

Building a Facebook Fan Page

Building a Facebook Fan Page You Can Boast About

By Dennis Becker and Rachel Rofo

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Building a Facebook Fan Page

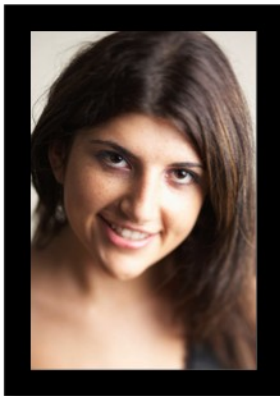
About Us:



Dennis Becker began his Internet marketing career in 1998 by selling on eBay while still running a full time retail business. Beginning in 2002, he became interested in Internet marketing, and spent 3 years trying virtually everything with dismal results.

One day, frustrated and beat, but unwilling to quit, he devised a new strategy to simplify the entire process, starting with a mindset makeover. That strategy changed his life, and he wrote about it in the classic "5 Bucks a Day" book, available at Amazon, or through a link in the resources section.

He also opened an "Insiders Club" in 2007 to help more experienced Internet marketers achieve their first \$1000/day of profits by following proven, sometimes little-appreciated, business models to receive amazing results.



Rachel Rofo has been a full time Internet Marketer since June 2006, and has been on the Internet for over a decade.

Although she's dabbled in many fields, she's mostly known as a membership site expert, copywriter to the "Internet Stars", and offline business expert.

She dedicates her time to learning as much as possible, both in Internet Marketing and in life. She joined the staff of Earn1KaDay in 2010.

You can read more about her on her blog at <http://www.RachelRofo.com>.

Building a Facebook Fan Page

Introduction

Everybody's doing it, so you think that building a Facebook Fan Page is a great way to introduce the general public to your business. After all, you have a great product, your friends adore you, so it's just natural that fans will flock to your page as soon as you post.

Crickets chirping in the background...

Though that famous voice that spoke to Kevin Costner in *The Field of Dreams* spoke to you in your sleep, you probably woke up pretty disappointed when you realized that no one has "liked" your Facebook page.

Don't worry, you won't show up to the prom alone. Just take my advice and learn how to build an irresistibly engaging Facebook page rival to the famed Red Carpet.

Planning is Everything

If you've already set up a Facebook Fan Page, don't fear that you are doomed to epic failure. You can go back and plan your re-launch. Regardless if you have a fan page already or not, you can still work through these tips.

Brand Recognition

Enlarge your profile picture to gain brand recognition. Facebook doesn't make it well known, but you are capable of enlarging your profile picture to as much as 200 x 600 pixels. A larger picture offers you better visibility. This is a great opportunity to post your company logo or a promotional banner of any kind. You can even swap it out once a week to keep things fresh and interesting.

Diversify your tabs

You are also capable of changing your tabs to something more exciting and relevant. Before you change your tabs, you need to add an FBML application to your page. You can find tons of great tools on Facebook. One that I like to use is Static FBML application.

Building a Facebook Fan Page

Once you add an FBML application, you can find the FBML tab in your page manager. In this application, you will be able to change the names of tabs and even write your own HTML code. This will allow you to completely revamp your Facebook landing page. You can even make it look like your website and link directly to it.

Another useful tab is the Twitter tab. It function as a bundle package for Twitter and Facebook. It posts your Twitter updates on your Facebook page.

Flickr tab is a great way to add product photos onto your Facebook page. If you sell clothing, dog accessories, or anything else your fans desire, entice them with tons of photos from Flickr.

Highlight Your Superstars

After all the trouble you go through to brand your product, don't forget to spotlight your team members. After all, they are an integral part of your business. Let your fans get to know the people behind the curtain and what they do to make your business work. It gives your fans a real connection to your business and also makes your team members a part of the fan base.

You can either write a weekly highlight on a team player, or you can use an FBML tab to create a bio for each team superstar. If your team is enormous, it is still important to provide a glimpse into your management world and what your staff has accomplished.

Actively Participate

How many people do you know who have set up Facebook fan pages and never log in? You may even be guilty as charged. If you are going to take the time to set up your fan page, you have to be actively engaged with your fans. That is the purpose, right?

Facebook does have one fault with its fan page system: it doesn't provide the same tools for tracking comments and posts as it does for regular Facebook pages. So, it takes a little extra effort to keep in touch with your fans. Never take for granted that you have a page available. Acknowledge that it exists because that is the only way to get your name out there.

A good practice is to wake up 15 minutes early in the morning and check your fan page. Respond to comments and emails, update your status with

Building a Facebook Fan Page

what you plan to accomplish that day or what promotions you are offering, and take the time to build your community. Surf around in Facebook and find groups and other fan pages with similar products and niches.

Remember that building a good fan base takes consistent attention. You don't need to turn your Facebook fan page into a second full-time job. But, regular updates are necessary to grow your brand online.

Linking your Facebook page to other sites like Twitter, your website, and a blog (if you have one) is one of the best ways to get your page out to the public and build some notoriety in social media milieu.

Building a Facebook Fan Page

Want More? Here Are Some Resources:

[Earn1KaDay](#) – the Internet marketer's Insiders Club where we share tips, tactics, success strategies, and disseminate cutting edge information about 12 different business models.

[5 Bucks a Day](#) – This is how Earn1KADay was born. Learn the techniques that, inspired by a 5-dollar bill, took my Internet marketing income from \$30 a day to \$700 a day in less than a year.

[Action Enforcer](#) – This desktop application that will bring you more focus and let you get more done in less time than you ever imagined.

[E1KAD.com](#) – A comprehensive list of all of our products.

Article Marketing

[7 Minute Article Secrets](#) – How to write any article in 7 minutes or less.

[Article Marketing 365](#) – Learn techniques that will bring you yearlong article traffic.

[Article Profit Formula](#) – Learn the formula that John Taylor uses to make each article he uses worth \$28 (or more).

Copywriting

[Copy Cheats](#) – This takes “best of the best” copywriting lessons and puts them all in one page. Your copywriting skills will absolutely get a lot better after going through this report.

[Ultimate Copywriting Handbook](#) - How to write irresistible, persuasive and engaging sales copy so that you can make more sales for your products and services.

Freelance Work

Building a Facebook Fan Page

[Freelance Profit Method](#) – Discover 23 different ways you can earn money as a freelance writer.

List Building

[List Building Renegade](#) - How to generate massive email lists of targeted, hungry buyers.

Offline Marketing

[Easy Autoresponder Cash](#) – Learn how to set up easy autoresponder sequences for offline customers. Rachel knows one guy who has over 1,000 businesses paying him \$250 a month for this type of service.

[Get Them Online](#) – Learn how to find offline businesses that want to work with you, how to approach them, and the types of services to offer. There are phone scripts and contracts included in this report.

[Make \\$10K In A Weekend](#) – Learn how to give weekend seminars to offline businesses (which can be outsourced to others) and charge \$997 per attendee. We teach you how to get clients (can be outsourced for free), the exact scripts to use at the seminars (written verbatim for you), and a lot more.

Outsourcing

[Craigslisr Outsourcing Secrets](#) - How to Expand Your Business Growth by Outsourcing Your Tedious Tasks to Freelancers From Craigslisr

Product Creation

[Conversion Profits](#) – How to make the most profits from any customer that comes to your page. This includes converting your advertisements, sales letter, and any message the customer will see. You get resale and private label rights with this.

[Pricing For Big Profits](#) – Discover how to price your products to offer the most value and also bring in the most money. Most gurus would NOT tell

Building a Facebook Fan Page

you this stuff.

[Thrifty Marketers Product Launch](#) – How to earn a lot of money, very quickly, without going through the laborious process of doing an entire product launch.

Social Media

[Facebook Fan Page Cash](#) - Learn how to set up and leverage your own Facebook Fan Pages

Becoming Successful

[Anatomy of a Success: Interview With James Schramko](#) – James is on target to do 8 figures this year – and he's breaking down all his secrets. You get resale and private label rights with this.

[IM Quick Start Strategy](#) - Jason Fladlien talks about the mistakes he made that he thinks cost him 150K in 2009. He'll help you avoid those mistakes.

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