



Bonus #1

How To Unleash Free Traffic Through Facebook ®

Introduction

Over the next several pages you're going to discover my surefire formula for creating a [Facebook.com](https://www.facebook.com) Fan Page and using it to drive free traffic to your website!

But before I reveal this formula to you, let me make one note...

Note: This strategy is NOT about collecting email addresses on your Facebook page, which is quite a popular thing to do.

Instead, this is about siphoning prospects from your Fan Page to your own website, whether it's to a squeeze page, a sales page, a blog post or somewhere else.

The whole point is to get your prospects on YOUR site where they can then take some specific action!

So here's how to do it in three easy steps:

- 1. Prepare Your Page.** This is where you create your Fan Page. Don't worry, it's not difficult – no technical experience or skills required!
- 2. Post to Your Page.** Your Page isn't going to be very enticing if you don't fill up your wall with good, useful content. And that's exactly what you'll learn how to do in this step!
- 3. Promote Your Page.** Finally, you need to get interested prospects flocking to your Fan Page. In this step you'll discover several ways to do it!

Let's get right to it...

Prepare Your Page

First things first – you need to set up your Fan Page. Here's how to do it...

Step 1: Get a Facebook Account

If you don't already have an account at www.facebook.com, then your first step is visit that link and register.

It's free – and it just takes a few minutes.

Step 2: Click on "Create a Page"

Next, log into your Facebook account and visit your Facebook homepage. Scroll all the way down to the bottom and look for the link on the right-hand side that says "Create a Page." (Go ahead and click on it.)

Step 3: Choose Your Page Type

Next, you'll be faced with six different types of Fan Pages, including those for businesses, products or brands, causes and more. Select the one that fits best.

Step 4: Follow the Prompts

Now you need to follow the prompts by filling in the required information (such as the name of your business, product, cause or organization).

Choose the name of your Fan Page carefully. That's because the name (with a link) is going to show up in your Fans' feeds like this:

Example: "Joe Blow likes [name of Fan Page]"

As such, ideally you should choose a name that fits well with that sentence. If you're creating a "cause" or something else where the name is a little more flexible, then be clever.

For example, consider these two different names:

"Joe Blow likes Work1099"

vs.

"Joe Blow likes Making Money With Work1099"

Do you see the difference?

The first one just uses our brand name. But if people aren't familiar with my brand name, then they have no reason to click on the link. There's nothing "viral" about this link showing up in a news feed.

The second example includes my name and a benefit (making money). And that means that this second title is more powerful, because it's more compelling when it shows up in news feeds. In other words, Joe Blow's friends are more likely to click on the link and check out the page.

Once you've selected your Page title and filled out the other information, read the terms of service, agree to them, and click *"Get Started."*

Now you'll be taken to the main administration area for your Page. Here you'll be able to upload a photo, edit your setting and more.

Tip: Please note that your photo is very important. Every time you make a post to your Page – or to anyone else's Wall or Page – your photo (avatar) will be shown alongside your post. Thus you need to choose something that fits in with the Page you're creating.

If you're setting up a Page that's mainly about you, you may decide to simply use your photo. Otherwise, choose a photo that matches the page. For example, if your Page is about poodles, then it makes sense to upload a photo of a poodle.

Once you've uploaded the photo, then click on *"edit info."* Here you'll need to enter the *"About"* information.

Keep in mind that this *"About"* information is primarily for people who've clicked through to your Page, but they're not really sure if they should "like" it or not. This is where you need to tell them what your Page is about and what benefits they'll get by becoming a Fan.

Example: "Click the "like" button now and you'll be automatically entered into this month's contest, where you can win your choice of five [niche] prizes valued at \$100 each!"

When you've finished, click *"save changes."*

Then start working your way through the navigation menu on the left side of your screen (e.g., *"Manage Permissions," "Your Settings,"* etc). I'm not going to go through each of these links individually, as they're self-explanatory. Basically, these different tabs allow you to control how your page will look and who can become a fan.

Tip: While you're still building your Page, go to "Manage Permissions," choose the option "Only admins can see this page" and then click "save changes." That way, you can build your page without anyone else seeing it. When you're ready to unveil your page, be sure to return to "Manage Permissions" and uncheck that option so that your Page is publicly visible.

Quick Recap

As you can see, the actual steps required to set up your Page aren't that difficult, as Facebook.com gives you a lot of prompts and help – no technical skills required!

All done setting up your page?

Do NOT make it public just yet.

Instead, "populate" it by creating a few initial posts (so that your Page doesn't look like a ghost town to the first few visitors who drop by). Read on...

Post To Your Page

Now that you've created your Page, the next step is to fill it with content. But not just any ol' content – **you need to share engaging, useful and unique content.** And you need to give your visitors a reason to "like" your overall page as well as click "like" on your individual posts. You need to give readers a reason to comment on your content. You need to give 'em a reason to keep coming back. AND you need to give them a reason to click through to your website.

Since your main goal is to get people to click to your site, I'm going to start by showing you six different types of posts you can post on your Wall to entice readers to click through to your web page.

Then in the next section you'll find out how to create engaging, useful and unique content that helps you build a "sticky" community.

Read on...

Six Types of Posts

Here is what you need to do to entice your readers to click through your website.

1. Offer Partial Blog Posts

One way to get people to click through to your website is arousing their curiosity. And you can do this by offering a partial blog post, with a link to read the full post on your website.

Tip: An alternative way to do it is by offering a short "Part 1" of an article on your Facebook Wall, with a link to read "Part 2" on your blog.

You don't even have to put a lengthy excerpt on your Wall. You can even just post a tip or two. Indeed, you can post a tip a day with a link to read the full post on your blog.

Another way to do it is to actually stop midsentence in the blog post excerpt.

Example: "Yet another way to train your dog to sit is by... [click here to read the rest of the article]."

Here are examples of what to write after you offer the excerpt:

Examples:

- Did you like this tip? Then click here to read all 37 [niche/benefit] tips!
- If you liked this tip, then you'll love find out how to [get specific benefit] - click here to learn how now!
- Click here to read the rest of the article, where you'll discover [big benefit].

2. Post Teasers

Instead of posting excerpts or tips from an actual article, an alternative is to post a "teaser" for this article with a link.

This is where you basically post a small advertisement that convinces people to click through and read your article.

Tip: Whenever possible, you should arouse their curiosity about the article and/or give them a reason to click on your link.

Let me give you a few examples...

Example #1: "Have you ever struggled with yo-yo dieting? You lose weight, you're excited. Then six months or a year later you start gaining it back. Worse yet, you gain back more than you originally lost! Good news, yo-yo dieters: There's one simple trick you can use to get off the dieting rollercoaster forever! Click here to discover this secret for FREE!"

Example #2: "Does your dog ever embarrass you? Maybe he jumps on guests with his muddy paws. Or perhaps he counter surfs. Or maybe you find "surprises" on your carpet at least once a week. If this sounds like your four-legged pal, then you'll want to click here to discover five quick and easy ways to eliminate these bad behaviors for good!"

3. Create Contests

Yes, Facebook is a great place to hold a contest. Indeed, you can even use a Facebook contest to get more fans for your Page.

Example: You can hold a photo contest where the winner is the one who gets the most "likes" to his her photo entry. Usually this means that the entrant get his friends and family members to first become a fan of your Page and then "vote" for the photo by clicking "like." Thus you get more fans, virally, when you hold this sort of contest.

However, for the purposes of this discussion we're talking about contests that you hold on your own website.

Again, the purpose is to get your Facebook fans to click off your Page and click through to your website.

There are a few keys to running a successful contest.

See how many of the following factors you can incorporate:

- **Build a list.** Be sure to make it a requirement to join your mailing list in order to enter the contest. That way, you'll have a niche list to market to once the contest is offer.
- **Offer relevant prizes.** Of course people love cash. But if you offer cash, then you'll get freebie seekers from all over. It's much better to offer niche-relevant prizes so that your list is more targeted.
- **Add in a viral component.** Whenever possible, incorporate a viral component.

Example: Perhaps offer extra chances to win to all entrants who spread the word about your contest.

- **Get people to "sell" themselves on being customers.**

Example: Have people create video commercials of your product. This will serve to have entrants convincing themselves that you have a great product.

- **Create "honorable mention" prizes.** You'll probably have several prizes awarded to the top winners. But as an unannounced prize, you can offer ALL entrants a limited-time steep discount on one or more of your products.

4. Link to Interactive Features

You don't want to turn your Facebook Page into a monologue. Instead, you want to engage your readers. And one way to engage them and build relationships with them (while simultaneously getting them to click through to your website) is by linking to interactive features, like:

- **Feedback forms.** You can specifically ask your readers for their opinions and comments on some particular issue. This could be an opinion on a current niche news topic, a review of your products or even a comment on a blog post.
- **Polls and surveys.** You can create both serious and humorous polls and surveys.

Example: On the serious side, you may pose "profiling" questions to get a better feel for your audience. On the lighthearted side, you may post fun and silly polls like "which breed of dog is the most intelligent?"

- **Quizzes.** Just like polls and surveys, quizzes can either be fun or serious.

Example: A serious quiz might be something like, "How good is your health?" A lighthearted quiz might be something like, "What kind of dog would you be?"

- **Games.** Finally, you can provide some interactive applications for your Fans by posting games on your site. Ideally, these games should be directly relevant to your niche. One way to do this – no matter what your niche – is to post a niche-relevant trivia game.

5. Provide Excerpts from Products

This is kind of like the first tip above, where you post an excerpt from one of your blog posts. However, in this case you post an excerpt from an information product, such as a chapter (or just a few meaty pages) from a book or a clip from a video product.

The goal, of course, is to sufficiently impress your prospects so that they're eager to click through to your website and purchase the entire product.

Tip: For best results, you can post your excerpt alongside a teaser that includes a strong call to action. See the section on teasers above for examples.

6. Give Coupon Codes

Finally, another way to get your Fans off of Facebook and onto your website is by offering coupon codes for your products and services.

Here are a few things to remember to make these offerings a success:

- **Create anticipation.** Don't just hand out the coupon codes. Instead, build anticipation for your offer. Mention days ahead of time that you'll be handing out valuable coupon codes with steep discounts – and that your fans won't want to miss it. Be sure to also tell them about the benefits of the products or services you're promoting to help put them in a buying mood.
- **Offer actual coupon codes.** Yes, it's true that you could just create a special page for the discount offer, or perhaps even change the price on your main sales page. But instead, you'll want to offer actual coupon codes, if possible.

There are two reasons for this...

- a) First, offering a coupon code makes the deal feel extra-special, meaning your fans are more likely to take you up on it.

b) Secondly, lots of people like to share these coupon codes on niche forums. So, you may even get a viral effect if you offer codes rather than outright discounts.

- **Make it a limited-time offer.** Finally, the other way to make sure your coupon campaign is successful is by offering the discount for a limited time. Since you do want the viral effect to kick in, you don't want to have it expire too soon (such as in a day or two). Instead, choose an expiration date between three days and one week long – short enough to create urgency, but long enough to allow time for the viral effect to take hold.

And there you have it – six ways to get your Facebook Fans off your Page and onto your website. But remember, that's just one factor you need to consider when creating posts.

Six Ways to Create Engaging Posts

The second factor to consider is that you need to create engaging posts – those that engage your audience and help you build a community. Here are six ways to do it...

1. Rant

One thing you'll quickly learn is that people respond well to topics that evoke emotion. And one very good way to evoke this emotion is by "ranting" about a topic.

Now, this doesn't mean you turn your Page into some sort of negative place where you're always ranting about this, that or the other thing. Instead, you sprinkle in well-placed rants from time to time (no more than once per week – just a rant or two per month is fine).

Here are the keys to creating a good rant:

- **Make sure it's an emotional topic.** Your rant needs to touch your readers – and the only way to really touch them and have an effect on them is by writing about an emotional topic.

Examples:

- Writing to online marketers about some of the scams going on in the industry. Some people get very passionate about this topic.
 - Writing to a political niche about the way your country is going. This works particularly well to refer to the bad things while pointing a finger at whatever party is in power.
 - Writing to a dog-training niche about dog trainers whose training methods border on cruelty. You're sure to rile up some emotions!
- **Choose a popular topic.** The second key is to choose a topic that's popular right now – one that's being talked about on the blogs, on the forums and elsewhere. Essentially, you want to ride the coattails of a HOT topic – so keep your ear to the ground in your niche to discover what's popular.
 - **Enter the conversation in your readers' heads.** Finally, in order for this particular post to be truly effective, you need to enter the conversation that's already taking place. You need to tap into the emotion that your readers are ALREADY feeling.

Tip: One of the benefits of choosing a popular topic is that you can find out what your prospects think about the topic – simply read the forums and blogs. What are they saying about the topic? What part of the topic is getting them really riled up and emotional? This is what you should address, too.

There's a reason for getting inside your prospects' heads: It's because it makes your prospect say, "Wow, this person is a lot like me!" And if your prospect thinks that you're like him, he's going to feel bonded to you. This bond will directly lead to more sales!

2. Take a Strong Stand

Another way to engage your audience is to take a strong stand on some issue. Typically, this means you're sharing your opinion on an issue affecting your industry.

Do note that this is *different* than a rant.

A rant is where you're tapping into the pulse of your niche and just saying what everyone is thinking anyway (being sure to tap into the strong emotional current of the topic). When you take a strong stand, however, you may actually go against popular opinion, and as a result you may end up polarizing your audience.

This means you'll draw some of your audience closer to you, while repelling the other half of your audience.

The key here is to *know who your buyers are*.

That way, you can take strong stands on issues that most directly affect your buyers, being sure that your stance agrees with your buyers.

Now, you may not like the idea of repelling a certain part of the population in your niche. But if you do it right, the people you're repelling aren't really a part of your target market.

Example: Politicians who sit on the fence and get all wishy-washy about issues don't get many votes. That's because people want to know where they stand on the issues. When they take strong stands, they'll repel some people... but they'll draw their true target market even closer to them. And they'll get a strong group of voters who'll vote for them and even campaign on their behalf.

You can do the same thing. Don't be afraid to go against the popular opinion in your niche.

Example: Maybe you're in a weight loss niche, and everyone is raving about some new diet. You can pipe up and tell people how you think the diet will ruin peoples' bodies and health. It may not be the popular opinion, but it's sure to draw certain people towards you!

3. Post About Current Topics

Another way to turn your Fan Page into a community is by becoming the place your prospects go to see what's new. However, this means that you'll need to commit to being a "curator" in your niche.

This is where you gather all the day's news and post it on your Page and/or your blog.

There are three things you need to do:

- a) Be the first.** The quicker you can post the news, the better. By the time the news is a day or two old, people will probably forget about it and move on to thinking about other things.
- b) Add your editorial.** Don't just post links to news items – comment on them. What's your take? What's your opinion? How can members of your niche use this news to their advantage?

Example: Let's say you're in a bodybuilding niche. And let's say scientists release some breakthrough studies about little-known protein sources that that work exceptionally well for those who're building muscle. You can link to the new study, as well as sharing recipe ideas or other tips for ways bodybuilders can get these proteins into their diet.

- c) Link to your website.** Finally, you don't want your Page to be the sole source of all of this news. Ideally, you want your blog to be the "go to" place, meaning you may sometimes merely post teasers on your Fan Page with link to your full post on your blog.

4. Interact With Fans

Earlier you learned about putting interactive features on your website as a means of getting your fans to click through to your website. In this case, we're not talking about interactive features – rather, we're talking about you actually interacting with your fans.

This means talking to them, encouraging them to post to your Wall and then answering their posts.

Now, if you write engaging Wall posts – and if you encourage people to comment on these posts – then you'll naturally start interacting with your fans.

Here are other ways to do it:

- **Ask for tips.** You can post one tip about a favorite topic in your niche and then ask everyone else to contribute their favorite tips.

Example: "What's your favorite way to slice 100 calories of a meal?"

- **Ask for stories.**

Example: "Tell us about your favorite childhood memory" or "Tell us about your weight loss horror story."

- **Ask for opinions.** You can ask fans for their opinions on products, news stories, niche-specific strategies and more.

5. Create Series Posts or Features

One way to make your Page "sticky" so that your fans come back again and again is by creating a series of related posts.

These could be five different tips or strategies. However, you can also post sequential articles that build on one another. That way, people feel compelled to come back to finish the series.

Let me give you two examples...

- Tips series: "Seven Ways to Shed Seven Pounds!"
- Sequential "how to" series: "Seven Steps to Losing Weight!"

At the end of each post, be sure to tell readers when you'll post the next installment and what they can expect from that next post. In other words, whet their appetite.

Example: You just discovered a simple way to burn fat while building muscle. Stay tuned, because tomorrow you'll find out a surprisingly simple way to turn just about any exercise into a powerhouse that burns up to two times more calories than normal!

While you can post these article series from time to time, another way to make your Page sticky is to create weekly features.

That way, your fans and readers will know to check your Page each week at a certain day or time to get a new tip, strategy, product review or even a coupon code.

6. Offer Multimedia Posts

Finally, the last method for helping create an engaging Page is by posting multimedia content, such as audios and videos.

You see, not everyone learns in the same way. So if you're just posting text-based content, you're missing out on connecting with your fans who learn better by listening to an audio or watching a video.

Thus the more multimedia content you can offer, the easier it will be to reach a wider audience.

Tip: Many marketers make the mistake of posting text-based content only. However, some marketers make the opposite mistake: Namely, they ONLY post videos.

If you're only selling video-based products, then this approach is ok, as it makes sure that only your most qualified prospects become (and remain) fans. However, if you're selling text-based products, any type of physical products, and/or services, then you'll want to include a mix of text, audio and video content.

What's more, it's NOT just about learning styles.

Keep in mind that some of your prospects are visually or hearing-impaired.

So if you offer video or audio content only, you're locking out your hearing-impaired prospects. Or if you offer text that can't be scanned by a reader (such as text in image format), then you're keeping your content and promotions from your visually impaired prospects.

Point is, offer a mix of media and you won't be neglecting those with disabilities, plus you get the bonus of connecting with prospects who have specific preferences.

Quick Recap

There you go – you just discovered 12 ways to engage readers, build community and get them to click through to your website.

However, you won't have any readers to engage if you don't promote your Page and get fans. And that's what you'll learn how to do next, so read on...

Promote Your Page

Now we've reached the last step of the formula: Promoting your Fan Page.

Sometimes people think this step seems a little odd.

After all, you've created a Fan Page to drive prospects and customers to your site – so why do you need to promote it?

Isn't it supposed to drive traffic to your site, as opposed to you having to drive traffic to it?

The reason is because of the inherent viral effect that takes place whenever you set up a Fan Page. You see, the more people who become fans and start clicking "like" and commenting on your Wall posts, the more of their friends who'll see your links. They'll become fans, which gives you even more exposure to the friends... and the cycle repeats.

So, you need to kick start the viral effect.

Here are five ways to do it...

1. Optimize Your Posts

Think about the last search you made in Google. Chances are, a Facebook Fan Page came up in the search results. And that's because Google like social media sites, plus Fan Pages are open to being crawled by Google bots and other search engine bots.

But here's the thing...

Your Fan Page won't show up in the search engine results by accident. If you want to get Google traffic (or traffic from any other search engine), then you need to optimize the content on your Page in order to get top rankings in the search engines.

Here's how to do it in two easy steps...

Step 1: Select Your Keywords

The first thing you need to do is find out what your prospects are already searching for in the search engines.

That is, what keywords are they typing into Google and other search engines to find information and products in your niche?

Fortunately, there are plenty of keywords that will help you discover this, including MarketSamurai.com, WordTracker.com and even [Google's keyword tool](#). All you have to do is input your general keywords (like "*hydroponic gardening*" or "*bow hunting*"), and the keyword tool will provide hundreds of related keywords that your market is searching for (e.g., "*Wisconsin bow hunting deer*").

Now, the first thing you'll notice is that those keywords at the top of these lists get a LOT of searches. And so you may be tempted to use those big keywords.

But don't!

Since the top keywords get so many searches, they also attract a whole lot of other marketers who're trying to rank for these high-value keywords. And that means you'll have a lot of competition.

If you're a search engine optimization whiz and you're prepared to do a massive link-building campaign, then feel free to go after the big keywords. Otherwise, I suggest you go after the low-hanging fruit – the longtail keywords. These are keywords that don't get a lot of searches, but they also don't get a lot of competition. And that means you can rank well with very little effort.

Tip: An individual longtail keyword may not bring a boatload of traffic to your Fan Page. But if you rank well for dozens of these keywords, then collectively you'll get plenty of traffic!

You can check the competition for your keywords manually by searching for them, in quotes, in Google and other search engines (which shows you how many other websites include your exact keyword). Better yet, many keyword tools figure out the competition for you.

Example: The Google keyword tool gives you a bar graph to help you estimate relative competition. WordTracker.com gives you a KEI (keyword effectiveness index) value, which is a measure of how many searches a keyword gets relative to how much competition it has. Higher values (especially above 100) are better keywords.

Step 2: Craft Content Around These Keywords

Once you've selected your keywords, then your next step is create content (e.g., articles that you post on your Wall) around these keywords.

Here's your general rule of thumb: Include your keyword in your article title as well as one to three times for every 100 words of content. This is referred to as your keyword density rate.

Example: A keyword density rate of 2% would mean that you should include your keyword two times for every 100 words of content. If you post a 400-word article, then your keyword would appear eight times.

Let's say your keyword is "losing weight over 40." Your article title might be "The Secrets of Losing Weight Over 40." Then you'd include this keyword through your content by using phrases like this:

- "Some people think losing weight over 40 is difficult."
- "Losing weight over 40: Is it possible?"
- "So what's the secret of losing weight over 40?"
- "Here's what you need to know about losing weight over 40..."
- "Here's the first tip for losing weight over 40..."

I think you get the point. It's really not all that difficult to smoothly include your keywords in your content.

And that's all there is to it!

If you're creating short articles (less than 400 words), then just optimize these articles around one keyword. Otherwise, if you're creating longer articles, then you can optimize each article for two keywords, perhaps more.

Tip: If you have a keyword that you'd really like to rank for, then don't hesitate to create multiple articles around that keyword!

2. Create Viral Contests

Earlier I mentioned this idea of holding contests (both on your Page as well as on your website), so I'll just touch on this strategy again briefly here.

In this case, I'm referring to holding contests on your actual Facebook Page, as a means of getting new fans. You see, the key is to construct a contest that requires your visitors to become fans in order to participate in the contest.

Obviously, any time you get a new fan there's a viral affect, as this new fan's friends will see your links and Page in their news feeds. But you can even create contests that encourage your existing Fans to tell their friends about your Page.

Example: Let's say you're in the business of selling baby clothes. You can create a "Cutest Baby" photo contest on your Page, where people vote on baby pictures by clicking the "like" button beneath a photo. At the end of the contest, the photo with the most "likes" wins your grand prize.

Obviously, this set up only allows people to vote once on their own baby's photo. So what are they going to do to increase the chances of winning?

That's right – they're going to enlist the help of all their friends and family. But in order to click "like" on a photo, these other people need to first become fans. And that means your fan numbers will grow quickly, easily... and virally!

That's just one example for one niche. I'm sure you can come up with something similar in your niche, whether it's voting for a photo, a video or even a tip or essay.

3. Distribute Branded Facebook Apps

Another way to tap into Facebook's viral component and get new fans is by creating a Facebook application, such as a survey, game or other app which will get passed between your existing Fans and their friends.

Let me give you a few niche-specific examples of apps...

- You run a Page about Yorkshire terriers. You create an app that allows your Fans to create and send greeting e-cards with photos of cute Yorkies.
- You run a baby-supplies Page. You create an app that allows users to merge two photos (mother and father) that shows what the child may look like.
- You have a Page about fitness. You can create a trivia app that allows your fans to test their knowledge as well as their friends' fitness knowledge.

These are just a few examples. To get a feel for the broad spectrum of apps that you can create, just visit the Facebook App Directory at <http://www.facebook.com/apps/directory.php/>.

This should give you dozens of app ideas for your own Page!

Once you've settled on an idea, then your next step is to create the app. If you have technical/programming knowledge, then go to <http://developers.facebook.com/> to learn more about creating Facebook apps.

Otherwise, if you're like most people, then you'll probably need to hire a competent programmer to create your app. You can find this person by posting about your project on a site like www.elance.com or www.rentacoder.com.

Just be sure to do your due diligence to make sure that the programmer you're hiring is indeed competent and professional. To that end, check out these points:

- **His or her feedback rating and reviews on the site.** You're looking for someone who's been programming for others for at least six months, but preferably a year, with plenty of satisfied clients.
- **Portfolio.** Check that the programmer has experience creating Facebook apps. Preferably, look for someone who specializes in creating these apps.

- **Language competency.** The programmer may not be from your country and thus may speak your language as a second language. That's ok – as long as he or she is able to understand your vision for your app.

Point is, you don't need to be a programmer to enjoy success with Facebook applications – you just need to have a good idea and the willingness to hire someone else to create the app for you.

4. Ask Your Fans to Repost Your Content

This seems so simple – deceptively simple – which is why a lot of marketers just completely overlook this method.

It simply doesn't occur to some marketers that they should even ask fans to repost content. And other marketers just assume if the content is good enough, their fans will naturally repost it.

It's true – the key to getting your fans to repost your content on their pages is to create viral, buzzworthy content.

This means your content needs to include one or more of the following characteristics:

- **It's unique.** If your fans have seen it dozens of times before, they're not going to link to it... much less click the "like" button. So make sure it's unique, even if you're just taking an old tip and putting a simple yet unique twist on it.
- **It's extremely useful.** Maybe you're sharing a utility app that people in your niche find useful.

Example: Like a calorie counter for people who're trying to lose weight. Or maybe you make a post that lists the top 101 tips in the niche. Or perhaps you just provide a complete "how to" tutorial on some topic that people are always asking about in your niche (such as "how to get free traffic").

- **It's funny.** People love sharing humorous stories or videos. Just check out the top YouTube.com videos to see what I mean. Or think about the funny emails your friends or family forward to you.

Example: If you run a dog-related Page, you can post a video of cute puppies doing hilarious things. Or post a video of dogs doing amazing tricks.

- **It's inspirational/motivational.** Depending on your niche, you may want to create something inspirational or motivational.

Example: Maybe you run a Christian Page that's about overcoming marital problems. You may create an inspirational video that's full of relevant Bible verses.

- **It's controversial or even offensive.** You can't get away with this in every niche (and you wouldn't want to try). However, if you're in a niche where controversy abounds (such as political niches), then you can shock your audience. Those who agree will happily link to your content. But even those who are offended and shocked will tell others about your content, just because they're so appalled!

However, just posting viral content doesn't guarantee people will repost it or link to it. Plenty of people will read the content, be impressed, but then just go on with their day.

That's why you need to provide a call to action – in other words, you need specifically TELL people to link to or repost your content.

Example #1: "Be a hero among your friends by sharing this video with them – they'll love you for it!"

Example #2: "Know anyone else who might enjoy this article? Be sure to pass along the link today!"

Example #3: "Be sure to repost this link on your Wall – your friends will love it!"

5. Do Co-Promotions

Yet another good way to promote your Fan Page is by doing co-promotions with those who have Pages, blogs and websites in your niche.

In other words, you endorse each other's Pages on your respective sites.

Example: Let's say you own a Page that's all about creating the perfect wedding. You can team up with those who target the same niche, such as jewelers, wedding dress sellers, florists, caterers, photographers and others who serve brides and grooms.

Then you can do co-promotions such as:

- **Swapping links.** Primarily this refers to swapping links on your respective sites. However, you can also swap links through your other content, such as your Facebook apps, videos or even any free reports or other content you distribute.
- **Writing guest articles.** Instead of just exchanging links, you can exchange content. You can be "guest authors" on each other's Page. That is, you provide a unique article for your partner to post on his Page, and he does the same for you.
- **Providing endorsements.** Yet another way to promote each other is to outright endorse one another. In other words, you can post a review or even an outright advertisement on your Wall that promotes your partner.

You get the point – there are plenty of ways to do it.

The point is for you to get as many partners as possible so that you can reach deeply into your niche.

Tip: You can find other Fan Page owners in your niche by running a search for your niche keywords in the Facebook.com search box (at the top of every page). For example, search for broad niche-specific terms like "dog training" or "body building" or "homeschooling."

Below you'll find an example email you can send to prospective partners...

Subject: I have an idea for getting more fans to your Facebook Page...

Dear [First Name],

First off, let me say you have a great Page! I particularly liked the [article/video/other content] you posted about [specific topic], because [offer specific reason why you liked it].

The reason I'm writing today is because I know of a way for you to get more fans - for free - so that you can get your content, products and services in front of more people.

How? By joining forces with me so that we can co-promote each other. You see, I own [your Page], which serves the same niche as you. Right now our fan base is roughly equal, but I'm betting there's very little overlap. Thus if we promote each other on our respective Pages, you're sure to increase your fans quickly and easily with just a couple clicks of your mouse!

So what do I mean by co-promotion? At a minimum, we can exchange links. But if you'd like to get even more fans, then I suggest we exchange endorsements or other content.

Contact me at [contact info] and let's talk!

[Your Name]

P.S. Please hit the reply button right now to tell me your ideas for ways we can help each other. I look forward to working with you!

Quick Recap

Yes, the goal of setting up your Facebook Fan Page is to drive targeted to your site. But in order to truly take advantage of this traffic funnel, you need to start by promoting your Fan Page.

Doing so allows the viral component of the site to kick in, which allows you to build your fan base quickly!

Conclusion

Congratulations! **You just discovered a surefire formula for using a Facebook Fan Page to drive free, yet highly targeted traffic to your website!**

Let's review the three quick and easy steps:

- 1. Prepare Your Page.** The great thing about a Facebook Fan Page is that you don't need any technical skills or experience to set it up – just follow the prompts and you'll have your own page in just a couple mouse clicks!
- 2. Post to Your Page.** You need to accomplish two things. First, you need to engage your audience so that you can build a responsive community. Secondly, you need to persuade your fans to click through to your website. And in this step you learned how to accomplish both these goals!
- 3. Promote Your Page.** Finally, you discovered in this step that you need to get your Page in front of as much targeted traffic as possible. The more people who see your Page, the bigger the viral effect... and more people you'll have clicking through to your website!

As mentioned, none of this requires much in the way of technical skills and experience. And that means that no matter what skill set or experience you possess, **you can get started building your Facebook Fan Page today!**

Indeed, that's exactly what I urge you to do.

Because **the sooner you get started, the faster you'll build a fan base** – and the sooner you'll have more prospects visiting your site, subscribers joining your list and customers buying your products!