

# Fanpage Profit Playbook



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## About

My name is Brian Popovich. I have been a high-school teacher (English and History) and varsity coach (Football and Baseball) for so long that most people refer to me as simply “Coach Pop.”

I love teaching. But I also want something more. You see, a teacher doesn’t get paid more for doing a great job. There is a ceiling on income. That’s how I got into internet marketing.

Here, in the **Fanpage Profit Playbook**, I hope you find that I have laid things out as easily and simply as possible, much as I might in the classroom or the locker room.

Thank you for giving me the opportunity. Now let’s go get ‘em!

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## Introduction: Why Facebook Fanpages?

If you are going to have any success in internet marketing, at some point you are going to need to set up a website and all that entails: hosting, domain, autoresponder, etc.

Unfortunately, however, this can be a bit intimidating if you are just starting out. Many people never get started because they don't know how to set all these things up.

But this is where the concept of Facebook fanpages as mini-websites becomes so powerful. Essentially, it's like getting a free website with a very short learning curve.

And then there is the fact that you have direct access to your followers. This is one reason why I think fanpages are a fantastic first step into internet marketing.

Another reason, though, is the sheer scale of Facebook. There are well over 1 Billion users a month on Facebook.

To put that number in perspective, consider that it was only 200 years ago that there were 1 billion humans on the whole planet!!

At its root, internet marketing is simply learning how to sell. If you want to be good at it, as with anything else, you need to practice. You need a simple plan of action. You need to get started.

Fanpages provide you with easy, cheap access to a potentially huge audience. They are a great way to begin learning how to develop an audience, how to anticipate their needs, and ultimately how to fulfill those needs.

So my objective in the **Fanpage Profit Playbook** is the help you get started. This is a bread-and-butter manual. We are building a foundation in five very-easy-to-follow steps. No trick plays yet.

So let's get started!

## Step One: Choose Your Niche

In exploring any niche possibility, it is usually a good idea to start with **you**. Starting with you will help ensure that you stick with even if things get tough.

If, for example, you have website, regardless of how far along it is, you should definitely create a fan page for your website. If you have a consulting business, or a bricks-and-mortar business, same thing.

At the same time though, Facebook presents a great opportunity to expand into new niches without having to go through the process of building a website. So even if you are a total beginner, why not take advantage of it?

After starting where you are, there are essentially there are four ways you can think about how to pick a niche.

The first of these is called an **evergreen** niche because it never gets dormant. Think about the phrase “happy, healthy, and wealthy.” Each of these represents an aspect of humanity that has been of interest for all of history, and is likely to remain so.

Because evergreen niches are perennially popular, they are also extremely competitive. While it’s true that a very large potential audience is a good thing, it’s also true that it will be very hard for you to stand out, especially early on.

If you want to pursue an evergreen fan page, my recommendation is that you really narrow down your audience within that niche. Better to be too specific rather than too broad.

An alternative is to create a fan page for yourself. This is an excellent way to position yourself as an expert in the field, as well as to begin to build a following.

Another general type of niche is a **passionate interest**. These are fan pages built around topics that people absolutely go crazy for. These would include sports teams, types of pets, celebrities, social/political issues, gaming, cars, etc.

The trick here is obviously to pick topics that people love. You want emotional responses here. These pages may be more or less cyclical, but they almost never

go dormant. Consequently, you would be wise to choose one that actually interests you as well.

The third category of niche is a **trending topic**. These pages are based on people, events, issues, etc. You can find out what's hot at [Google Trends](https://trends.google.com/trends/) and if you are skilled at decoding hashtags you can use [Hashtags.org](https://hashtags.org/) to find more trends on Facebook, Twitter and Instagram.

The problem with trends, of course, is that they don't stay hot for long. You really need to be a skilled Facebook marketer to build up an audience quickly enough to be able to capitalize on trends like these. I would generally recommend avoiding them when you are new.

A final option for picking a niche is something I call a **general interest** niche. These pages are general enough that they provide a lot of room for marketing, but they are usually designed for a particular purpose.

One example is general interest pages about tee shirts, which are set up to provide a platform for marketing tee shirts in many different niches.

Another example is about, for lack of a better term, "cool shit." These pages are designed to get as many images, videos, or links to go as viral as possible.

So, here are five different ways to come up with a niche around which to build a fan page. Now it's time for you take some action. Don't worry; this is an easy (and potentially fun) action step.

**Spend ten minutes brainstorming a list of ideas for a possible fan page.**

**Think about the five types of niches above, but let your mind be free. Don't be self-critical. You are just making a list.**

**Time yourself. Literally. In ten minutes you must have AT LEAST ten ideas for possible pages on your list; more is better.**

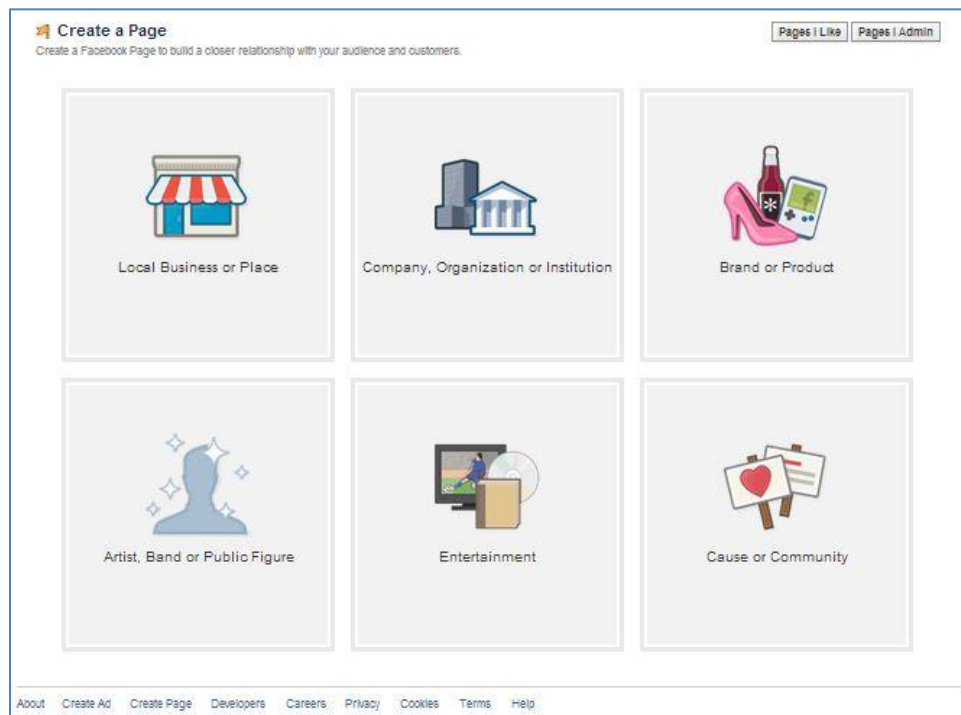
**Then, go back and circle the FIVE best ideas, at least based on what you know so far. If you have a website and/or business, you MUST include it.**

## Step Two: Create Your Page

Now it's time to actually create a fan page. Assuming you already have a Facebook account, go to [create pages](#) or press the down-arrow from the menu bar on the top of your main account news feed or home page.



You will then have to choose one of six different options for your page. These options affect how people will find your page, so do give your choice some thought. Click on each and check out the categories before you decide.

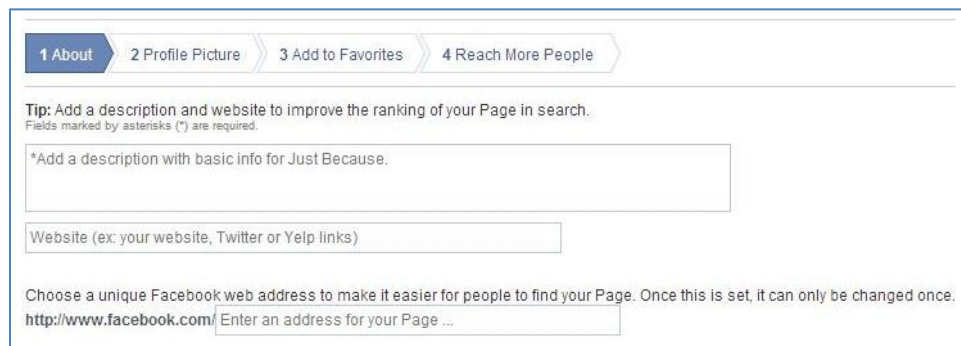


For each of the first five options, you will also select a category within that option. It's difficult to recommend which option to choose because there are so many possibilities, but the sixth option, **Cause or Community**, is always a great choice if you are in doubt. You are, after all, building a community of followers.

In any case, once you have decided on an option and possibly a category, enter the name of the page exactly as you want it to appear. Then click "Get Started."

If you are not already signed into your account, it will ask you to. You should do it so you can easily switch from your personal account to your fan page(s). Now you are ready to begin to set up your new page.

There are four steps to setting up the page. The first is the **About** tab. It provides general information about your page.



The screenshot shows the 'About' tab selected in a four-step process: 1 About, 2 Profile Picture, 3 Add to Favorites, and 4 Reach More People. Below the tabs, a tip states: 'Tip: Add a description and website to improve the ranking of your Page in search. Fields marked by asterisks (\*) are required.' There are two input fields: one for a description with the placeholder text '\*Add a description with basic info for Just Because.' and another for a website with the placeholder text 'Website (ex: your website, Twitter or Yelp links)'. At the bottom, there is a section for a unique Facebook web address, with the text 'Choose a unique Facebook web address to make it easier for people to find your Page. Once this is set, it can only be changed once.' and a text input field with the placeholder 'http://www.facebook.com/ Enter an address for your Page ...'.

Now the specific information requested will be slightly different depending on which option you chose in the previous step. But these are pretty universal.

Make sure your description includes any keywords you want to target. Add an external URL (website, landing page, etc.) if applicable.

If it allows you to “choose a unique Facebook web address” try your page name or a variation on it. This will make it easier for people to find and remember how to find you.

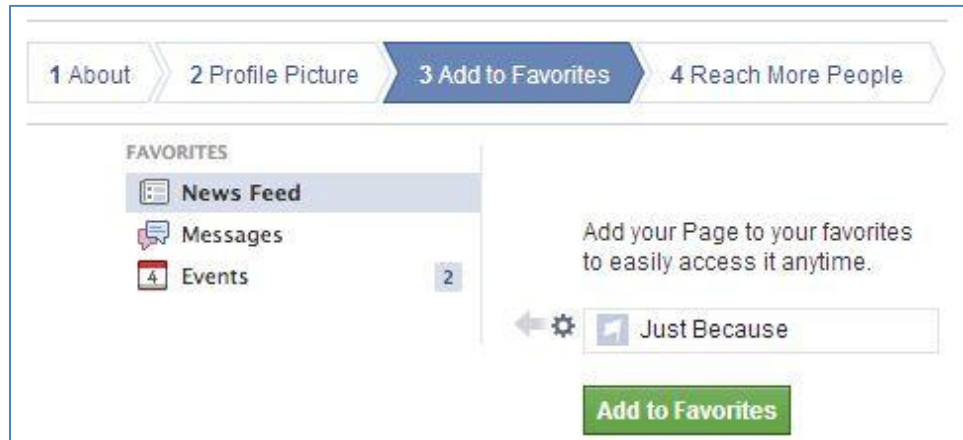
The next tab is **Profile Picture**. It may be stating the obvious, but make sure to have an image that people will immediately associate with your page. It must be at least 180 x180 pixels to upload.



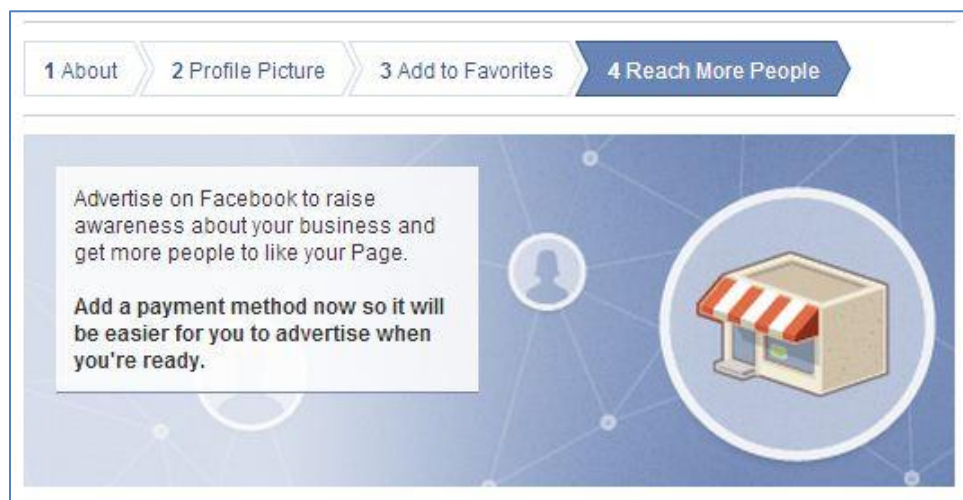
The screenshot shows the 'Profile Picture' tab selected in the same four-step process. On the left, there is a placeholder image of a flag on a pole. To the right of the image, there are two buttons: 'Upload From Computer' and 'Import From Website'.



The third tab is **Add to Favorites**. This simply puts the page on your pages bar on the left-hand side of your main account. It makes things a whole lot easier for you.



The final tab is **Reach More People**. This tab will allow you to connect the page to a credit card or a PayPal account. I highly recommend doing this now, because we are indeed going to get you advertising to grow your page here shortly.



And there you have it! If you can follow these five steps, you can create your fan page in literally minutes. Now that you know *how* to do it, it's time to take action!

**Ok go back to your five possible fan page ideas. Pick the top three of them. Then using the steps above, create a fan page for each idea.**

**Don't worry if you have no idea what they will be used for. You are simply learning how to create. It's just practice.**

**Besides, it doesn't cost you anything. And you can always remove it later if you decide to by going to Edit Page and Update Page Info.**

**Also, remember that almost everything can be adjusted later. The only exception is the unique Facebook web address that you created. You can only change that once.**

**Otherwise, just have fun creating pages!**

### Step Three: Build Your Content

Alright. You've got three fan pages created! Congratulations!! Now the next step is to build them up. Specifically, that means adding the content to them that will not only attract fans but keep them once they start following.

The first content you will add is your **Timeline photo**. Make sure to use an image that both represents your niche and grabs people's attention.

A great image can be supplemented with a small bit of text. A slogan or saying works well. If you have some graphics skills, remember the image must be 851 x 315 pixels.

If you aren't so graphic savvy, don't worry. You can find royalty-free images easily from many online resources that you could use. One of my personal favorites Timeline photo builders is [timelinecoverbanner.com](http://timelinecoverbanner.com).

A tip on your cover page: unlike your profile pic, try to change your Timeline pic out every so often. Each time you change it it gets sent out to your followers' newsfeeds.

The next, and most important, part of your content involves **posting**. Posting on a fan page is exactly like posting on your personal account, but you want to make sure to follow three guidelines when posting.

1. Be visual- images, videos, memes, infographics... all of these not only capture interest but they get liked and shared most often. Two of my favorite free resources for visual posts are the [Memegenerator](#) and [Venngage](#) for infographics.
2. Keep it short- the text in your posts should be just slightly longer than a Tweet, say between 150 and 200 words tops.
3. Engage, engage, engage- this is the name of the game. You want to generate as many likes, shares, and comments as possible.

How do you do that? Effective posts might include a direct question and/or a call to action, either one of which is likely to help expand the reach of your post.

This example from last year illustrates the potential reach a really good post can have when it goes viral. Check out the numbers on this baby!



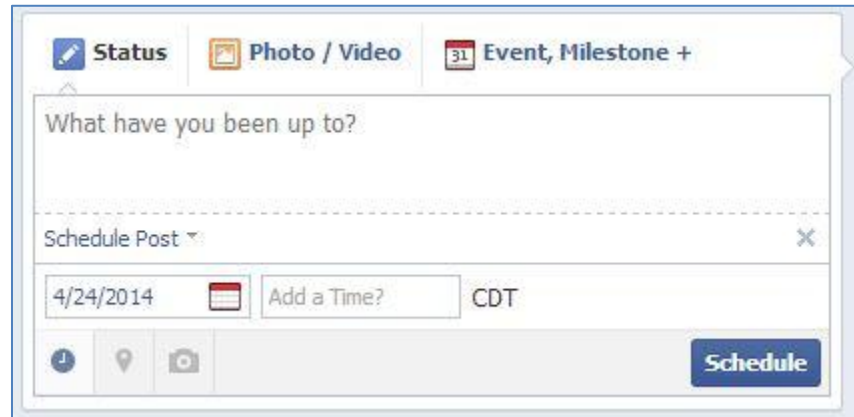
Even though they may not fit the criteria above, two other very good types of posts include a short teaser text with a link to either your blog post or to another website related to your niche.

Now that you know what to post, it is time consider your **posting plan**. Generally you want to post more than once a day. It's a balance, though, because too many posts can put people off.

I would recommend going with three posts a to start with. You can adjust as you learn more about your audience. But what you really want to start doing is planning out your posts.

I will typically spend about a couple of hours during the weekend looking for articles to link to, videos to share, or memes to make. I'm shooting for at least 15, but 20 is ideal. I put them all in a folder labeled with the date of the week.

Then go to make a post as you would normally. You may notice that there is a clock icon in the bottom left-hand corner. If you click on it, you can schedule any post for the date and time of your choosing.



Essentially you will just do this for each post throughout the week. At first, just pick times you think people might be looking. As you get more likes, though, you will get actual data that tells you when your fans are most engaged.

Now that you know how to grow your page with hypothetical content, it's time for you to take action and actually do it!

**For each of the THREE pages you created before, add a Timeline photo. As always, remember this is just practice. No pressure.**

**Next, add at least two pieces of content to TWO of the pages. They could be anything at all, just follow the guidelines above. But post them right now!**

**Finally, choose ONE of the pages to dig into a little more deeply. Pick the one you feel good about, for whatever reason. Just trust your instincts.**

**Then go ahead and schedule two posts for the next two days. Just follow the guidelines. We simply want a little bit of content before (and during) our efforts to start getting some fans.**



## **Step Four: Grow Your Following**

Fantastic! You've now got at least one fan page that is built up enough to start growing.

From here on out, your task is not only to continue to build you page with content, but to get more and more people to engage with that content.

This is how you grow your page into a money-making machine.

So how do you go about getting people to like your page and start following?

Well in truth there are many, many ways to go about.

Some are not so complicated (or effective); others are quite elaborate but potentially very expensive.

So to begin I want to focus on a few rather simple methods that are free and have a combination of simplicity and effectiveness to get you started.



### **Free Traffic**

It may seem too obvious, but it definitely worth it to invite all of your Facebook friends and your email contacts at the beginning. Almost always, they will be the first likes you get.

Then find and like as many pages that are similar to yours. While it may seem like competition, in truth the reciprocation almost always helps both pages.

Engage with other pages (as your page). Like their posts. Make comments that flatter. Also, don't be afraid to share images especially from other pages.

Finally, don't be afraid to flat out ask other pages if they will allow you to post on their page. If not, at least offer an exchange of likes. What is the worst that could happen?

You may be surprised how much that can organically grow your likes.

And don't forget, the way in which you engage the audience you do have through your posts will also help you grow organically.

Tagging and sharing in particular can bring new visitors to your page. The key here is to take care of the fans you have and let them help you find new fans.

And don't forget to share your posts in other social media platforms like Pinterest, Twitter, Tumblr, etc. to help get some reach.

## **Paid Ads**

Now it's time to take the plunge and go ahead and start paying for traffic.

I realize that many of you may have stayed away from Facebook ads because you have heard horror stories about people burning through serious money with little results.

But the truth is, the risk is WELL worth the reward if you are knowledgeable and you pay attention.

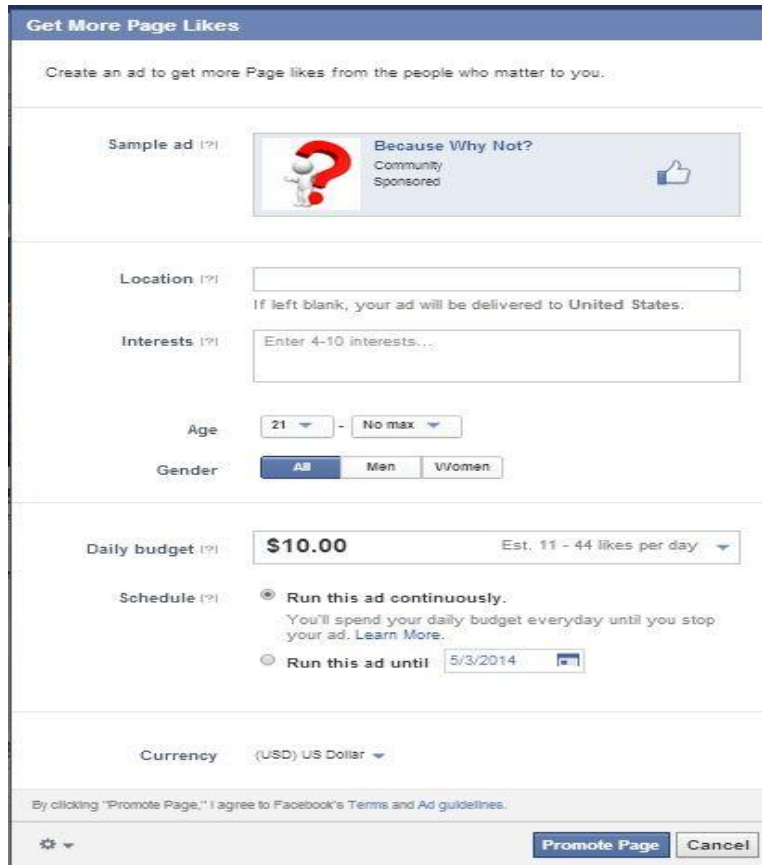
So with that in mind, what I'm about to show you is not necessarily the most effective way to spend your money on ads.

But is the best combination of value for the price. And recently Facebook made it so very easy that you really should give it a shot.

So in the Admin Panel of your page, you will see a button called "Promote Page". Click on that to get started.



Once you click on that button, Facebook has created a very simple process to start creating ads with very little risk. This is what you will see:



The screenshot shows the Facebook 'Get More Page Likes' ad creation interface. At the top, it says 'Get More Page Likes' and 'Create an ad to get more Page likes from the people who matter to you...'. Below this is a 'Sample ad' section showing a red question mark icon and the text 'Because Why Not? Community Sponsored'. The main form has several sections: 'Location' with a text box and a note 'If left blank, your ad will be delivered to United States.'; 'Interests' with a text box 'Enter 4-10 interests...'; 'Age' with a dropdown set to '21' and a 'No max' option; 'Gender' with buttons for 'All', 'Men', and 'Women'; 'Daily budget' with a text box set to '\$10.00' and a note 'Est. 11 - 44 likes per day'; 'Schedule' with two radio button options: 'Run this ad continuously' (selected) and 'Run this ad until' with a date picker set to '5/3/2014'; and 'Currency' with a dropdown set to '(USD) US Dollar'. At the bottom, there is a checkbox for 'By clicking "Promote Page," I agree to Facebook's Terms and Ad guidelines.' and two buttons: 'Promote Page' and 'Cancel'.

Please note that these are the DEFAULT settings. You can (and in some cases should) modify and change them.

For example, you will want to put as many interests as you can imagine for your target audience in the box. Options will pop up like autofill on Google.

Also, I would definitely change the budget to \$5 a day and schedule the ad to run for only one day at first. You simply want to see what happens.

Location, age, and gender will of course depend upon the niche you are building. But the bottom line is that these ads generally do work to build your following.

It may not be dramatic. It may not be sexy. But it is effective. And it is relatively safe. That's why I recommend following Facebook's lead when you are building a new page.

So now you have a few ideas for generating new followers that are both free and paid. It's time for yet another action step.

**For the page you have begun building, go ahead and schedule more content for a whole week.**

**Next, apply the strategies above to begin growing your page. Your goal should be to try to get at least 100 likes while spending as little money as possible.**

**Try not to just throw money at the issue and then rest on your "accomplishment." The goal here is to learn by doing.**

**Growing a following organically, in addition to buying ads, is a skill that will serve you in the long run.**

**Check your email inbox more tips on growing your following organically!**

## Step Five: Monetize Your Page

If you've been diligent and following along, you should have some pretty engaging content on your page and at least 100 likes.

If so, congratulations! You are way ahead of most.

If not, please go back and work the steps until you get there.

You don't have to have 10,000 or even 1000 likes (although it wouldn't hurt), but you do have to have those skills to take it to the next level.

As I've said all along, my mission is to get you started, to put you into a position to start to make money on Facebook.

But I know that you want to know what you are aiming for. So here are few ideas on how you can monetize your fan page. .

The last two require that you have some infrastructure set up outside of Facebook, typically a website and an autoresponder. But they are both very lucrative.

1. Affiliate links- You can post links to products that are relevant to your page. Two great options are [Clickbank](#) and [JVZoo](#).
2. CPA links- Cost per action links are somewhat more lucrative, but also a bit more complicated. Try [Offervault](#) and [Maxbounty](#).
3. Teeshirts- If you have your finger on the pulse of your fans, you may be able to design a teeshirt and sell through [Teespring](#).
4. Drive traffic- You can easily encourage fans to visit your website, which will create traffic for you if you have an offer there.
5. Build a list- Your page can also be used to gather emails that can then be added to your list. Everyone knows the big money is in the list.



Each of these techniques, and indeed more, will help you monetize your page but **ONLY** if you continue to build your page with engaging content and grow your page with free and paid traffic.

It's time for your final (for now) action step.

**Continue to build your page with regularly-scheduled content. Engage your audience to help grow your page. Experiment with paid advertising as well.**

**Start to explore ways that you can monetize your page. I will be in touch to help you. Keep an eye out for emails from me that will provide more tips.**

**The only way you can fail at this point is to give up. Keep at it. Persevere.**

## **Conclusion: What's Next?**

As I mentioned in the Introduction, my aim in this manual is to help get your started, the convince you to take your first steps to develop the skills you will need if you are going to be successful in internet marketing.

And so while it is quite natural to want to focus on the money, I want to remind you that fanpages represent an opportunity for you to develop your skills easily and cheaply.

Those skills include building a following, engaging with your audience, learning what their wants and needs are, and figuring out how to meet those wants and needs.

Notice that the last step is dependent on the following steps. If you can achieve them, you will inevitably make a profit. It will not happen overnight. It will take some effort and more importantly persistence on your part.

If you can learn to focus on the fact that you are developing a valuable skill set, and not so much on the immediate rewards, you are more likely persevere.

But it will never happen if you don't take your first steps.

Please know that I will be here to help you in any way that I can.

*Let's go get 'em!*