



24 Tips On How To Get 3,441 FANS For Your Facebook Business Fan Page In 34 Days

4 Strategies To Name Your Facebook Business Fan Page For Maximum Impact.

15 Tips On How Local Retailers Can Use Facebook Business Fan Pages

13 Steps To Kickstart Your Business Blog And Your Facebook Business Fan Page

a report by
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What you will learn in this report

24 Tips On How To Get 3,441 FANS For Your Facebook Business Fan Page In 34 Days

4 Strategies To Name Your Facebook Business Fan Page

15 Tips On How Local Retailers Can Use Facebook Business Fan Pages

13 Steps To Kickstart Your Blog And Your Facebook Business Fan Page

I wrote this report for

Marketing Professionals who want to spread their brand and story on Facebook.

Entrepreneurs who want to tell the world about their business.

You, because you were looking.

Part

1

24 Tips On How to get 3,441 FANS for your Facebook Business Fan Page in 34 days

BEFORE YOU START:

1. Before you email your friends on Facebook to FAN your spanking new Business Fan Page... write 3-4 walls posts. A blank page is like a store hanging an OPEN sign, flipping it ON but the store has nothing inside.
2. Add photos of your business, of your clients, of yourself. I see a lot of my friends in the real estate industry taking pictures of houses. Putting yourself in the picture has more contexts. Tag yourself.
3. Tag pictures of your friends that you just put up.
4. Profile pictures matter. They are for better or worse the first impressions we all choose to create on people finding us on Facebook. Get a really good picture for your business fan page. Avoid logos unless you are a brand that everybody knows. Use a real person in your profile picture

which in most cases should be you.

5. Your information tab will be clicked to find more about you. Write something that will appeal to the people you want to attract as FANS. This is not the place for us to write about our greatness but rather a place to let people who just found us why they should become FANS.

6. Delete tabs that you are not using right now. Blank tabs are highly irritating. Keep it simple and clean. If you are just starting out, most likely you will not have a raging discussion board. If you don't have something to put in a tab – don't leave it there.

THEN START:

7. Email your friends on Facebook and ask them super nicely to Fan you up. You need their support because they will help you kick start your business fan page and quite

You have an email list already.
Use it. You will be surprised on
how many of your customers are
already on Facebook.

frankly even if they drop out two months from today because they are your personal friends and are not interested in hearing about your brand or businesses.... That is fine. Because they helped you, like friends are supposed to do, to get you started.

8. Email your business email list: prospects, clients, vendors – and let them know that you have built a Facebook Business Fan Page to keep in touch with everybody more effectively (since everybody is too busy to read emails) and you would love for everybody to join you there.

AND BUILD:

9. Do an event. I did a wine tasting to launch Internet Strategy Club's business fan page. My mistake was making it a closed event (you had to ask to be invited). Once I realized I had screwed up... I made it OPEN and it

immediately started getting linked, forwarded by my friends to their friends and by my existing FANS to their friends. Not only did we end up with 80 attendees but also it brought in tons of new FANS.

10. Don't like wine? O.K. do a webinar, do a meetup, host a tweetup in your city, teach a class, do a Q&A... whatever makes sense to you. I love EVENTS as it forces me to get out of my regular bubble and meet new people out of which good things (deals, friendships, money) come out on a regular basis.

11. Run ads. Facebook gives you tremendous targeting options. It is standard Pay-Per-Click or Pay-Per-Impression model. Not complicated at all. Test it. I wrote several blog posts about how to start and improve on your Facebook ads at <http://ljlal.com> . Learn the system and use it.

You keep Fans by creating and posting things to your Page that either entertain or help them in some way.

12. Don't harass your friends (on Facebook and off Facebook) to FAN you up. I am mildly amused by 5-6 emails that I get back to back from somebody asking me to forward their business FAN Page to everybody I know without giving one good reason. Your friends like you. Don't trash that love.

13. Put content (videos, eBooks, White Papers, MP3's) out that gets forwarded and written about. Meaning instead of shilling your company, your product, your service all the time – think about what can you put out that will help your existing FANS? How can you help your FANS? The Zig Ziglar saying about helping enough people to get what they want and they will help you get everything you ever wanted still holds true here.

14. The worse time to update your page is Friday 4:30pm to 8:30pm. Nobody is home. Nobody is paying attention

and the newsfeed is bombarded by friends making plans for Friday night ("Are you going out tonight? Where?"). Your post, video or whatever will be buried deep. Hold on to that awesome thought that just came to your mind for Friday late night or Saturday early morning.

15. Don't be so serious all the time. Writing about your brand, business, and your product over and over again gets boring. Link to interesting things like stories, PDF's, videos that you find which are slightly related to your brand and would appeal to your existing FANS. For example linking to this awesome report that you are reading is a great idea. :-)

16. Dozens of people have announced their Pages and websites on my wall. They jump in, scream out their link and run. It is a waste of time. Asking a question is much better. Answering a question is even better because if

Think and think again about naming your Facebook Fan Page for your business. It could be much more than just your business name. Read Part 2 of this report to learn 4 strategies on how to do it.

your answer is interesting enough and you are helping the community... my FANS will come and find you and become your FAN. Loosen up your privacy settings on your personal profile so your business information is available for people trying to find it.

17. Don't spam people. Don't spam your friends. Don't spam other people's fans. No matter what you call it - it is SPAM. It is not marketing. Build a place where people come and hang out and enjoy (keyword: *enjoy*) talking to you and others.

18. Get a vanity URL at www.facebook.com/username once you have 100 fans. Name it after your brand, your location, your business, or the positioning you want to occupy in the market place. Don't obsess over stuffing every single keyword in it though. It is not what it's called but what is happening on the page that will matter in the

end.

19. Grab the Fanbox code (underneath your profile picture it says Add Fanbox to your site) and put it on your website or blog. See an example at <http://Ijlal.com>. One thing however... if you are going to do this – make it as prominent as possible so you can get traffic coming to your site and be able to find your Facebook Fan Page easily. Hiding it somewhere hard to find (for example on your About Us page OR putting a teeny weenie link to it) is not useful. Making it splash so everybody knows that it is important and check it out is much better.

Some lessons I learned (so far):

20. Your Wall posts are for sharing small tapas type thoughts. 3 lines max. Anything bigger - blog it or note it. The newsfeed gets bombarded at certain times and small, cute, sharp, to the point will always win over

Are you getting Likes,
Comments, Emails? Is your
community of Fans paying
attention or are you (maybe)
boring them to death?

everything which is not.

21. If your community slaps you around (they did me last Thursday) that means they care enough for you to do the right thing. So it is love baby and it is messy. Deal with it.
22. It is not how many fans you have but what they are doing once you get them that will matter for the health of your Facebook page / community. The most important stat (it is available at Insights) is the Number of Active Fans on a rolling 7-day average.
23. Staring at Facebook Insights (Fans Interactions section) once you have been up for two weeks it is essential to know if what you are putting out is *WALL WORTHY* or not. Not to you and not to me, but to our FANS. They are the ones who are voting on your

content 24/7.

You can start today. So if you have been using Facebook before me and have 100 friends already - well you are smarter and better looking than me already because you have a head start on me.

I started 34 days ago when I started typing these words.

Exactly 34 days ago.

Part

2

4 Strategies For Naming your Facebook Business Fan Page

1. Name it after your business:

For a local business and especially a location based business like a restaurant / attorney / CPA / or retail store – this is more than adequate, after all their name is what is known and how people find them.

Yeah I know it is the old Yellow Pages approach but for millions of businesses who you and I both know will use a Facebook Business Fan Page as a business card to put their name, address, phone number, 4 pictures, products or service information, some half hearted coupons and update it once a month – this is more than enough. Maisano's Italian Restaurant, Aaron's Auto Repair Shop, Attorney Scott Yaldo and Great Lakes Real Estate Property Managers all will work for their respective businesses.

2. Name it after your website:

For Threadless, Zappos, Salesforce and millions of

businesses that run entirely on the web and that is where their customers are found – the name of the LLC that owns the business is unimportant; there is no physical location where customers are walking in; the only name that is known to their customers and prospects is their website. So name it after your website that make the sale.

3. Name it after your brand:

Starbucks, Nike, Detroit Pistons, and a hit HBO show like True Blood. People know and love your brand. Why not erect a Fan page where they can all hang out and share their love of your brand with each other? Brands know it and they are busy doing it.

4. Name it, so it means SOMETHING to your prospects and customers:

For firms that sell the invisible: services, advice, consulting, coaching, PR, B2B with long sales cycles, name

Think of your Facebook Business Fan Page is your 'business hub' in front of 300,000,000 and growing Facebook users.

your Facebook Business Fan Page, so it means *SOMETHING* to the people who matter the most: your past, present and future customers.

Yes that means that you will be active in building this Fan Page as your hub for your business on Facebook. And if that is the road for you, follow the next 5 tips to get it done quickly:

#1) Before You Start:

Before you start know that your mission is to get traffic from Facebook (by running ads and using other traffic strategies) to come to your Facebook Business Fan Page. Then like what they see (you are going to put stuff – tips, links, white papers, eBooks, videos, and contests that is interesting to them and create a REPUTATION for your business with them) and become Fans. They are not your leads and they are not your prospects. Not just yet. They

have given you kind of a little nod here, as in *“We came and we stayed. Wow us”*.

So you do and a percentage of them (high or low depends on the strength of your efforts) will enter your sales funnel, then become your customers. Phone calls coming into your office, emails coming to you, people opting in to your email list and attending a webinar by you are all signs that there is movement and your strategy is working.

#2) Beware:

You will be tempted by the dark side of the force to stuff as many keywords as possible here. But we both know that is not about just being found. This is not Google or Bing. Summon your SEO powers when you are fighting with the Big 3 in the never ending SERP wars.

This is about your Fans sticking around long enough to become prospects and then customers.

#3) Name it for the problem it solves:

So you are a real estate agent in Michigan. You mostly do this business around the suburbs of Metro Detroit. A majority of your business comes from real estate investors who are looking for your help in finding them foreclosed homes that banks are reselling back into the market. What can you name your Facebook Business Fan Page?

Michigan Homes? Michigan Real Estate? Michigan Foreclosures? Michigan Foreclosed Homes? Detroit Foreclosures? These are nothing but keywords with hopes of being found on Facebook attached to them. Do this if your plan is all about turning your Facebook Business Fan Page into a place where you can put a picture of a house you are selling with a 10 line description.

I see it all day being done not just in real estate but other industries where businesses are just putting flyers and PR releases of whatever they are selling or announcing on their Fan Pages. It is an easy road to walk so many do and more will in the coming months.

Naming your Business Fan Page Detroit Real Estate Investing Tips actually says something to your audience that click here and you will be rewarded with helpful tips that will help them in buying their next property.

Naming it Michigan Real Estate Warriors and building a community of real estate investors in Michigan (they are a tribe of their own) on Facebook where they can come and share war stories and help each other out is an effort that can transform your business and the number of leads and referrals you can generate.

Will I know in 3 seconds or less when I look at your Facebook Business Fan Page that this is for me?

#4) Name it for your niche or vertical:

If you manage the marketing of a consulting firm that provides website development and SEO services to its clients then the first option would be to name it after your business or your website.

When I am hiring a firm like yours, my goal is not just to make a beautifully functional website. What I really want is the website to generate more leads, help me sell more and to contribute to my bottom line.

Where do majority of your large and profitable clients come from? Do they belong to a niche? Auto dealers, dentists, alternative energy, SaaS developers, women entrepreneurs, Hispanic business owners?

Naming your Facebook Business Fan Page after something

that says to your clients that “I know who you are and I am here to help you” - SEO Secrets for Small Businesses, Online Marketing Tips for Women Entrepreneurs, I Think B2B Web Selling – speaks more strongly to your future fans who are just finding you on Facebook.

#5) Start Now:

Right now Facebook Business Fan Pages are still small in number compared to what is coming our way six months from today. A really good name will matter even more when the fields gets crowded some months in the future.

This is an opportunity for you to stand apart from your competition in both what you are doing on your Page but also what your Page is called.

Part

3

15 Tips On How Local Retailers Can Use Facebook Business Fan Pages

This section is for my hard working friends who own and run local neighborhood retailers of the world (flower shops, limousine rentals, locksmiths, restaurants, salons, CPA's, local schools, and everybody else who sells locally, foot traffic, no ecommerce required) and how they can use Facebook Business Fan Pages instead of a lame business website.

Many of my friends own local small retail businesses in metro Detroit where I live. Obviously when we get together on a weekend barbeque and couple of wine glasses, sooner or later, we always end up talking about each other businesses.

Almost none of them have any websites. I obviously try to convince them but I lose every time. Their reasons are simple – not enough money to hire a decent web designer or a SEO consultant. I can understand that. I had a small local retail store once. Some days I rung up \$20. Not

surprisingly it closed down in six months.

So if you reading this and you have money for your marketing budget I would suggest that hire a local guy (look online on Craig's List or ask for referrals from friends or even your customers) who knows about SEO especially local search and web design and get a decent website done. Learn a little bit about online marketing – there are enough free resources out there. Your local library has at least 12 books on online marketing. Go there.

But if you don't have any money right now to spend and business is tight.

I have 15 tips on how local retailers like yourself can use Facebook Business Fan Pages instead of just sitting on the sidelines because you cannot afford to budget a website yet:

If your business website is not generating leads and making sales for you every single day – shut it down.

1. But wait... you say... I have three dozen articles right here that say that I need my own website. What if Facebook changes something on me? What if they become evil? Start charging? Blah, blah, blah... Who cares?

If your business does not have a website right now than you cannot lose what you don't have to begin with. Smart people who want to make money run Facebook. Why would they want to piss off potential advertisers by doing stupid things? You are not running any major brand here. If three years down the road – Facebook goes loco on you, leave them.

2. But wait... you say... I have a website and I have a domain. And granted your website is truly terrible to look at and has never bought you a dime of business or none of your customers have ever confessed to visiting your website so once again you are worrying about losing something that does not exist.

I am constantly amazed how few retailers use Google Local Business Center to put their business in front of their local prospects. Guys it takes less than 10 minutes to setup and it is free.

Cancel your hosting package. Point your domain to your new Facebook Business Page via a redirect. Two years down once the recession has ended and you are flowing in easy money, hire a developer and build yourself a website and turn the redirect off. But in the meanwhile lets do something.

3. But wait... you say... what about that eight pages on my website that you wrote staying up late at night. Surely I am not telling you to waste all that hard work. What about cutting and pasting all these incredible words on Facebook somewhere? Let it go sister. Just let it go.

4. What about local search engine optimization? Go to Google Local Business Center, Yahoo Local and Bing Local. Claim your listing. Upload some pictures. Add some description. Spent 1 hour and you don't have to do this for a long time again. You will start showing up on iPhones, Google Maps and everything else. If there are local review

websites like Yelp or Urbanspoon that your business can use to get word of mouth – claim your listing, upload pictures, and make sure the information is correct.

5. Get a video done of your business. A short two minute film that tells the world what is special about your business, and why are you different from your competition. Video is still so new at the local business level that it is the easiest way to differentiate your business from your competition.

If you have a customer standing in your location the day of the shoot, fall on your knees and beg them for a merciful testimonial. Get a release signed that states that you can use their footage in your marketing video.

Hopefully you have been doing a decent enough job with your customers that at least two people will say something nice about your business. Show your business. Show your staff. Be the host of the video. Keep it under two and a

Facebook lets you control WHAT your non-fans see every time they visit your Page. Use that to create the best possible impression you can & to stand as far as you can from your local competition.

half minutes. Find a pro in your online classified like Craig's List or go to your local film school and see if one of their bright kids can come and do it for free just to get the credit on her resume.

6. Go to www.Facebook.com and right on the homepage it says Create Page for your Business. Click and make a business fan page for yourself.

7. Modify the wall settings once the page is setup so when non-fans are visiting you for the first time – they see the video first. If you are not doing the video think of something that your non-customers would like – a coupon, an invite to an event, something that they will see first as their first impression of your business.

8. Do you know the biggest mistake local small retailers make? They do absolutely no follow-up with their past customers. They are too busy running around putting out fires every day. Who has time to write brilliant

newsletters? Facebook Business Fan Pages solve that problem. Once your customer become you Fans, at least it gives you a fighting chance to keep in touch with them via Facebook Updates. Even occasional contact is better than no contact ever.

9. So if you are nodding your head on #8. You need to exert pressure in the real world where you live to make sure that your customers that walked in the store today actually Fan you up on Facebook once they get home.

Make a small business card. Your local office supply store can print them for you or get them printed online. On the card ask them nicely and sweetly to look your business up and Fan you up next time they are on Facebook. If you have 100 fans already, get a personal URL at <http://www.Facebook.com/username> before you print these cards. But it does not matter really which way you do it as long as you do it.

Make an offer to the people just coming to your Fan Page. Actually make an irresistible offer.

10. If you are going to do #9 than you need some kind of offer, some incentive for somebody to make this effort. For a restaurant it could be an invite to a Facebook Fans only wine tasting or a dessert coupon. There is some advertising you are running right now in Yellow Pages or in your local magazine with a coupon. Use a little better offer here for something that I cannot get anywhere but ONLY by becoming your FAN.

11. Look at your best customers. Who are they? Do you have any idea what they else they might like? Use a very tight criteria and a small daily budget and run Facebook ads on a 10-mile radius around your store Do it for a month and see what comes back.

12. Use a really good picture of yourself either outside or inside your business to be used in your profile. Don't use your logo or a picture of your business with you being in it. Why hide when your customers are going to see you

anyway when they come in?

13. Ask your customers to leave feedback on your Fan Page. I know it is nerve wrecking to think what if somebody says something bad. I cannot tell that it will not happen. I don't know you or your business but somebody was really mad at your business – they can go to 10 different places online and trash you and your business.

My daughters go to a local Montessori school near our home. They will not setup a Facebook Business Fan Page because they are scared of a parent leaving something bad there. Now I have talked to dozens and dozens of parents during school functions and the universal opinion seem to be "I love this school and my kids love all their teachers." But still they resist for a fear of something that has never happened so far. But I also say to you WHAT if exactly opposite were to happen – what if dozens of your customers said extremely nice things?

Don't just talk about your business. Show everybody on Facebook what your business looks like. A \$50 Flip camera is probably the best investment you will ever make for the online marketing of your business.

14. Take good pictures of your business, your staff, and things being done around and put them all up on Facebook. If you cannot afford the video than really do 2 dozen pictures instead. Pictures are about life and color. Use them.

15. Take pictures of your customers, with their permission of course, put them on Facebook and tag them. It remind your customers, when Facebook informs them of the tagging, that you exist in the nicest possible way.

Part

4

13 Steps To Kickstart Your Blog And Your Facebook Business Fan Page

1. Make A List Of 20 Questions:

There are 20 challenges that your customers are facing right now. These are the questions that your past customers or new prospects have asked you. If you cannot do 20 then you don't know enough about your customers.

Stop!

Go to a forum where your customers hang out and read everything that is being asked there. Most forum topics are questions. Go back six months and see what questions come up over and over again. If you end up with 30 or 60 questions than you are kicking goodness.

2. Answer All 20 Questions:

Can you honestly answer these questions? How can you answer these questions? Can you type an answer to each one of them?

"There's a secret that real writers know that wannabe writers don't, and the secret is this: It's not the writing part that's is hard. What's hard is sitting down to write. What keeps us from sitting down is Resistance."

From *The War of Art* by Steven Pressfield, one of the best books I have ever read.

Hate writing?

O.K. how about buying a cheap USB microphone and just talking the answer out in a MP3 file.

Can't find a microphone?

How about getting a Flip or any Point & Shoot camera that can record video on a SD card, stick it on a tripod and answer these questions one by one?

Get it done. Text. Audio. Video. It really does not matter because...

3. Find Your Voice:

I had no clue what I liked doing when I started writing my blog five years ago. In the last five years I have written more words than my entire life combined before. I never wrote anything before. None of my previous jobs or businesses prepared me for writing a blog.

I just started it and was amazingly bad at it. I did some

interviews on audio (conference call recordings) and then I did over 200 videos. After doing all this I realized that what I most like is writing.

I hate conference calls because they require me to sit in an empty room, stare at a wall and talk into a phone. I do like going out and meeting new people at conferences. I speak at live events on a regular basis and that is extremely enjoyable also because you get the audience feedback and like a Facebook Business Fan Page you know what you are doing right or wrong immediately. I am very comfortable doing video.

But I did not find all this out about myself until I had tried all of them one after another.

I was reading Playboy last month and they interviewed Judd Aptow, the creative force (writer, director, producer)

Make peace with the fact that you are going to suck at creating content for your blog and Page. It will liberate you.

behind hit movies like The 40 Year Old Virgin, Knocked Out and Funny People and he said that Jerry Seinfeld told him in the beginning of his career that it takes a comic seven years to find his or her voice. Luckily it did not take me seven years to figure out what I like doing. And if you do all these things quickly you can find out for yourself what you like doing in around two weeks.

4. The Thing About Being Awful In The Beginning:

Oh, you are going to suck at it. Your writing will be dry and abrupt. Your voice will crack. Your head will hurt. Your video will be terrible.

But here is a secret that I discovered: as long as you are talking about a problem that your customers have and they know that you are trying to help them and willing to go to the last mile to do so... they will forgive the days when you sucked because they know that you are about to

become really good at this very very soon.

Heard about sharks smelling blood from miles? We the people can smell caring and awesomeness from miles too. We know when somebody has blood and dirt underneath their fingernails because they spent hours digging to find us and help us with a challenge that we have right now. So you have their forgiveness already. Don't worry too much. Get to work. Get those 20 questions answered and on your hard drive.

5. The Hosting Package Is Irrelevant:

Start a blog. Either at your domain. Or on Wordpress.com or on Typepad.com. You have the first 20 posts done. Put them up one day at a time. Skip weekends.

It really does not matter where the blog is hosted. The theme does not matter either at this point. The world is

full of self-hosted blogs that nobody cares about but they have really cool themes on really super sounding domain names stuffed with keywords with a private IP address.

Don't blame tools you got. The tools don't matter. I blame my own shaky fingers when I am not getting the results I want. Rambo can take out an entire army with a knife he made himself.

6. Make Your Facebook Business Fan Page:

As soon as you hit PUBLISH on your first blog post. STOP. Go to Facebook and create your Facebook Business Page. Link your blog post from your Facebook business Fan Page. Setup a Twitter account and set your Page to push your Status updates to your Twitter account (www.facebook.com/twitter)

7. Use Email:

Email everybody that is on your business email list to come and check out your blog and ask nicely to Fan you up on Facebook. Here is the checklist that I use in my business for every outbound business email that I sent out. <http://ijlal.com/5-tips-to-keep-your-email-subscribers-happy/>

8. Run Ads On Facebook:

Don't have an email list? New business? Just started? Nobody knows who you are? Take a deep breath. Reach in your purse or pocket. Take your credit card out, the one with the lowest interest rate and run ads on Facebook.

This is a new business. You have a simple choice: invest in promoting your business or invest in buying a padlock because you will need it soon when your business shuts down. I know that for a fact after shutting down 3.5

businesses in four years. Start by reading

<http://ijjal.com/11-tips-to-make-your-facebook-ads-perform-better/>

9. Been There; Done That; Got the T-shirt:

Listen I have ran ads on Google and Yahoo and the search engine formerly known as MSN. I have done every single devious combination of keywords you can think of. I have tested this offer against that offer. Dropped incoming traffic to a blog. Dropped traffic to an opt-page. Dropped traffic to my YouTube videos. Ran ads on Youtube. Bought text links. Bought banner ads. Bought ads in email newsletters. Been there. Done that. Got the t-shirt. So when I tell you...

10. I heart Facebook Ads because they are affordable:

I have clients running ads right now for \$0.17 for 1000

The more you know about your customers. I mean not just where they live but what do they want, what they do read, what they like and dislike – the better you will be in finding keywords for your Facebook ads. It is a new game guys and the rules are still being written every day.

impressions. It gets their brand out. It brings traffic in.

You can test different ad versions quickly and cheaply and see what your Facebook audience is responding too.

Most keywords in Google and Yahoo have massive competition both from national players and also from smaller companies who have no option but to pay the higher prices.

Believe me. I know from first hand experience. I have paid \$4 per click, some time \$3.50 per thousand impressions and yeah I did all right but this right now seems to me like the first days of Adwords when you could buy clicks for a nickel. It won't last as more and more brands get on it so do it now and do it fast.

11. Think Hard About Your Customers:

Even a bigger reason to give Facebook Ads a big hug is

because they force you and me to think really hard about our customers. I mean really think about them on who they are and what they like. My favorite story comes from an interview from a manager at Threadless.com (the famously successfully t-shirt company). They said that they were running ads on the word "zombies." If that is not love ...

The Google lessons don't work here exactly. I had a hard time adjusting my hard core Adwords thinking into Facebook but the results are great and you can put your brand, your story, and your business in front of the people who actually might be really interested in knowing more about you.

They work great for lead generation and brand awareness. They work great for Events for local businesses.

12. "I tried and Facebook Ads don't work":

Hey may be your ad totally sucked? I am collecting Facebook ads right now for a future presentation. You will not believe some of the really bad ones I have gotten so far. Don't blame Facebook for lousy graphics, bad copy and a lame offer. This is the same thing that people say about direct response marketing, Google Adwords, blogging, and every successful medium that exists – *"Oh, it does not work."*

No it doesn't work for somebody who is not putting in the effort and testing different approaches but rather looking for a quick unrealistic solution. I ran several ads. Some worked and most didn't. I dumped the bad ones and tweaked more of the good ones.

This is an ongoing war. Never stops. Allocate a budget. The number does not matter here. The principle does. If

It used to be the location of your business that determined how well you are going to do. Then it was your domain name. And now it is what content you are putting out every day.

you have a budget even if it is \$5 per day, it shows that you are serious. Work on them for a month and see what comes back before you decide to continue or not.

13. How to get lots of content fast for your blog:

Interview your clients. Interview your vendors. Interview the people who have written books about your industry or niche. Anybody who can benefit from being in front of your customer base will have no hesitation in sitting down with you or jumping on a phone call with you once you have the first 20 posts up.

Most of the time once you have explained to them why your doing this – they will want to repeat the favor because if they have a blog or any type of Internet strategy in place they would understand how cross promoting each other benefits everybody.

ONE LAST THING..

If you like this report then I have two small requests for you and none of them involve money. So keep your credit card in your wallet. My ask is this:

#1 SPREAD GOODNESS:

A hard drive is a terrible place to store good ideas. Forward this report to people you think that might benefit from having a Facebook Business Fan Page: your friends that own businesses, run non-profits, or those responsible for marketing for their businesses or the ones who just want to start a business some day.

You can also link to this report as links matter on the Internet at <http://Ijlal.com/Facebook-Business-Fan-Pages-Report> .

#2 BUILD YOUR PAGE:

If you just downloaded the PDF because you wanted to know what the hoo-ha about Facebook Marketing was all about and your target market does not uses Facebook, I hope this report answered some of your questions.

But if you are looking to put your brand and your business

in front of the world then go and create your Page, experiment, use the tips included in this report, build a hub on Facebook for your business, post pictures, post videos, write on your WALL and see what your fans come back with to you.

Above all start today.

POST YOUR FEEDBACK & THOUGHTS HERE

<http://Ijlal.com/Facebook-Business-Fan-Pages-Report>