

# The facebook **Attraction** Method

## Part 3



**By Daniel Morel**

**NOTICE: You Do NOT Have the Right  
to Reprint or Resell this Report!**

You Also MAY NOT Give Away,  
Sell or Share the Content Herein

**If you obtained this report from anywhere other than  
<http://www.warriorforum.com>, you have a pirated copy.**

## Quick Action Steps

Success is about preparation. This is a quick guide to get you started and into action as quickly as possible. Here you will be making your lists, creating your scripts and getting your marketing media in place.

### Things you need to do

- 1) Create your Facebook Fanpage, get it designed, and get 25 likes
- 2) Design your Facebook Attraction business card
- 3) While you wait for your card, practice sales pitch with friends (builds case study)
- 4) Find a printer that to print your card, do it on barter (builds case study)
- 5) While you wait for your card, write your scripts and practice them
- 6) When you have your card, you're ready. Go out and introduce yourself.

## The Facebook Fanpage

The first thing you need is a Killer Facebook Fanpage with everything installed and working. That means all the images are high quality and optimized, your fanpage is working and you have your very own vanity URL.

You can't sell, trade or give away something you don't already have.

You will find the easy step by step instructions on a Killer Fanpages in the members' area. This is a step you can outsource, but it must be done, before you start talking to other people about your services.

Get your tabs hosted on your free SSL account. Details in the members area.

**Before you proceed, make sure that you have at least 25 likes then register your vanity URL for your Facebook Fanpage.**

## Design Your Facebook Attraction Business Card

This is the simple process of following the steps on the video and using the free online service to create your business card. At this point, you should have your Fanpage fully completed with 25 likes and your vanity URL.

## Practice Closing Sales and Performing Work

Before you go out and talk to people you don't know at all, I suggest that you practice with friends who have businesses and business owners that you know already.

This part is about how to practice closing the sale because you don't need to introduce yourself. You have relationships in place already. You will get practice offering your services and build a portfolio of Facebook Fanpages.

### Breaking the Ice

Make a complete list of your friends who run a business or who are close to someone who runs a business. With friends there is no real script. Only you can figure out how to approach a friend and offer your services.

With friends and acquaintances you can do your work for free to get some case studies and referrals, you can **barter** your services, charge a reduced fee or full price. There is no right or wrong answer here. Make the list, call them up and tell them that you have discovered a way for them to make more money using facebook and you want to share that method with them.

### Warming Up

The second list you should make is a list of **EVERY** place you buy products or receive services. This is the second step in building confidence and momentum. These are prime candidate for the **barter method** which puts money back into your pocket which is as good as charging cash for your services.

I've saved more than \$5,000 this year alone by exchanging my services for things I used to pay cash for. And in terms of the work I did for that \$5K I'd say I'm earning close to \$500 an hour for the actual work.

In the **barter method** you'll also discover how to use that technique to barter for services you do not currently use, but would like to. It's very good tactic to get wanted but non essential products and services.

## Step Out and Do it

The first business you should trade with is a local printing business. I did that to get my first 1000 business cards without paying in cash. It was a straight up exchange, 1000 cards for one Facebook Fanpage design.

Then pick out a few more places where you eat often, shop or for services you currently use and practice the **barter method** if you want to...otherwise, let's master the Facebook Attraction method.

## Facebook Attraction Method

By now, you should have a killer Facebook Fanpage, your fangate in place, your vanity URL, your business card printed and a few case studies to showcase on your Fanpage.

Before you go out and stumble around and try to "wing it" you should create your scripts and practice them a bit. These scripts are meant to be guides of phrases and words you'll be using, not actual scripted dialogs.

The first one is the introduction. Your goal is to get them to ask you what it is that you do.

"(1)Excuse me...I don't know if you can help me or not...(2)I'm \_\_\_\_\_ and (3) I just started my new company in this area...(4)If you feel it would be appropriate and (5) your business could benefit from (6) my services, would it be possible for me to (7) leave my business card?"

## Here is the method explained

1. Start by asking for help...It's tough for people to refuse helping someone.
2. Use your first name or full name. I keep it light with just my first name.
3. The reason you're there. You can use just started my company or like I do "I'm out today to visit local businesses to introduce my company".
4. Asking for permission...Again, tough for anyone to say no when ask them this
5. Can be varied to anything like company/store/shop.
6. You need to be vague. If you mention a service, they'll say "don't need it!"
7. Not asking to talk to anyone, just to leave your card. No pressure on them.

Write one today that you would be comfortable saying but remember these key points.

Remember, the introduction is designed to be “vague” because we want them to ask questions. If they simply say yes. I give them my card and leave. But most people will ask you “what business is that?”

So write it, tweak it, and practice it until you can make it yours where you are comfortable going up to anyone and say it.

The second part of this system is to know what to answer when they ask you that automatic question. “I’m not sure...what’s your business?”

“(1) Like I said, I just came to introduce myself, (2) but one thing I do is I help local businesses make more money using Facebook.” And then I ask the question... (3 ) “Do you use Facebook personally?” or “Does the business have a Facebook Fanpage?” (4) **And you give them your card.**

1. Remove the feeling of pressure by re-stating that you’re out to introduce yourself you’re not there to sell.
2. This is basically, **but since you asked**...here is what I do.
3. Get them involved, I ask if they have a personal profile first, then the business one. Most have the personal, not the business.
4. Give them the card. At this point two things happen. You get dead silence or they ask you “How do you do that?”

If they remain silent I ask them this... “Do you have a sale or special event going on at this time? Because you could reach a lot of people on Facebook...**And it’s free**”. I’m looking for the reply “how?”

Once I have the how, I need to get them to my facebook page or to give me their email address.

But by now we’re talking, and from there, there are no more canned scripts. If you have practiced with your friends and current service providers you should be able to have an intelligent conversation about the value of your services and how they can profit from a Facebook Fanpage.

Go out, take action and see how easy it is to introduce yourself. There is no pressure and that makes the whole process fun.

## **Maintaining and Building Momentum**

You now have people interacting with you on your Fanpage and your posts and updates show up on their page. It's time to build your brand and become the local marketing expert.

### **Don't become "Noise"**

If your post are frequent, relevant and help the local business community, you will be perceived as the expert. But if your post are incessant (way too often), "spammy", and self serving you will be perceived as a pest, and lose all credibility and all this hard work will be for nothing.

My suggestion is to start slowly, (one post a day) on subjects that will interest local business owners or post links showcasing your work. So if you get a new client, put the new page up. If you do a new website design, put it there. As you can see, when your business starts to grow, this is when the posts can start to add up.

### **Be Active on their Fanpage**

Comment on the Fanpages of the businesses that are connected to you. Again, in moderation and with comments that are relevant, you will gain massive exposure in your local market.

### **Take Action Today!**

If you are at this part of the method, I'm assuming that you understand the concepts and how they can create a real business with a massive number of owners on your list and immense potential for the style of living you truly desire.

Take action today! Don't ignore this report. Follow these easy steps and follow your dreams.

Best of luck! Daniel