,000 month in just six months. It's pretty phenomenal for somebody who had no experience online at all. So from there I just started taking my teachings and just sharing the right way to build your business online using Facebook. Because one of the things I've been so passionate about is really trying to educate people on how it's a goldmine if you do it right. I sit here at times and pull my hair out because I see people doing it the wrong way, and I can't be Facebook police, but I can keep educating people.

But what it's done is I've been speaking to a lot of the industry-wide events, some very popular ones out there – not within my niche now – it's actually starting to expand beyond our circle, like over into more

network marketers out there, or more into a women's group who have their home-based businesses that have nothing necessarily to do with us. As a result, like you said earlier, number one recruiter in our primary company, top income earner in the internet marketing system that we use, and just the lead flow has been phenomenal. And our income still grows each and every month. We've built multiple 6-figure businesses online just using the Facebook strategy. I'm very excited about when an affiliate launch comes up. But I really want to put something together on how to actually promote an affiliate offer during a launch. Because people often ask how we win these affiliate contests? I've won some big ones out there competing against guys who have over 100,000. And my list is nowhere even close to that, but I know how to do it on Facebook, I have a good relationship with the list that I do have, and we've been able to place first in a lot of the affiliate contests because of Facebook. And I want to put something together that shows people how to strategically do it.

I'll be your first customer.

It seems so easy to me, and I've got to quit doing that because it's not – it's really what people need to hear. They want that information, and if I could just get it out of my head and out there to share with the masses, they're going to see some really good results. Because it's a cool different set of strategies that I've put together so I get excited when affiliate launches come out.

Please do that. And I hope everyone can see that anyone can do this. Facebook is like this contained platform where you can gather all of your leads and do all of your marketing from one place, and there's really nothing else out there quite like it. It's pretty amazing. Thank you again, Michelle, for being so generous and sharing your screen and taking us through the actual processes. That was really great, and you're a really great teacher as well.

Well, thank you. I really appreciate you having me, and I hope you enjoyed it and everybody else enjoyed it and got some really good tips from it.

I'm sure they did. So everyone, again, to get Michelle's course, you can click any of the links on this screen that will take you over where you can enroll and learn more about Facebook. Thanks again, Michelle. We'll talk to you soon.