# Facebook Page Blueprint

by **Travis Sago**

Please feel free to distribute or share this report
as long as you do <u>NOT</u> change the content.
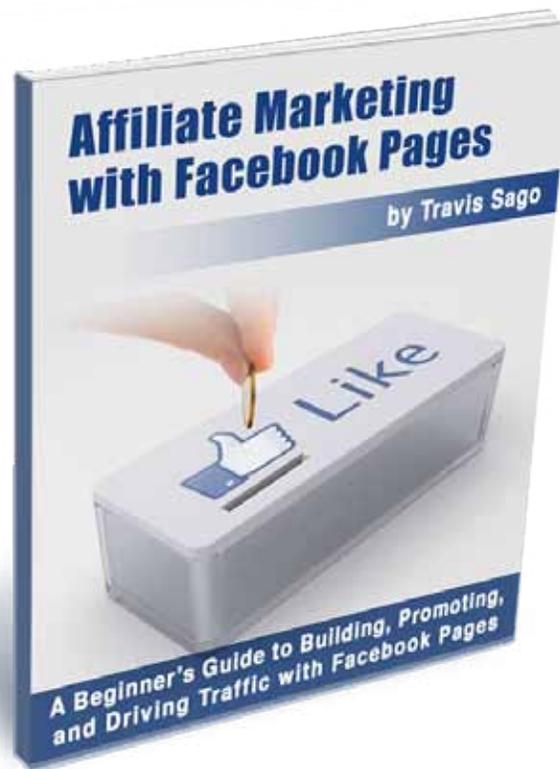
We were very fortunate to get most of our high quality service providers to sponsor our report. Every service provider in this report is someone that we have either used for our own business or have interviewed personally. Throughout Blog Blueprint for Beginners we will take you through step by step instructions on how to create your own blog from start to finish…but we thought since these are some of the service providers that make our online business possible it would be very beneficial to give you the same kind of professional support that we have.

Facebook Pages

Facebook Pages are quickly becoming a favored tool by many internet marketers. Not only are they relatively simple to build, they offer a completely free method to promote affiliate offers. You could use a Facebook Page to promote yourself as a marketer, to promote your website, to promote your own products, or to promote your niche or a specific affiliate offer.

In this report, one of my team members, Ami, will go about showing you a step-by-step process for building an effective Facebook Page. She'll be building a page for my **Magic of Making Up** eBook, but you could easily use the same technique to promote your own affiliate website.

As always, we want to know what you think! Email myself or Ben anytime at **ickyhelp@gmail.com**.

Rooting For You!
Travis, Ben, and the entire ICKY team

This report is brought to you free of charge by our generous sponsors.


HyperFBTraffic.com
iWriter.com

Table of Contents

Creating Your Facebook Page

To create your page, you will need to have an account with Facebook. Under your personal account, you can create an unlimited pages. However, if you want to promote a product under a pen name, you may want to create a brand new Facebook account with a new email address.

To create your page, visit:
http://www.facebook.com/pages/create.php
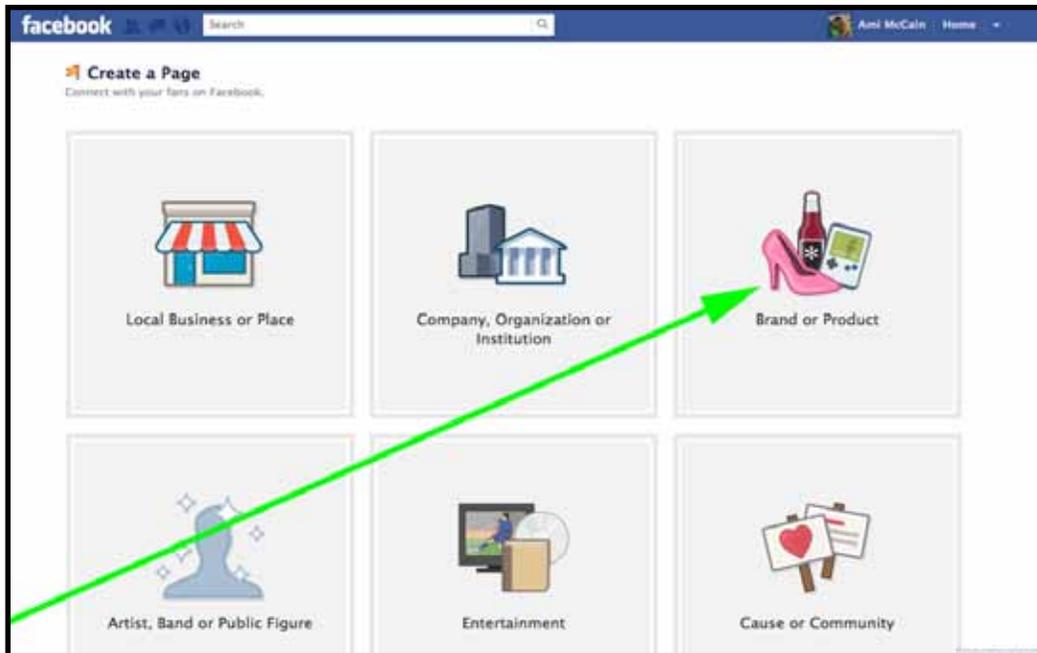
In most cases, you will choose to build a page for a Brand or Product. Click the image to bring up additional options.
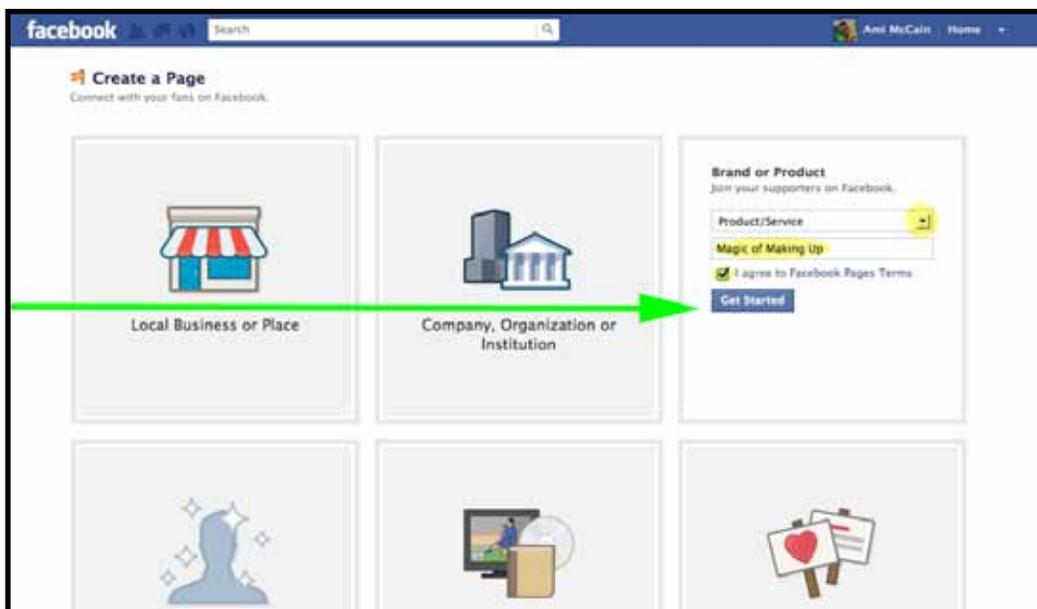
Chose what type of product you are promoting and then enter the name of your page below. Agree to the terms of service and click the **Get Started** button.

You will be given the option to upload a profile photo right away.

If you don't have a photo ready, click the **Skip** link next to the Continue button. Otherwise, click the **Upload an Image** link.

Click the **Select Image** button.
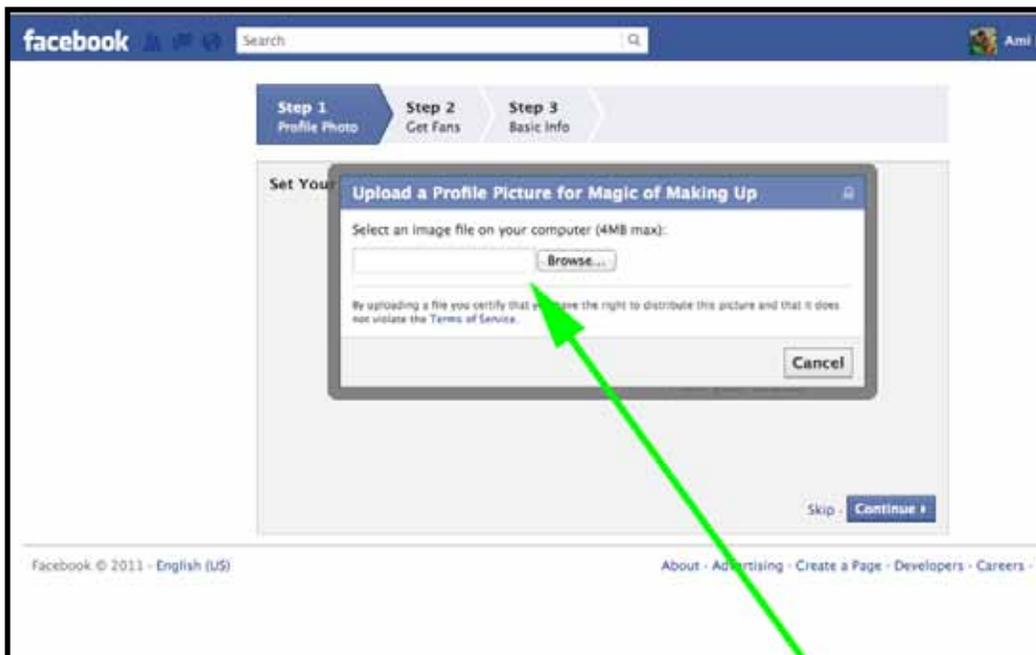
Chose the image from your computer that you would like to upload as your profile picture.

Click the **Continue** button to move on to Step 2.
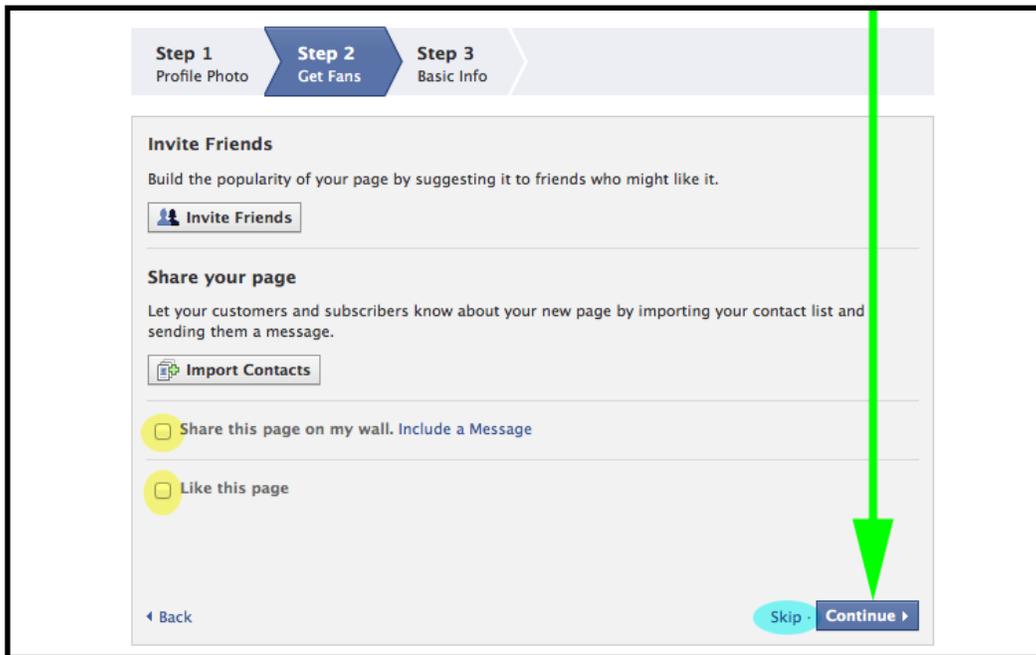
All the options found in Step 2 are completely optional. You could choose to click the **Skip** link next to the continue button, but I prefer to make a couple of small changes.

While I'm building my page, I don't like to share it with my friends until it's complete. To ensure I do not do this, I make sure both of the option boxes on the left are NOT checked. After doing that, I will click the **Continue** button.

In Step 3, enter either the URL of your website or your affiliate link into the **Website** field. In the **About** field, you can include details about either the website your're promoting or about the Facebook Page you are building.

And with that, you have build your Facebook page. You can start adding friends right away if you'd like, but we strongly recommend making a few customizations first.

Designing the Look of Your Facebook Page

While the page you just created is completly functional, it may look a little...dull. In some cases, this doesn't matter much but if you are offering a service, are promoting your own product, or are participating in any offline marketing efforts, looks DO matter.

To improve the look of your page, you'll want to look into different Facebook Aps, images for your photo gallery, and tweaking your profile picture. You can do this as little or as much as you desire - just remember, it can be very time consuming. If you need to save yourself from frustration or loss of time, you may benefit from the services of MarketCure. They have a staff of professional designers that specialize in Facebook Pages, and offer a fantastic Facebook Page maintanence package as well. **CLICK HERE to learn about how MarketCure's services can benefit your business.**

Introduction to Facebook Page Aps

As you've already learned, the basic set up of a Facebook Page is extremely simple. The page your just built is ready for interaction, but before you promote it, you may want to add a few additional features. To do this, you'll be using Facebook Page Aps.

You could compare Facebook Page Aps as being similar to plugins in Wordpress. When installed, they are what give you almost a unlimited number of options to do anything you want on your page. Also, just like plugins, you may find more than one ap that can be used to accomplish your goal. It also should be noted that there is not one set list of "must have" aps for your page - include what you want and leave out what you don't. Every Facebook page, just like every Wordpress site, is different and will have different needs and a different purposes.

One negative thing about Facebook Page applications is, however, that there doesn't seem to be a central database or directory where you can search the different aps available to you. When Googling "**List of Facebook Page Aps**", you'll be

able to find a number of blogs listing their favorite aps. This is a great way to find out about some of the options available to you, but just keep in mind that it's not all inclusive. If you're looking to add a specific feature to your page, your best bet is try searching for:

"Facebook Page Ap" + what you'd like to accomplish

Only, do not include the "+" sign. So if I was looking for a way to add a YouTube video to my page, I would search with something list this:

"Facebook Page Ap" add YouTube video

Many of the aps available have been officially created by Facebook, but there are a few third party generated ones as well. You shouldn't see any different in quality between the two, as Facebook has a very rigorous screening process.

On the following pages, you'll see us go through the installation and use of just a few of the most popular aps out there. Remember - these are NOT required, but they do give your page a little extra personality.

Naming Your Facebook Page

When choosing the name or title of your Facebook Page, you need to take note of a few specific things. For starters, just like domain names, stay away from trademarked or branded names. This means if you were promoting the latest version of Microsoft Office software, you would NOT want to include the name Microsoft anywhere in the title or URL of your Facebook Page. In cases of large, publically known companies, try naming your Facebook page around a keyword (for example, Latest Office Productivity Software) rather than a specific trademark.

While this may seem obvious for trademarks like Microsoft, you will still need to be careful with smaller brands as well. Building a site entitled "Fat Loss 4 Idiots" will not work, as this is a branded name. The same would go for other tangible or Clickbank products. However, if you want to add a word or two to differeniate your page, something like "Fat Loss 4 Idiots Reviewed" would work fine.
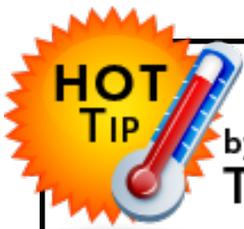
Now that you know how to build a Facebook page, you're anxious to start using it to advance your business.

Things are going great at first, but you soon wind up with an unexpected problem.

Your visitors land on your page and are interested in your offer, so they "Like" it. But once they like it, they leave never to return or think about it again.

You've build a collection of subscribers to your Facebook page, but you forgot that you're going to need to spend time interacting with them and building a relationship before they'll try out your offer.

Now you need to make regular wall posts and make sure your content stays up-to-date. But now you're worried that if they ask a question about those wall posts that needs a response, so you find yourself checking your Facebook Page for updates multiple times a day.

If most of your day is spent on Facebook and nothing else, how will you get anything accomplished? Worse than that, you feel all your free time slipping away as well, leaving you glued to your computer much longer than you ever wanted to be.

Can I make a suggestion?

What if you could find a team of marketers to watch over and maintain your Facebook page for you? I'm not talking about taking a shot in the dark with an outsourcer off of eLance or the like, but rather turning to a team of professionals with a proven track record.

That's what the guys over at **MarketCure** want to offer you. You can return to more profitable buisness activies, while they update and monitor your Facebook Page. In fact, they'll even use their staff of professional designers to build your page as well as create all the graphics for it, so you don't have to do a thing.

Now you can benefit from all the visibility Facebook Pages have to offer with none of the work. Allow MarketCure to keep your subscribers acive and interested while you step away from the office and spend your free time living the "Internet Marketing" lifestyle that you've been dreaming about.

To learn more about how **MarketCure** can save you time and benefit your buisness, you can visit them at **http://www. marketcure.com** or by calling them at **1 (866) 950-7573**. Don't forget to tell them that Travis and Ben sent you!

Adding a YouTube Channel (or Video) to Your Facebook Page

There are a few different methods you can choose from when adding YouTube videos to your fan page. One of the easiest methods I've found is to use the aps found at **http://involver.com**.

Directly from the Involver homepage, click the **Get Apps** button.
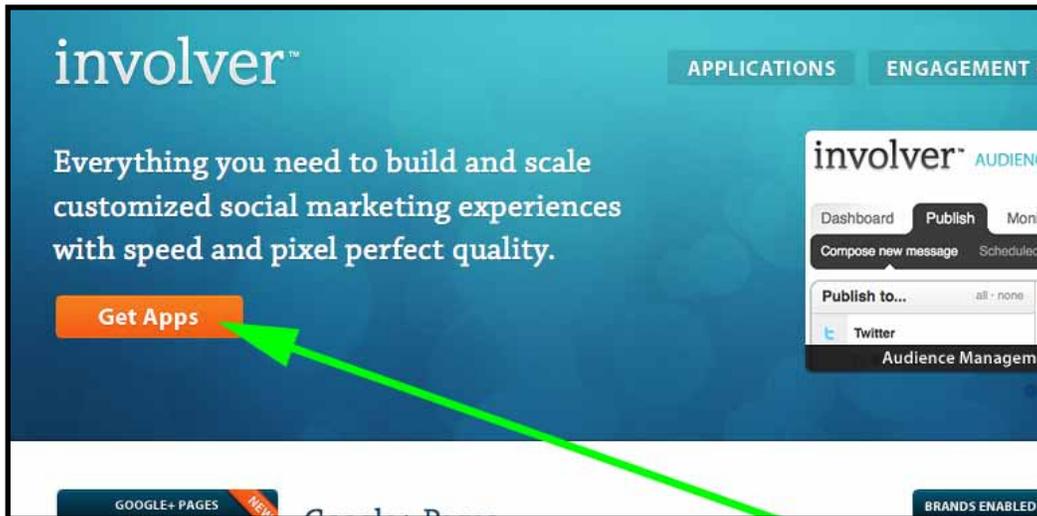
From the application page, choose the YouTube Channel app under the **Basic Applications** section.
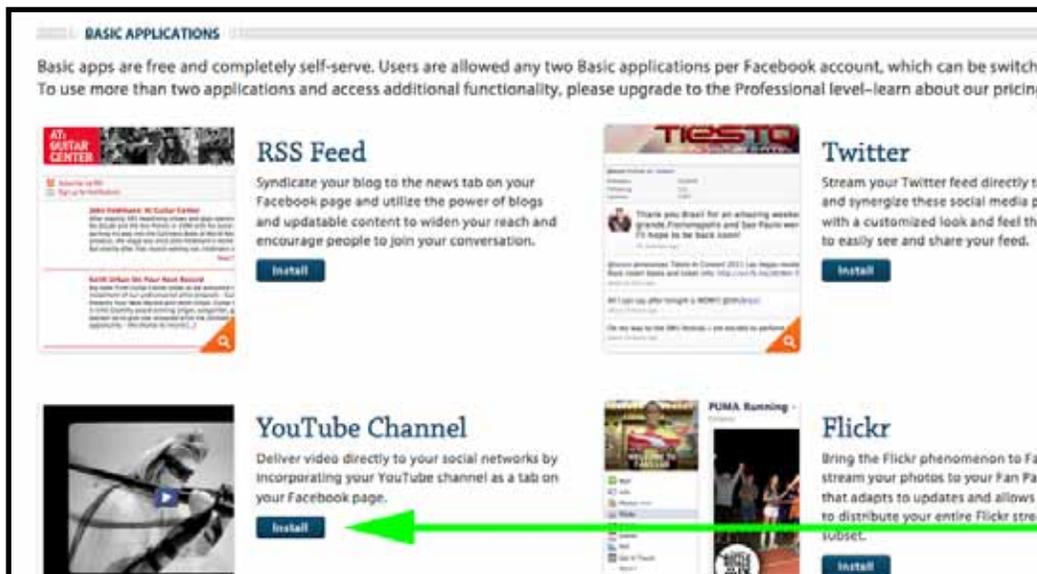
You will be taken back to Facebook, where you can choose from a dropdown menu which page you would like to add your YouTube Channel to.

Afterwards, click the **Add YouTube for Pages** button.
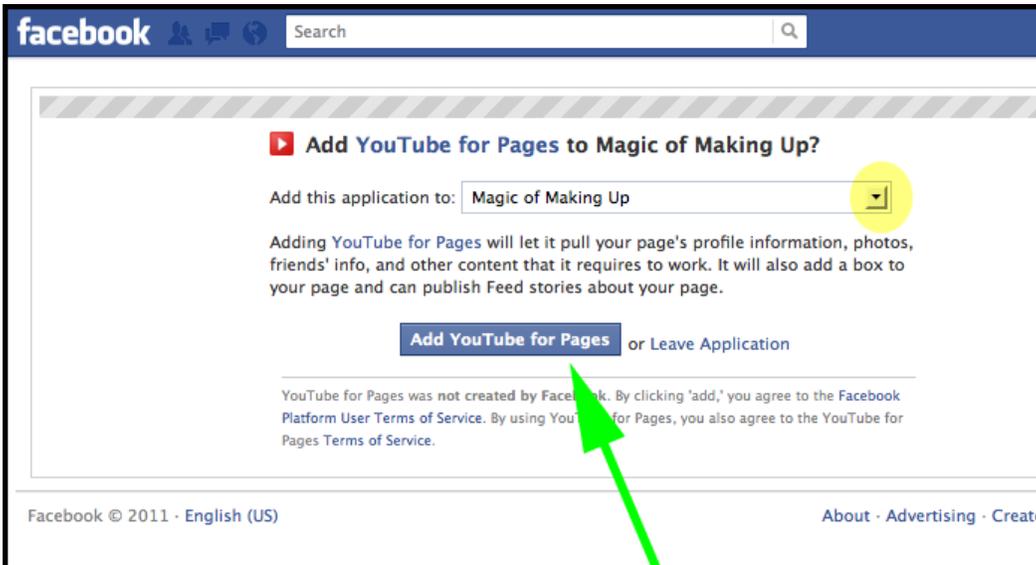
You will be requested to give your permission to Facebook and this application. Click the **Allow** button.
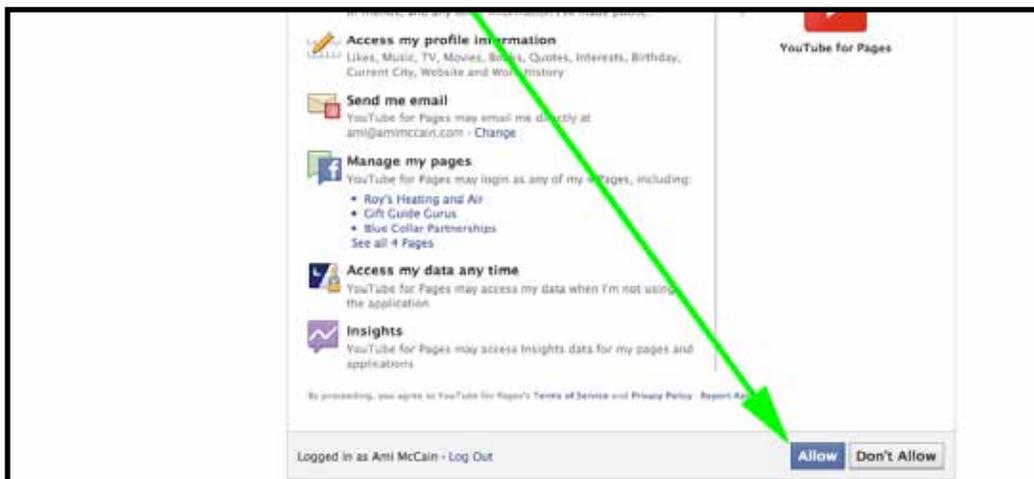
From this next page, accept the **Terms of Service** before clicking the **Save Changes** button.

There are two fields higher on the page requesting personal information, but you can leave them blank or enter filler information (such as the name of your fan page and then 111-111-1111 for a phone number).

Enter your YouTube username into the top field and click the Hide Related Videos option box. From there, click the **Save Changes** button.
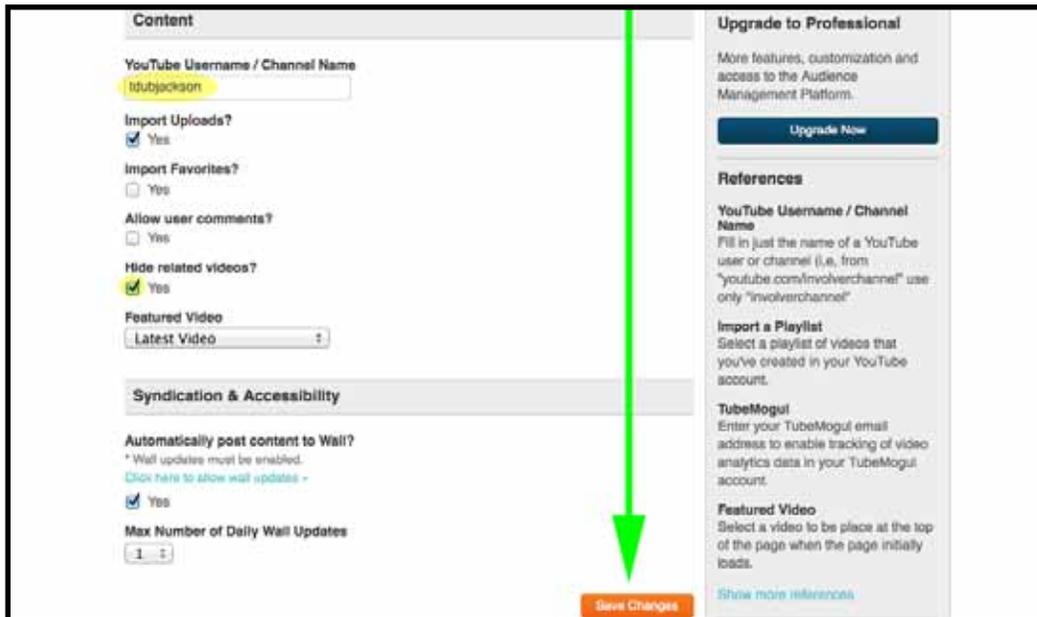
Click the **Return to Facebook Page** button on the top right.

You will be taken back to your YouTube Channel tab directly off of your main page.

Adding Notes, Articles, and Content to your Facebook Page

Clicking the **Info** tab on the left hand navigation bar with take you to the information secontion on your site.

Directly under the title of your Facebook Page, you will click the **Edit Info** link.

You will be taken to the Basic Information panel. From here, you will want to click the **Aps** tab on the left hand navigation menu.
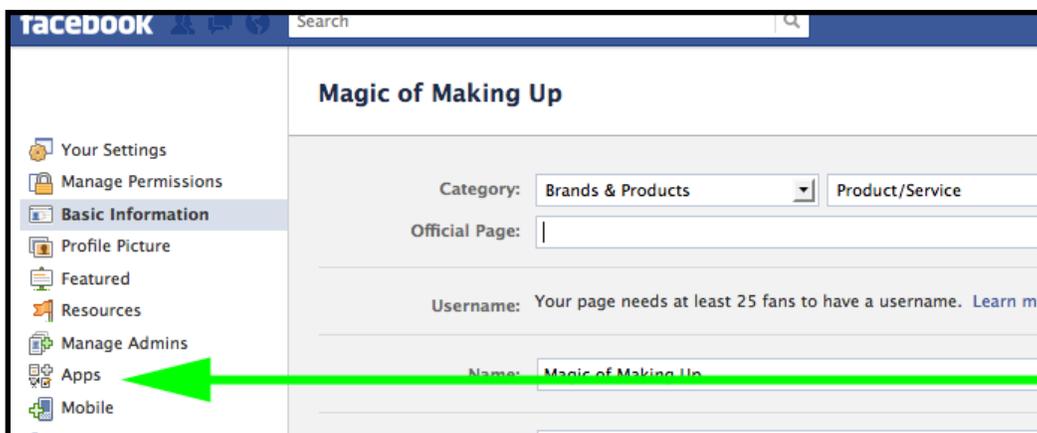
Under the Apps panel, click the **Edit Settings** link under the
Notes application.
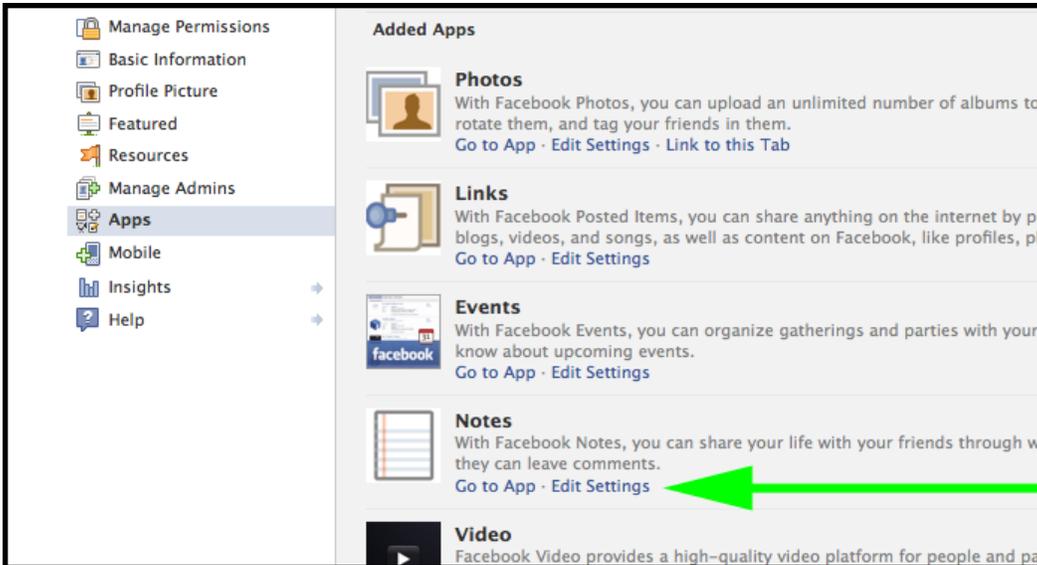
Under the Profile tab, click the **Add** link. This will add a link
directly to your Notes page on the left hand side of your Page,
making your articles and other content easily accessable. After
you click add, click the **Okay** button.
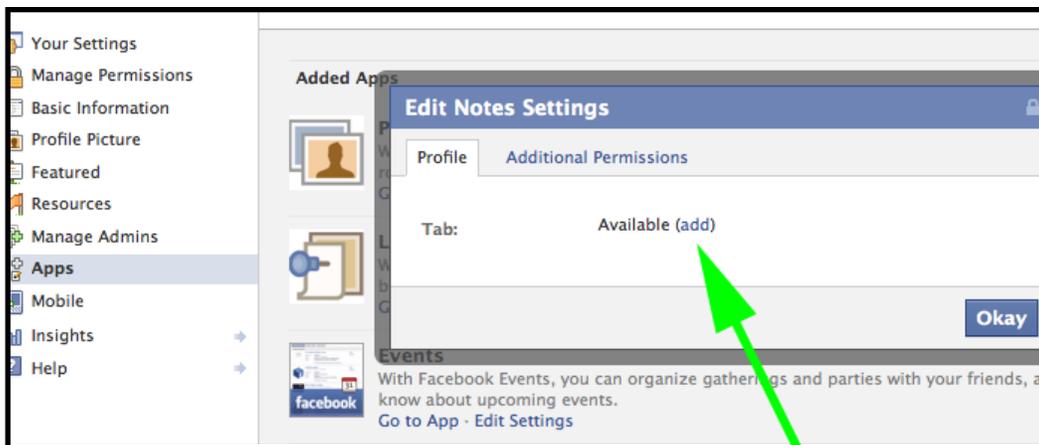
Next, click the **Go to App** link under the Notes Application.
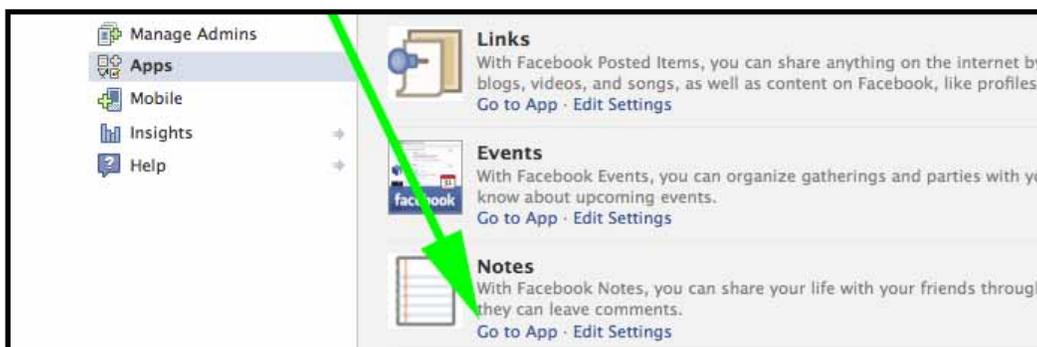
Click the **Write a Note** button seen on the upper right hand side.
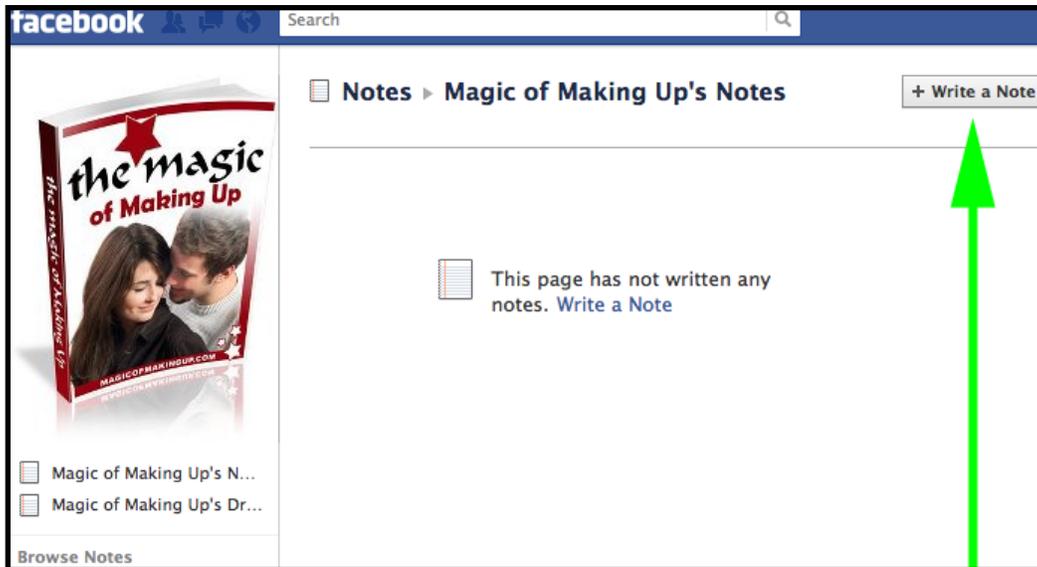
Posting a note on a Facebook Page gives you the opportunity to provide content and improve the SEO rankings of your page. If you want to test out an offer before building a site to promote it, posting a keyword optimized article on your page will allow you to test traffic levels and conversions.

When we need articles for SEO purposes or product reviews, we will turn to Brad Callen's iWriter service first. The prices on these articles are extremely competitive, and you have the right to reject articles that don't offer what you're looking for. **Click Here to learn more about Brad's iWriter service.**

To add an iWriter article or other text, paste your content into the body of the note and add a keyword-optimized title. You have a few formatting options, such as bold setting for your type, located just above the body. You may also want to add a few keywords in as tags below the article's content (we did not do so for this example).

Once finished, click the **Publish** button. You will then be taken to your primary Note dashboard. Click the title of your Note to view the published version. Highlight and copy the URL of this note and save it to a text file - we will be using it later.
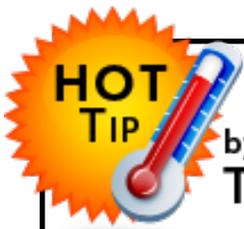
How to Get Quality Articles Written Dirt Cheap WITHOUT Getting Ripped Off

While Avoiding the Hassle of Finding and Hiring Article Writers

If you need content, but don't have enough hours in your day to write it all yourself, you've most likely tried to outsource.

After all, you hear about all the people in the Phillipines and India willing to write dirt cheap. Sounds good right?

What you discover is sifting through, finding, testing and hiring an article writer seems to take you more time than just writing the articles yourself.

It's a huge headache too.

Maybe in the past you did find one article writer who wrote you a few $2 articles, but the quality was so poor that if you printed them out...you'd be embarrassed to use them even to line your cat's litter box.

What's worse, is the feeling of being totally ripped off, either because the quality of the articles is so poor you just can't use them or the writer just never delivers at all.

How will you ever generate enough income from your internet marketing to even cover living expenses if you can't get more content?...Faster? Cheaper?

This is one of common problems that bottle necks our productivity and chokes our dream of financial freedom.

BUT...there may be sunny days ahead.

What if you could order articles as easy as you can order a book from Amazon?

And what if you'd never again have to worry about getting ripped off because you'd get to see the finished work BEFORE you paid?

Thanks to **Brad Callen** and his ingenious service called **iWriter.com**, you can now just punch a few buttons, input how

much per article you'd like to pay (as little as $3), hit submit... Then just sit back as your job gets AUTOMATICALLY fulfilled by iwriter.com's team of professionally managed writers.

What makes this so much better than other outsource services is that you get your articles delivered BEFORE payment is finalized. If you are not satisfied, you just hit the "do not approve" button and the articles and your job goes back in the queue.

Here's a **short video presentation** that walks you through this simple process.

In the last 3 years I've hired out THOUSANDS of articles, never before have I found a service as easy to use and INEXPENSIVE as Brad's iwriter.com.

*NO hassle
*NO getting ripped off
*NO waiting weeks

While I like the push button ease and can now sleep better at night knowing I'm going to get quality articles, what I love most is with **iWriter.com** is that I'm now able to build more sites and turn my content into cash whether I'm working, playing or sleeping.

iWriter.com helps make my dream of living off of passive income a reality.

Adding Photos to Your Facebook Page

To start, you will want to click the **Photos** tab on the left hand navigation menu to take you to the Photos dashboard of your Facebook Page.

Click the text link that reads **Upload More Photos**.

Facebook gives you two options in which to upload photos. The Basic Option works best for older or slower computers, and can been seen as highlighted in blue here. Most people, however, will do fine with simply clicking the **Select Photos** button.
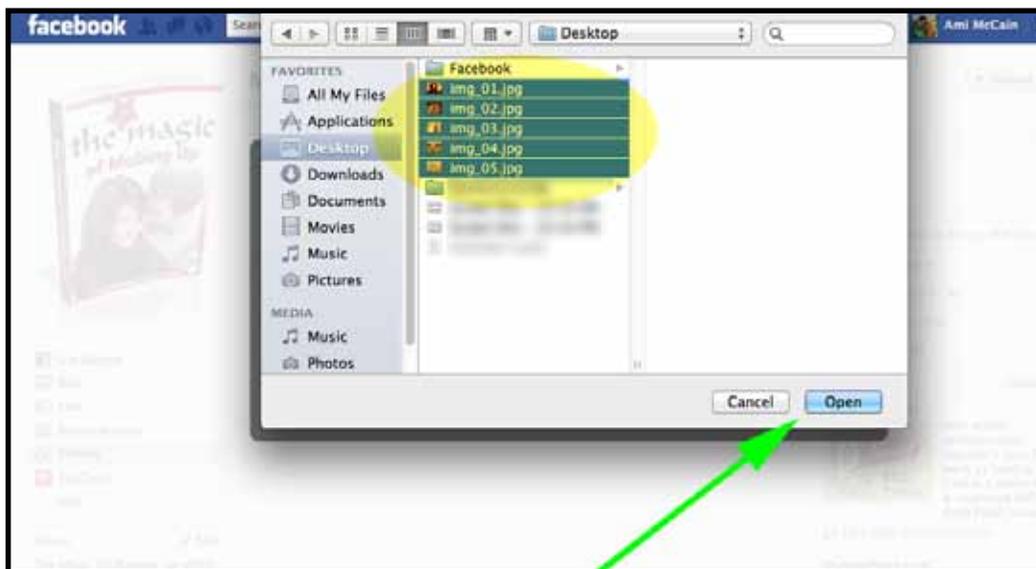
Select the photo(s) from your computer that you want to upload and click the **Open** button. (As you can see here, I chose to upload five images at once. To select more than one image at a time, click and hold the Control/Ctrl Key (Windows) or the Command/Apple Key (Mac) as you select each image.)

You photos will begin to upload. While they do so, you have the option to create a new album specifically for these photos. For this example, we will create an album called Magic of Making Up. Clicking the **Create Album** button does not affect your upload in any way, so feel free to create your new album while the upload is in progress.

Once the photos upload completely, you will have the option to publish, tag, or comment on your photos. In most cases, you will want to publish your photos right away, which will annouce on the wall of your page to your fans that new photos have been uploaded. However, in this case, we will not worry about that right now.

I uploaded five photos because on a Facebook Page, you can see five thumbnail images on your page at almost all times. You can create images that support your site or your product, or you can hire a graphic designer to create those images for you. However, for a completely free option, try using stock photos.

Stock photos are similar to PLR - once you purchase them, you can use them just about anywhere to promote just about anything. Sites like iStockPhoto and ShutterStock are fantasic (I use them all the time myself), but you may want to check out completely free stock photos to start. When posting anything to the internet, you need to be super careful about what photos you choose to use. It is not uncommon for a company to send you a cease and desist letter over a photo, as photos can be copywrited just like brand names. If you choose to look through Google Images to find photos, be VERY careful to see where they come from and if you can use them on your site.

For our Facebook Page, we're going to include links in the descriptions of the photos. To include links in the descriptions, you will need to add a little bit of HTML. The linking code within HTML looks like this:

anchor text

You can insert your affiliate link the area for the URL, or you you may want to insert the URL from another post within your Facebook page. For example, I chose to place the URL of our published note (the one saved from earlier) into the description of the second photo.

When you are done with your descriptions, scroll down and click the **Save Changes** button.
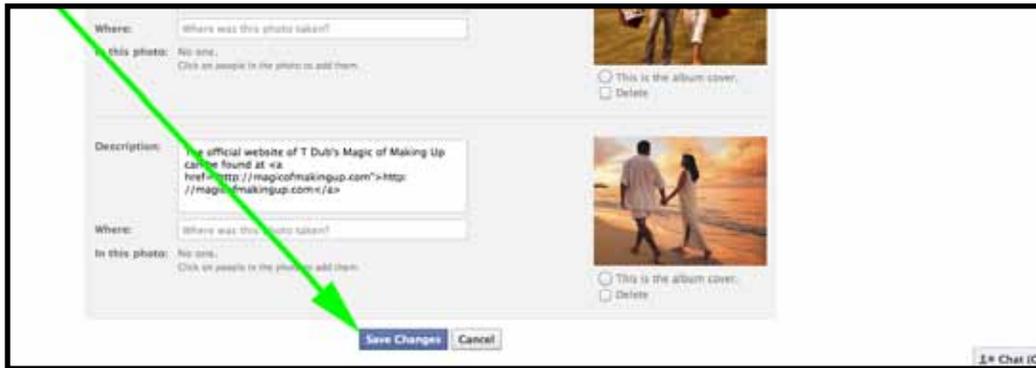
With your uploaded photos now save, you can add a description to your phone album if you so choose. To do so, click the **Add Description** text link.
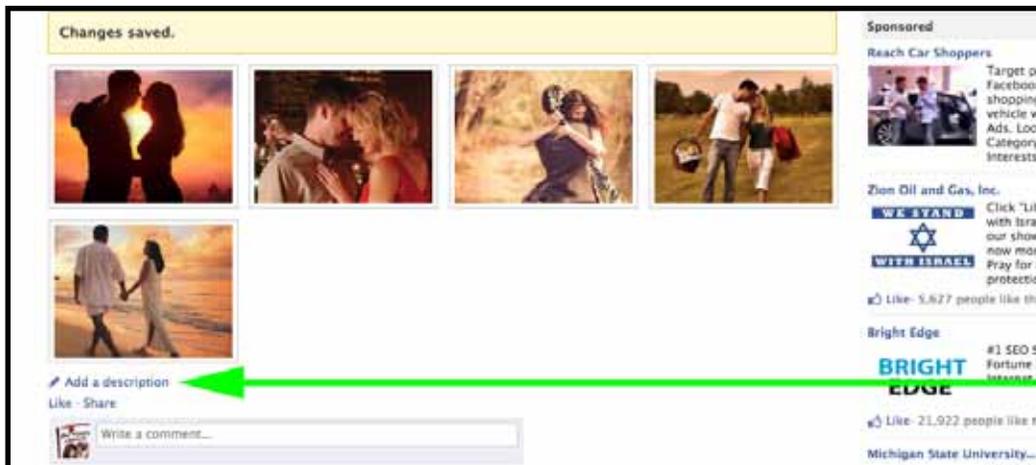
After adding your description, click the **Save** button.

The Functions of Your Facebook Page

Once you have recieved a few likes on your page, you will need to understand how to communicate with your new followers. To do that, we'll go through some of different functions found within your Facebook Page

Get Started

Facebook typically uses this Get Started tab as a personal "home page". Only you (and other page admins) can see this page. Here you are given easy-to-access options of how to communicate directly with your followers. While here, you can invite your personal Facebook friends to "Like" your page, invite email contacts to Like your page, make a wall post to your page, or recieve a piece of code that you can add to your webiste in order to promote your Facebook Page there as well.

Wall

Your wall tab is where any of your page's activity will be announced to your followers. If you choose to allow your followers and friends to post on your page, their comments will be left on your wall.

Info

The info tab directs you to the "Bio" of your Facebook Page. If your page promotes something with a physical location, you will find details like your address or a map of your location here. It is also where you can find an active link back to your website (if you chose to add a website URL to your page).

This is also an important page to take note of, as the **Edit Info** link found directly under the page's title is where you will go to customize any of your settings.

Editting Your Facebook Fan Page

The easiest way to access you Facebook Page is via the newsfeed of your personal Facebook account.
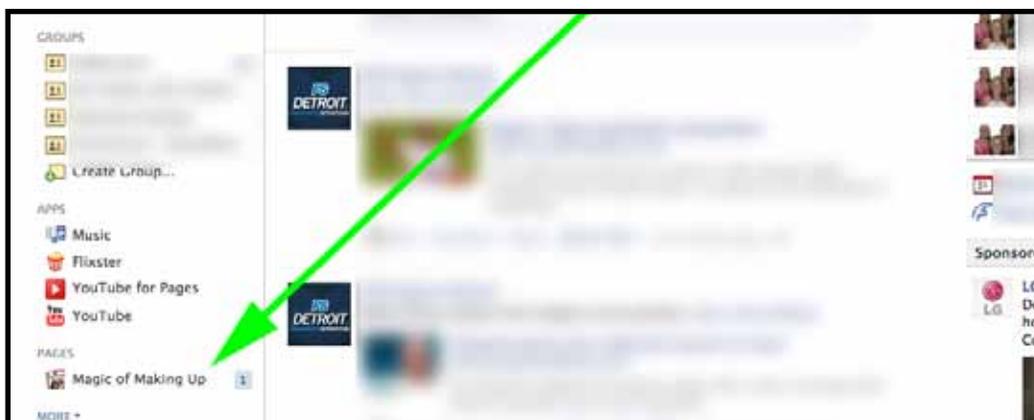
Scrolling down the page, you will see the Pages header on the left hand navigation. If you have multiple pages and do not see the name of the one you want to edit, you can click the **More** text link. To edit your page, just click the name of your page and you will be taken to the Get Started tab.

Maintaing Your Facebook Page

You may have noticed the number "1" located on the right of your page title. This shows you have 1 new notification.

If you would like to check on your notifications, you can find them in the right column. When you click the **Notification** text link, a small window will pop up informing you of the activity on your page since your last visit, which includes any new "Likes".

While most of your notifications will be in regards to new "Likes", you may also recieve them for comments and questions made on your page (similarly to the notifications you recieve when a friend comments on your personal account). Depending on what you'd like the focus of your Facebook page to be, this could become a problem if your page becomes very popular.
If this is a page where you are promoting your blog or affiliate website, direct interaction with your users may be benefical. However, if this page is for an offline buisness or a product you sell, you may find it difficult to keep your page update-to-date and active.

If you believe your business could benefit from a Facebook Page, but you don't have the time to design or maintain it, let

us refer you over to the team at **MarketCure**. They offer a turn-key package that both mointors and updates your page - and they'll even include page setup and design as a bonus. **You can learn more about MarketCure by clicking HERE**.

Marketing with Facebook Pages

I'm going to make a prediction that within a few years, Facebook Pages will replace many of the Web 2.0 sites out there (as well as some article directories). I say this because these stand alone pages offer the same tools found in most free websites, but with additional marketing features built right into their very framework. Here are a few examples of what I mean:

Google Loves Facebook Pages in Terms of SEO
While Google may be competing with Facebook when it comes to paid advertising, it's clear that they are excited about anything attached to the Facebook.com domain. Many times, an article posted on your page will find itself on page one of Google without any additional SEO! Take that built-it Google love, add a few backlinks to your page, and search engine domination is well within your reach.

Facebook Ads are the First True Competion to Adwords
I've been a long time fan of different types of paid advertising, and I have to applaud Facebook for their PPC ads. With the number of users that check their Facebook account DAILY, there's no need to worry about your ads finding their way in front of an audience. However, in addition to the volume of impressions, Facebook allows you to target specific demographics with data and tools that Adwords can only dream of. Because Facebook Ads still relatively new, you may also find that a lot of your cost-per-click prices are lower than other sources. You can directly link your ad to your website, but tests have shows that ads linked to actual Facebook pages preform significantly higher!

Facebook's User Base Only Continues to Grow
While it may seem like everyone has heard of Facebook and has a Facebook account, that's not actually true. "Facebooking" has become such a part of our every day language, those who would have never considered joing before are now doing so. A perfect example of this woiuld be the "Baby Boomer" generation, who consist of adults in their mid 50s to early 70s. They have resisted most digital communication methods until now. However, whether they are tech savvy or not, you'll find them

signing up for Facebook accounts in droves. This is just one of the reason why you can expect that number of Facebook users to grow exponentially over the coming years.

This guide can only scratch the surface of the different marketing opportunities available with Facebook Pages or traffic from Facebook. If you want to learn more about how to market with Facebook and its many tools, you may want to meet the team over at **Hyper Facebook Traffic**. These guys specialize in Facebook marketing and will be able to transform the basics you've learned here into new and powerful income streams. **CLICK HERE to learn more about how Hyper Facebook Traffic can grow your online buisness.**

How to Customize Your Facebook Page URL

Before you start sending loads of traffic to your page, there is one final thing to take care of first. Currently, the URL of your page looks something like this:

http://www.facebook.com/pages/Magic-of-Making-Up/302863839736922

Not exactly pretty, right? To get a customized URL for your page, you will need to recieve 25 "Likes". Many times, you can achieve this just by asking friends or subscribers to like your page. If you're having trouble getting likes, however, there are services where you can purchase actual likes to your page. While we wouldn't recommend this necessarily for traffic or marketing purposes, it's a great way to get your inital 25 Likes so you can change your URL. Your best bet to find services like this is to search Fivrr.

(Side Note: With any outsourcing service, Fivrr or otherwise, make sure to read your service providers feedback before hiring them. This will lessen the possibility of your being distatisfied with their services).

Once you recieve your first 25 fans, change your URL to something easier to remember. While it is possible to start any link building efforts before this, we recommend that you hold off until you have your new URL if possible.

With your new URL and completed Facebook Page, you can now go ahead and start marketing your page in full force!
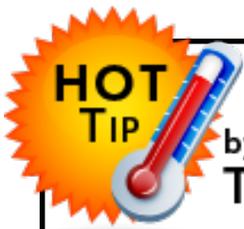
Put the Odds Back in Your Favor to Achieve Financial Success!

How serious would you be about making money online if you knew that you couldn't fail? Many would-be online entrepreneurs give up too soon because they have experienced one too many failures...

Afterall, the gurus make it sound easy, right? I'm sure you've heard it all by now. The sales page almost always go something like this:

"I make millions... (aren't you jealous?)...Look at all my fancy cars, boats, houses, etc...You want this too, right?...It's easy! Just buy my super-dooper software that spits out thousands of dollars per minute with the click of a button for the bargain price of $997..."

Unfortunately, with most of the push-button systems out there, the odds are NOT in your favor. Using them is like starting out with the deck stacked against you. In all honesty, I can realistically say that with most systems, you're facing an almost guaranteed failure even on your very best efforts. Pretty frustrating, huh?

But what if you could change all that?

What if you were offered something that would put the odds of SUCCESS back in your favor, rather than failure? And what if that something was not an overpriced, overcomplicated, cure-all bottle of magic potion?

When I met **Dave** and his team at **Hyper Facebook Traffic**, the solution they were offering was different from many I'd seen before. How? Because they are working WITH the numbers instead of against them.

Let me explain what I mean with a basketball illustration...

If I handed you a basketball and told you that you could shoot 500,000,000 times, do you think you could make a basket?

Of course you could!

Virtually anyone could, because the numbers are on your side. Even if you completely stink, you should be able to sink one. That's exactly what I'm talking about here...

See, Facebook recently surpassed the 500,000,000 member mark. To put that number into perspective, it's actually 166% of the entire population of the United States of America! Numbers like that make it clear to that Facebook offers one of the best opportunities online today for earning cash by generating traffic.

There are complete newbies with NO technical or marketing experience that are banking four, five, and even six figure income each and every month - all because of Facebook traffic. They found it was easy to get someone to make a purchase when your offer is being exposed to over 500,000,000 people.

If you think these newbies have some sort of advantage over you, let me tell you some of the things they did NOT have...

-->They weren't master article writers.
-->They didn't have tons of cash to waste on PPC advertising.
-->They didn't have thousands of Facebook friends already.
-->They weren't forced to sell to their current Facebook friends.
-->They didn't have access to any big name JV partners.
-->They weren't a bunch of tech-savvy whiz kids.
-->**And many didn't have any (or very little) online or social media experience at all...**

What they did have was a simple, step-by-step system to follow. One in which could show them positive results in as little as a few hours.

If you're still not sure that opportunities like these do still exsist online, than watch this video from the team at **Hyper FB Traffic** to see if this is the solution you've been longing to find!

http://www.hyperfbtraffic.com/pdf