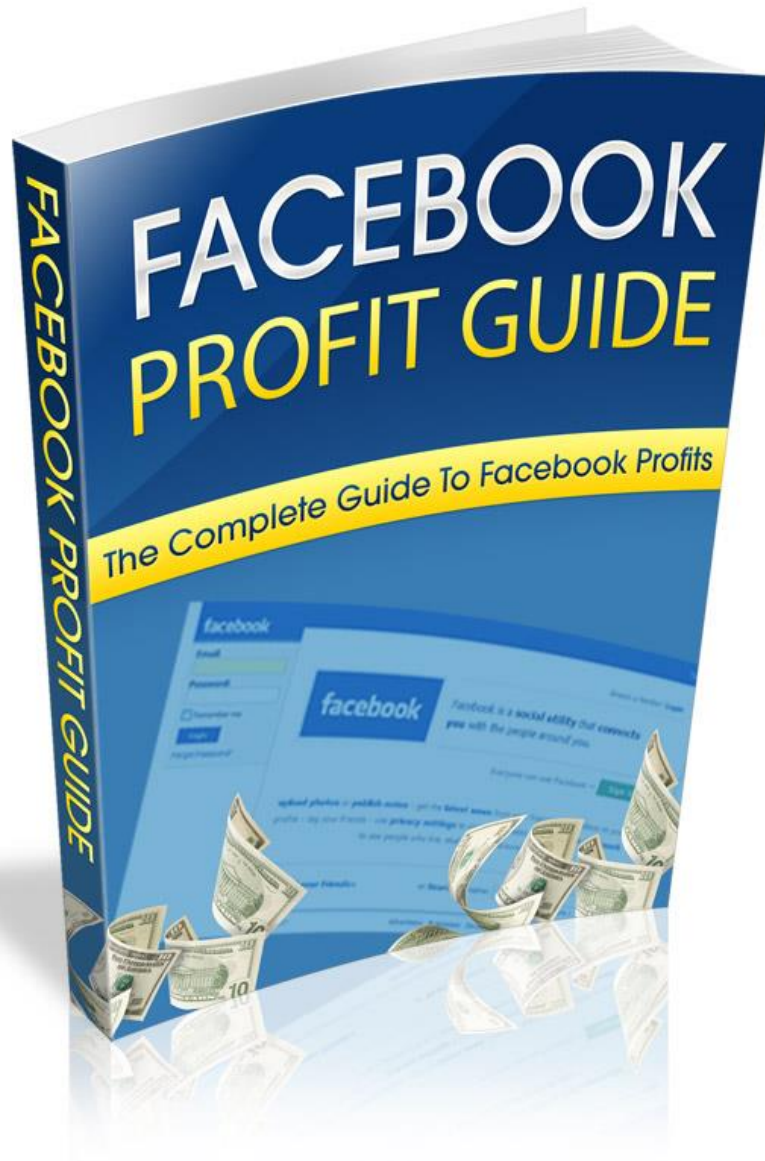


Facebook Profit Guide



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The Facebook Profit Guide

Take a moment to think about why you log onto the internet. If you're like most people, you do a combination of activities.

- ☐ Do research and find information.
- ☐ Check email.
- ☐ Browse websites and play games.
- ☐ Connect with others.
- ☐ Meet new people.
- ☐ Keep in touch with friends and family.
- ☐ Networking for business.
- ☐ Start an internet business.

These basic motivations have not changed much over the years. However, the way these tasks are performed has. Websites come and go. Trends come and go. But the one thing that remains the same is that the internet constantly evolves.

Web 2.0 Revolution

The most drastic change with the internet has happened over the past few years. Websites like Facebook and MySpace are largely responsible for this change. Now, the internet is a social place. People form communities. They keep in touch with their friends and families, and use their time online to meet people from all over the world.

This idea is so important to the way the internet works that it even has a name. Experts and aficionados call it Web 2.0. Basically, a Web 2.0 site is anything that fosters a sense of community whether it is a social site like Facebook, or a website that is powered by Wiki technology. In fact, it affects everything from content sites, social bookmarking, and even blogging.

In its most basic form, a Web 2.0 site is anything that encourages people to do other things besides simply get information. Making comments, rating and voting, and adding friends to your profile are all Web 2.0 activities. If the activity is designed to help you socialize and helps foster a sense of community, it is considered a part of Web 2.0.

New social websites are created all the time. Facebook has the advantage that it is already a well established site with a considerable user base.

Web 2.0 for Business

While this idea started as purely social, it has turned into something that businesses are embracing as well. Each time the internet changes, businesses need to change, too or else they won't get the sales they want.

Now, in order to find success with sites like Facebook, a business needs to think about the very elements that make the site special and unique. The site is a place for people to socialize and participate in communities. If the business wants to sell their product or service, they need to build a community around it.

For example, if you're a writer and you want to sell information products to help other writers, you can start a group on Facebook that is designed to teach other writers. If they like the group, they'll likely buy your product.

One huge advantage to using Facebook for business is that you have access to the profiles and information for a lot of users. For a business owner, this will help you target the demographics of those who will be interested in your product or service.

Facebook is Growing

Facebook is one of the largest social networking and Web 2.0 sites out there right now, and it just keeps growing. It started out as a site primarily for college students and has grown into a world-wide phenomenon.

Unlike some social sites, Facebook actually embraces the idea that people can use their site to build their businesses. The founder and developers are devoted to providing a positive user experience for everyone on the site, business owners included.

But, there's an art to using this site in that way. If you don't embrace Web 2.0 and the way social networking is, your efforts to build a business using Facebook will be in vain.

And that's what this ebook is about. It's your complete guide to learning how to use Facebook to build your business. This includes building a customer base, testing out a product, and using the site's features to help your business grow.

In *Facebook For Cash* you'll learn:

- ☐ **Information about Facebook.** This will help you gain an understanding of the site including the history and some basic statistics.
- ☐ **Basic features on Facebook.** Section covers the basic elements of the website and how they work.
- ☐ **Getting Around.** Basic functions of the site including how to sign up, find friends, and use the services that Facebook offers.
- ☐ **Social Networking.** Facebook is a site that is used for social networking. But what does this mean? Learn all about it in this chapter.
- ☐ **Facebook Applications.** Talks about what applications are and how they can benefit the business owner.
- ☐ **Basics of Facebook for Business.** Chapter covers the basic philosophy behind using Facebook for business.
- ☐ **Developing a Product and Customer Base.** There's a secret to using Facebook for this purpose. This section goes into detail on how to make the site work for you.
- ☐ **Grouping it Up.** Basic information about groups and how to use this information to help your business.

□ **Networking is Vital.** How to use Facebook for networking.

Includes how to use it for business.

□ **Wrapping it Up.** FAQ on questions that may arise while using Facebook for business.

In order to truly succeed at building a business online using Facebook, you really need to think about things differently and go against conventional wisdom.

The basic idea is to keep the purpose of Facebook in mind (to build community) while marketing your product or service. In order to do that, it takes a specific process. Everything you need to know will be outlined in this ebook.

Key to Your Success

This process is the key to your success. If you don't take the time to understand how Facebook works and the philosophy behind it, you won't reach your goals. This applies no matter what you're trying to use it for – whether for business or for pleasure.

The Importance of Friends

You can define your friends on Facebook in any way you want. They can be people you already know, want to get to know, or share interests with. Once you add someone to your friends list and they accept you, your experience on the site is intertwined.

Once you create your profile and start adding friends, features like the News Feed will keep you updated on everything that they are up to. In doing so, you can add the same applications they have and keep track of what they're up to in general.

If you have a business, this idea can help it grow, but there will be more on that in a later chapter.

Everything is Inter-connected

One thing you need to understand is that everything on Facebook is connected to each other. And all of the features on the site are designed to help enhance your experience there.

That's why when you view things like your News Feed, or your Groups page, you are automatically given an alert as to what your friends are up to. This helps build your community.

No matter what you want to do, this is the single most important concept to grasp. The rules never change whether you want to socialize on the site or use it for business. You need to remember that the site has a series of inter-related parts that are used to build the community.

You can also think of it as a spider web, where the design starts at the center. The center of your personal web is your profile. The things you put on your profile help build your personal web by attracting others who are interested in what you have to offer. These will become your friends. Once you have a list of friends, groups, and networks, your web will increase.

Don't Get Overwhelmed

Facebook is filled with all kinds of resources, applications, groups, networks, and profile elements. Don't let yourself get overwhelmed by them. Instead of joining every group that interests you or adding every application, make sure that it's really something that will meet your goals for the site and enhance your experience there. If not, simply don't use that feature.

Read the Terms and Conditions

There is one more side note before you get started using the site. You must pay attention to the terms and conditions, especially if you plan on using your account to promote and build a business.

You can read their complete Terms of Use at this link:

<http://www.facebook.com/terms.php>

Just remember to abide by them or else your account may be deleted. And if you're trying to build a business using Facebook, if your account gets deleted it could really affect your earnings.

Introduction To Facebook

The simplest way to think about Facebook is to call it a social networking site. This means that the site was designed as a way for people to meet and interact with each other. So, no matter what you want to accomplish on the site, this is something to keep in mind.

The biggest thing to understand is that Facebook was developed with its *community* in mind. In fact, that idea was so important that in the beginning stages of the site it was only open to people within certain networks.

It started with the college students who attended Harvard University and eventually expanded to include other universities and schools. Now, the site is open to anyone, as long as they are at least thirteen years old.

So, What is Facebook Exactly?

In college lingo, the “face book” is something that gets handed out to new students. It’s a list, possibly with pictures, of some of the people on campus to watch out for. It is designed as a way to break the ice and for people to get to know one another.

The founder of the site, Mark Zuckerberg, had these in mind as he was naming the site. It's a place where people come together to keep in touch and get to know each other.

Facebook is a Free Service

It's also a free service. It's free to sign up and use the site. However, some features such as their gift-giving feature cost money. For each gift that you send, you pay \$1.

That means that funding and revenue comes from advertising, banner ads, and sponsored groups. For example, they have a three year deal with Microsoft that started in 2006. They've also had an agreement with iTunes in the past where they were giving away free music samples.

For advertisers, Facebook presents an ideal demographic. Even though all walks of life are on Facebook, the majority represents the coveted 18 to 35 demographic that advertisers crave. That's why advertising is so important for the site.

What Can You Use Facebook For?

Facebook is one of those sites where you can define your own reasons for using the site. It's helpful to consider it a blank slate, or canvas. Here are some things you can use the site for:

- To keep in touch with friends and family, and find those who you lost touch with.
- Meet other people who share your interests.
- Share photos and videos with others.
- Network to help generate business, find a job, etc.
- Use it to grow and enhance your existing business.
- Take advantage of the resources on the site to help you develop products.
- Form groups and networks filled with like-minded people.
- Build a customer base for a product or service.
- Share information and learn from others.
- Create profiles highlighting your interests.

Those are just some examples of the things you can do. Some people create an account to do a combination of activities others use the site for a specific purpose.

That's one of the great things about the site. It has so many features and capabilities that you can adapt it to suit your needs. Plus, it has a large user base that you can draw from to create your own networks and communities.

Who's On Facebook?

Right now, pretty much everyone can go on Facebook, as long as they are the right age. The original demographic was college students because those were the only people who were allowed on the site. Then, membership to the site was expanded to high school students and trickled into other countries as well, such as Mexico, Canada, Australia, and the United Kingdom and Ireland.

Now, all kinds of people take advantage of the site because membership is open to everyone, all over the world. In fact, millions of accounts are created each month. As of February 2008, there are about 75 million users in the system. The Facebook website states that the amount of users they have doubles about every six months.

A large user base makes Facebook ideal for networking and building a business because it means that there might be a lot of people out there interested in what you're offering. You just need to learn how to attract them to you and get them to participate in the community.

A Brief History of Facebook

A lot has happened to Facebook since it started out as a website. There have been rumors and talks of takeovers, as well as the some rapid growth. And, when it comes to social networking sites, Facebook is definitely one that is growing at a very rapid rate.

Facebook, or thefacebook as it was called in the beginning, was launched on February 4, 2004. Mark Zuckerberg, a Harvard University student, started the site as a way for his fellow Harvard students to get to know each other. At this time, the site wasn't open to anyone else besides students. At this level, it was just a hobby even though he did have some financial backing.

At the beginning, Zuckerberg was treating the idea as something that could be done at the same time as his schoolwork. However, the site started to expand rapidly and it eventually turned into something that couldn't be tended to properly while Zuckerberg was still in school.

So, where did the initial funding come from? Over the course of their existence, they've received money from individuals like Peter Theil, Accel Partners (a web 2.0 startup company), Greylock Partners, and various advertising deals through companies like Microsoft and iTunes.

The site started to grow at a steady rate. Students who were signed up for it began recommending it to other students. By the end of the first month, around half of the student population had an account there. It spread by word of mouth.

The people who signed up for it would recommend their friends. After a short time, it expanded to the Ivy League Schools, other colleges and universities, and high schools. At present, the site is open to everyone but this didn't come about until 2006.

After the site was live for only a short time, Zuckerberg brought on Dustin Moskovitz and Chris Hughes to help it grow even more. A few months after the initial release, Zuckerberg and Moskovitz both dropped out of Harvard to give the budding site their full attention.

Facebook as we know it today had its beginning in August 2005 when the company bought the domain, Facebook.com, for \$200,000 from a company called AboutFace. They changed their name from TheFacebook to Facebook at this time.

By 2006, the site had expanded considerably. More schools, businesses, and universities were part of the network. In September 2006 membership to the site was open to anyone who was thirteen and over. Being part of a network was no longer required.

It was also in 2006 where rumors that the site was going to get bought out started to circulate.

Buyout Rumors

In March of 2006, rumors started circulating that Google was interested in acquiring Facebook. They made an offer for around \$750 million (check on this) but in the end Facebook declined, saying they were holding out for \$2 Billion.

There were also rumors that Microsoft wanted to acquire Facebook. In the end, Microsoft ended up with an advertising contract and they also currently own some shares – 1.5%.

The ConnectU Lawsuit

Facebook once came dangerously close to getting shut down. ConnectU, another Harvard based social networking site, claimed that the Facebook founder, Mark Zuckerberg, stole some of their code.

The end result is that the case was dismissed. Zuckerberg denied the charges and the case was dismissed due to a technicality. The lawyers who were representing Facebook indicated that their stance was that the charges were false.

The Idea of Community is What Fuels Facebook

Even now that the site is much larger, this idea is still the cornerstone. Much of the success of the site and of the people who start their businesses and use Facebook to promote it and get sales and clients

understand that the basis is in the community. The idea is to create something that people will want to share.

The Evolving Nature of the Site

Since Facebook is focused on making their community happy, they are constantly changing things around and adding new features. As they realize that their users have a certain need, they do their best to accommodate them with these new features. That forms the basis behind what it looks like today.

Facebook And Social Networking

As mentioned in previous chapters, Facebook is a site that is designed to foster a sense of community. It's a place where people can socialize online and meet others. In addition to building friendships and keeping in touch with friends and family, you can also build your business using it.

What is Social Networking?

In today's internet terms, social networking is roughly defined as specific groups of people getting together for a specific purpose. This concept exists both online and off. However, social networking on the internet has really exploded in popularity. In fact, it is the most preferred choice.

People do still get together offline for social networking, but it is so important online that it pretty much defines the way the internet works nowadays. Other tools, such as social bookmarking, are subsets of social networking. Social bookmarking is when you add your favorite websites to your account on places like StumbleUpon, and share them with others.

Why Social Network Online?

Think about your community. What kinds of organizations and groups exist? You may have a group of friends you regularly spend time with. You may be part of an organization and attend meetings. Or perhaps you form a study group in college.

The problem with this is that it is a little limiting. People respond to social networking on the internet because you have access to millions of people. This means that no matter what you want to accomplish, you can potentially do so on a large scale.

It also means that people like business owners can potentially reach a large audience for their product or service. Think about it. Facebook already has a wide range of people on the site. The demographic information is readily available. All of this indicates that if the site is used correctly, the site can definitely be something that people will start using more and more for entrepreneurial endeavors.

How Does Facebook Fit In?

Facebook is currently the second largest social networking site on the internet, and it is growing fast. This means that millions of people have accounts, form networks and groups, add people to their friends list, and use the website to socialize and keep in touch.

If you decide you want to do some social networking online, all you need to do is create an account with Facebook, build up your profile, get acquainted with the features, and find friends.

Find Like-Minded People

The idea is to decide what you want to accomplish with Facebook and then use the tools on the site to build up your profile. Once you do that, you can find people to add to your friends list and join networks and groups.

If you have no idea what you want to do on the site, you can just create a general profile and look at the profiles of others. The basic idea is to find people that you know or want to get to know. Even if you're using the site to further your business, you need to stick with this idea.

Ethics of Social Networking

There are some ethics to consider before you start social networking. First of all, it is important to always have in mind the fact that social networking is very community oriented. You need to ask yourself if your actions help support that community. If they don't you could potentially be violating the unspoken rules.

Basically, if your actions while social networking make people upset, sad, or angry, you're not handling it in a very ethical way. The same

rules that you use when with someone in person apply online. Behind the profile picture there is a real person.

Another element that is rigidly adhered to is a no-SPAM policy. This means that if anything you do can be interpreted as SPAM, then it isn't allowed. If you're stumped as to what that means, consider what would annoy you. Constant sales pitches sent to your inbox? Do you get posts on your wall advertising products? These activities would annoy almost everyone.

If you conduct yourself in an ethical manner, you will make the community a better place. If you don't, you shouldn't even sign up for an account.

Tools for Social Networking on Facebook

So, what kind of tools can you use to do social networking on Facebook? The short answer is, anything goes. Since there are so many things you can do with the site, you'd do best to consider it a blank slate.

Since you define your experience on the site and set your own goals, you basically want to choose the activities, applications, groups, and networks that will help enhance this experience.

Here are some ideas for using the site for social networking:

☐ **Inbox**

You can send messages to other users and accept messages from your friends.

☐ **Groups**

Joining and participating in groups is a great way to meet people.

☐ **Friends**

Once you find someone you have something in common with, you can add them as a friend. Once they accept, you can do things like sharing photos, inviting them to participate in groups, and encouraging them to add certain applications.

☐ **Applications**

There are a lot of different applications on the site. Each of them helps the user engage in social networking. You can play games, send the applications to each other, take quizzes, etc.

☐ **Share**

The ultimate way to enjoy the site and use it for social networking is to share things with each other. This goes for applications, videos, and photos. You can also invite them to join groups, and use the site to take a look at the groups your friends are interested in.

☐ **News Feeds**

This is another important social element of the site. It is through

the feeds where you can see what your friends are up to. For example, if a friend added a certain application, you have the ability to check out what they added and decide if adding it is a good thing for you to do.

Those are just a few of the examples. The site has so many resources that it's up to you to figure out how to use them for social networking. Just make sure you abide by the Terms of Use and conduct yourself in an ethical way while using the site.

A lot of people get in trouble for not using Facebook as ethically as they could. In fact, people who are part of social networking sites throughout the world continually abuse the privilege of being part of the site and end up using tactics that are less than ethical.

These are called black hat tactics, and they could result in your profile being banned. For lasting results, don't use black hat techniques or anything related to misdirection.

On the internet, some people will use dubious tactics such as optimizing a site for a keyword that is really popular, but doesn't even relate to the niche. Facebook has its own version of that.

Beginners Guide To Facebook

As mentioned, the core principal behind Facebook is the idea of the community, or network. And since there are so many users, you're bound to find people that you know or that you have something in common with.

The backbone of your Facebook experiences lies in your profile. This is where people can find out about you, and you can put things on your profile that you want people to know. And if you value your privacy, you don't need to share your profile with everyone. You can choose.

In fact, Facebook encourages you to consider your account a blank slate. In deciding what to put on your profile, you are essentially deciding what your experience with Facebook is going to be like. And since there is a wide variety of things you can do on the site, you have a lot of tools that you can use to enhance your experience.

Signing Up for Facebook

But, before you can even set up your profile, you need to sign up for an account. As long as you're thirteen years old or older, you can have a Facebook account.

All you need to do is log in to www.facebook.com to get started. From there, follow these steps to start your account:

1. You'll see a "signup" button somewhere on the page. Click it once with your mouse.

2. Fill in all of the information it asks for, including the birthday. Remember, they need to make sure you're at least thirteen years old. You'll also need to create a password.
3. After you're done filling in the information, click "submit".
4. Facebook will send you an email to confirm that you did, in fact, sign up for an account.
5. Check your email and follow the instructions. This will validate your account.
6. Once you do that, you will be redirected to a web page. It will direct you to your profile page. Remember, the profile is the backbone of your account.

After you sign up, you may want to spend a few minutes getting acquainted with all of the features. You'll need to set up your profile eventually. However, it is better to get your bearings before you try to include a lot of information.

Facebook has a lot of features. If you jump into creating your profile too quickly, you won't get as much out of the experience. It is better to use the features that are most important to you because the goal is to expose people to your unique personality.

What would you like to accomplish?

Not only is it important to understand the features of the site before you create your profile, but you should also understand what your purpose is for creating an account.

As mentioned in a previous section, you should consider Facebook to be a blank canvas. You define your own experience. Do you want to use it for business, pleasure, or a combination of both? Consider the profile as a way to express yourself and a way to help you reach your goal, whatever that may be.

Keep in mind that even if you only want to use your account to help you socialize, or do something simple like join a group that a friend started, those are still considered goals. These are ways you've decided to experience the site.

However, don't mistake the "blank slate" idea for one that indicates that "anything goes". They do have a user agreement. Any act that is in violation of that user agreement will have repercussions. It can even lead to your profile being deleted, which is definitely something you don't want.

Basic Features of the Site

So far, you've created an account and spent some time thinking about what you want to accomplish with your account. Before you complete your profile elements, it's a good idea to understand the basic

elements of the site that will help give your profile some substance and also help you meet your desired goals for the site.

However, simply looking at this list is not enough. It's a good idea to browse around the site and take a look at what different people have done with these elements. Facebook is a site that is relatively simple in design. However, it is interesting to go through and look at how people put together their information.

What is even more important is if you have a particular demographic in mind, you can go through and observe the way people put together their profiles that are part of that demographic. You should look for things such as age, gender, where they live, what kind of applications they add, and what kinds of friends they have. (Those are just a few examples.)

The reasoning behind this is that the more familiar you are with the site, the easier it will be to put together your on Facebook Page, or profile, when the time comes.

The Profile

We've spent a lot of time talking about how important the profile is. But what is it exactly? In basic terms, it is a place for other users and friends to go to see what you're all about.

When you set up an account, what you are essentially doing is signing up so that you can have the ability to participate in the site. Once you sign up, you'll get your own Facebook Page, or profile, which will also have its own URL.

You can achieve this in a number of ways. You'll probably want to list your interests and any other information about yourself that you want to share. You can also upload pictures and videos, add different applications, and take advantage of some of the features listed below.

The profile does have some basic elements. These include some basic information about you, your status, your friends, a list of friends that are located in other networks, the wall, groups, photos, videos, and notes. Read on to find out more about these different features.

The Wall

The Wall is one of the most public aspects of the site. This is the place where you go if you want to leave a message for someone that will appear on their profile. It connects different users together by developing a sense of community through the public nature of each post.

This is a place where users can post messages on the profile. There are different settings that these posts can go on. If it's public, anyone can see it, as long as your profile is available for them to view. If the message is listed as private, only the person whose wall it is can see the post.

The wall isn't just for text now. You can upload pictures and also add attachments. It is also important to note that some of posts on your wall could make it into the RSS feeds.

Messages

Messages are a way for users to contact and communicate with one another. Since the basis of the site is to build community, it is only logical that the community comes equipped with a way to contact each other privately. Sending and receiving messages takes place in the **XXBLANKXX** section of the site.

Inbox

The inbox is a place where you can receive messages. This includes messages from individual users and also those that are sent out by groups or the group administrator. This means that if you are part of a group or have someone who wants to contact you, you will have need of your inbox.

When you log into the site and get directed to your profile, you may notice that your inbox has a number next to it. This number indicates how many messages you have. And, depending on the settings of your account, you may get emails sent to your regular email address notifying you that you have a new message in your Facebook Inbox.

News Feed

The news feed is a feature on the site that appears on your main profile page. It's basic function is to outlining what's happening both in the world and with your groups, networks, friends, and social circles. For example, if someone on your friends list took a movie quiz, the news feed will alert you.

A lot of what gets mentioned on the News Feed will have to do with the Apps you and your friends have installed. A good example of this is the StumbleUpon app. If anyone has that installed, you get alerted to the sites they rate. (StumbleUpon is an online book marking service and tool that can now interact with Facebook.)

Mini Feed

Mini Feed runs along the same lines as the News Feed. The main difference is that it focuses on your profile, not those of the groups you belong to, your friends list, and the applications that you have installed.

The basic function of the Mini Feed is to alert people on the aspects of the profile that have changed. This includes any change in the overall content, new videos, new pictures, etc. Basically, if you made some modifications to any part of your profile, the mini feed will indicate that.

Status

Your status is something that lets other people know what you're doing. This may seem similar to the News Feed or the Mini Feed, but actually the Status feature on the profile is executed a little differently. Instead of the updates happening automatically, you need to write a message and let other people know.

For example, if you're having a good day, you can type that in the status section. You can also do things like give quotes, talk about random things, or share bits of information about yourself. You should keep these updates to around a sentence or so.

Gifts

The Gifts section of Facebook is one of the newer features on the site. This feature was launched in early 2007 and was designed by Susan Kare, a designer at the Apple Corporation.

Basically, the gifts are a series of novelty items such as smiley faces that are represented by a small icon. How it works is you pick someone who you want to send a gift to. Your first gift that you send is free. For each gift you send after that, you need to pay \$1.

There are two ways you can send a gift. You can specify it as being public, private, or anonymous. Once the gift is sent, if it is listed as public it will go right to the wall with a message. If it is listed as private, the gift icon will still go to the wall, but you won't be able to see who sent or the message. If you get an anonymous gift, it will just go to the inbox directly, not the wall.

The gift items that are available don't always stay the same. Some are available for only a short time. A new gift is released each day, too, so you can have a fair amount of choices if you want to send one to somebody.

So, what's the point to this feature? As with anything on this site, you can define your own purpose for it. You can use it to say hello to someone or to express your feelings. You can even send one to a client, as a thank you, if you're using Facebook for your business.

The Marketplace

The Marketplace came about in late spring of 2007. This is a feature that allows people to post classified ads for free. This means that anyone who is on the site can post an ad here.

The categories available include:

☐ For Sale

☐ Housing

☐Jobs

☐Other

The benefit to posting classified ads on Facebook is that you can reach a wide audience. You can also tailor your approach to include a certain demographic, or a certain group. That way, you can reach the people who will likely be interested in what you have to offer.

Pokes

This is a feature on the site that doesn't really have a purpose. Picture it as a way to poke a Facebook user on the shoulder. This action could have different meanings depending on the situation. It can be used to say "hello". But the basic idea is to get the attention of another user.

What this means exactly is completely up to interpretation. Some people have started using it as a sort of makeshift online dating service. They "poke" people they're interested in. Others use it just to say hello to someone. Or, you can poke someone for no reason at all, just because you felt like it.

As with anything on Facebook, you can use it for multiple different things and it can have many different meanings.

Events

The Events feature is another of those aspects of your Facebook account that can also foster a sense of community. This is a tool that people use to alert others to upcoming events in their community, between their friends, in their groups, etc. Basically, it keeps you updated on all of the social gatherings that you could take part in.

Here are some ways this tool can be used:

- ☐ Plan parties and invite those in your friends list to them.
- ☐ Helps organize various parties and events.
- ☐ Join events that you can be part of.
- ☐ Invite people to a party or event you're throwing.
- ☐ Use it to get people to meet online for things like study groups, tele-seminars, etc.

In other words, you can use the Events tool for almost anything. Of all the features on the site, this remains one of the most popular to date.

Applications

In August of 2006, Facebook made their Developers API public. Called Facebook Developers, this tool allowed programmers to create applications that could directly interact with the Facebook interface. These applications could include widgets, tools, etc.

Applications come in all forms. They can be serious, or they can be purely for fun. There are business tools, quizzes, games, etc. In fact, there are now tens of thousands of applications available all over the web. It's so popular that new applications are being created every day and there are now sites out there that make it easy for you to find the Applications that you're looking for.

You will find More about Facebook Applications in Chapter 5.

Facebook Photos

Facebook also allows you to upload photos and create photo albums. This service is free and is also one of their most popular. Around 1.5 million photos are uploaded each day.

There is no limit to how many photos you can upload either. However, in order to upload photos, you need to first create a photo album. Each album can only hold twenty five photos. That, however, is the only real restriction.

The basic process of putting photos on Facebook is as follows:

- ☐ Create an album
- ☐ Upload photos to that album.
- ☐ Once you do that, the album goes directly to your profile.
- ☐ Anyone who can view your profile can then look at your album's contents.

There are several reasons why you may want to upload photos. The reason why you do so will depend on why you set up the account in the first place. For example, if you're running a business on Facebook, you can show pictures of the products you are selling. If you want to show friends and family pictures from your most recent vacation, you could also do that.

The album feature lets you organize your photos in a logical way. A great example of this is if you go on vacation frequently, you can create an album for each new destination that you visit.

Facebook Videos

Facebook also allows you to upload videos to the site. There are several ways you can add videos. These include uploading them through the site, using the recording feature on a webcam, or doing it through Facebook Mobile. Once you upload a video to your profile, it is available for people to view.

So, why is this feature useful and helpful? It depends on what you want to do with it. You can show family movies, product demos, showcase a musical performance, etc. Just think about what you want to accomplish with the site and create videos that go along with that using a digital camera or converting old videos to a digital format.

The Wall is one of the most public aspects of the site. This is the place where you go if you want to leave a message for someone that will appear on their profile.

My Notes

My Notes is basically Facebook's blog feature. It allows you to upload different images, write "notes", or posts, and also syndicate a blog of choice. The syndication feature can really give one of your blogs some exposure because it will make it available on your profile. So, anyone who views your profile will also see your blog.

This can be used for a variety of things. First of all, if you have a blog you are trying to promote, you can syndicate that on the site. Keep in

mind, however, that you can only syndicate one thing. Also, you can use the notes to keep in touch with your friends, networks, and group members.

If you're serious about the site, this is definitely one feature you should take advantage of because it could make your profile a lot more engaging. These "notes", or blog posts, can help someone see your personality and may result in a growing friends list.

Creating Your Profile

Now that you know what most of the features on the site and on the profile are used for, you can really take the time to build a solid profile. Here's an outline of the basic steps you need to take.

- ☐ Setup an account according to the instructions at the beginning of the chapter.
- ☐ Decide what you will be using the site for.
- ☐ Determine the features you will use to help reach your goals for the site.
- ☐ Put those features to use.

Since everyone's experience on the site will be different, you can adapt the features and your profile to suit your purpose. That is one of the things that make a site like this so usable and popular.

Remember that this is the backbone of your account. Spend some time to really think about what you want on the site. This will help you find friends, networks, and groups to interact with. It is especially good for helping you find people who have the same interests as you.

Finding and Adding Friends on Facebook

So, how do you go about looking for friends on Facebook? You can do this in a number of ways. First, you may want to look for people you already know, such as your friends and family. You can also use the site to help you get back in touch with people that you used to know, but are no longer in touch with.

Or, you could view profiles of the people in your network and initiate a friend request. This can be a way for you to express that you'd like to get to know them.

Here's a list of all the ways you can find your friends on the site:

- **Web Mail Search**

This is a feature where you can add your email address and the site will perform a search. The results will indicate if the people

who are on your email contact list are members of Facebook or not.

- **Find Your Buddies**

You can also search to find out if any of your AOL Instant Messenger buddies are part of Facebook.

- **Former high school and college classmates**

The website will also let you search to find out if any of your high school or college classmates are part of the site. If they are, you can add them to your contact list.

- **Use the groups**

You can use groups as a way to find people to add to your friends list. If you're both part of the same group, chances are the person will welcome you as part of their list.

- **Networks**

Once you join a network, you will see a list of all the people that are part of that network. You can go through and read the profiles and select people to request as a friend.

- **Browse profiles**

Another way to find friends on the site is to browse profiles that you find. You can do this by seeing who is on the friends lists of those who you've added as friends, in groups, in networks, etc.

There may be a few other ways to go about it, but this is certainly a good way to get you started. Once you find the people you want to be friends with, your next step is to add them.

When you view someone's profile, you'll see a menu option on the right-hand side that says "add to friends". Click that link and then follow the instructions.

You may want to add a short note as to how you know them, or why you've decided to add them to your profile. For example, if you found them from a group you belong to, you can say that in your note.

Doing Searches on Facebook

Facebook has a really good search feature. You can use it to help you find friends, groups, networks, and applications.

If you notice, you have several options when it comes to performing these searches. Generally, you need to be in the correct section in order to perform a specific search.

For example, if you want to find new networks, you have to be on the networks page in order to search within the networks. If you need to look for applications, it would help if you were in the applications page.

Once you understand that this is how the searches work on the site, you can more easily find the information you need and tailor your search terms accordingly.

Networking Is Vital

When Facebook first started in 2004, the networks were vital because they determined if you were even eligible for signing up to the site. Now, you don't need to be part of a network in order to join. Anyone can setup an account.

However, the networks are still essential. In the beginning, the only networks that mattered were the ones that indicated if you were affiliated with the colleges and universities that would allow you to have an account. Now, they all matter because they are a way for you to build your friends list.

Not only that, but even though Facebook lets anyone join the site, the networks you're part of will often determine which groups you can join and which profiles you can view.

Joining a Network

After you join Facebook, you should think about joining any networks you are eligible for. A good place to start will be to look for any schools you've attended. Search for your high school, university, or college. You can also look for your workplace and your region and part of the world. Chances are you're eligible to be part of more than one network. That's okay. In fact, the more networks you can be part of, the better.

To find networks to join, you need to log into your account. On the top, right-hand side of the page, you'll see a series of menu options. Click on Account and you'll be directed to a page that has a bunch of tab options. Click the Networks tab.

There, you'll be prompted to search for an eligible market in the search box. You may want to start with the city or region that you're in or that you're close to. Also look for any schools or universities you attended and also the company that you work for. Once you find something, just follow the instructions for joining.

Keep in mind that you're only eligible to join a high school or college network if you go to that school and have an email account from those schools. Otherwise, your search won't reveal anything helpful. Make sure that if you change schools, or transition from high school to college, that you make the necessary changes to your network list on Facebook.

Network Pages

The Network Pages feature is your key for getting the most out of the networks you're eligible to join. For example, if you live in a city such as Boston or New York, you can use the Network Page for those cities to meet new people, find events, and keep in touch with your friends.

Here's a list of the information you'll see on the Network Page:

☐ **Network Info**

This includes basic stats including how many members the network has and how many of your friends are part of the network.

☐ **People in the Network**

This is a list of all the people in the network. If you're part of this network, your profile picture will be in view. You can use this list to help you find friends.

☐ **Upcoming Events**

A list of the events that are taking place in your network is also a nice feature of the Network Pages, especially if you love attending them to meet people. For example, if you're part of a regional group, this section will list events such as local concerts and other events such as wine tastings.

☐ **Marketplace**

Each network has a marketplace listing. This is very helpful in a lot of respects. For example, if you decide you want to move to New York City, you can visit the marketplace for that network to look for an apartment.

☐ **Groups**

You can also view a list of groups that are part of the network. You'll be eligible for these if you're part of the network.

☐ **Network Statistics**

This feature includes stats such as how many people are married or single.

☐ **Discussion Board**

All members of the network are eligible to post on the discussion board. This is a great way to ask questions relating to the network and meet others.

☐ **The Wall**

Each network also has a wall, just like your individual profiles do. It is used in much the same way.

☐ **Nearby Networks**

Check the list of nearby networks when you visit the Network Pages. You may find more networks that you're eligible to join.

It is important to understand that the networks can definitely help you find people on the site who have similar interests as you do. And if you are trying to run a business, this information can result in valuable demographic data.

Facebook Groups

On Facebook, groups are another tool you can use to socialize online with people. There are groups on just about every subject including business topics, study groups, and groups that are purely for fun. You can also start your own group.

Your profile page will have a link on it called “groups”. Click on it to get started. Also, remember that when someone starts a group, they can list it as public or private. If it is private, people can’t join it unless they are invited.

Groups can be started by individuals, groups, or companies. Some groups are formed for a common goal. Others are filled with like-minded people. And, anyone can start a group. If you want to start a group, you’ll need to go through the effort of finding members and managing it.

Why Get Started with Groups?

Groups are another way that Facebook helps develop a sense of community and share like-minded interests. If you want to get the most from your experience on the site, you should consider joining at least one group.

You can also start a group. If you have a particular interest, you can start a group to share that interest with like-minded people.

Facebook Groups for Business

You can definitely use the Facebook groups feature for business. There are several ways you can do this.

- ☐ Start a group with your business's theme and network to find people to become members. This will help draw attention to your business.
- ☐ Join groups and contribute as a way to find people for your business.
- ☐ Use the groups to find people to add to your friends list who look like they will be good potential customers or clients.

Remember that Facebook is a community, and you need to work to foster that sense of communities. Groups are a great way to do that. However, if you try to sell to them, you won't be effective. You just need to be a nice, kind member of the community.

How to Find a Group to Join

Before you can actually join a group, you need to find a group to join. In order to do this, the group needs to be listed on one of your networks. Or, it can be listed as a “global” group, which means it is available to all of the networks.

When you click on the “Groups” link on your profile, you’ll notice two things. The first is that the page will feature a list of groups that you are a part of, and also groups that your friends have joined.

To find new groups, you can either join a group a friend is part of, or you can use the search box to find groups that support your interests. You can also use the category feature of the Groups page to browse through groups that are part of a specific category.

Keep in mind that there are a lot of groups on a variety of different subjects. Each group has a different purpose and a different dynamic.

It’s Okay to Be Particular

Once you find a group to join, your next step is to click on the link for the group and view the group information. Read through it to make sure it really is something that you want to be part of. If not, keep searching until you find the group that you want to be part of.

It's okay to spend the time doing this. In fact, you should do this every time you're looking for a group. There are thousands of groups on the site. You don't want to join every single one of them because that would just be too overwhelming.

In a lot of respects, less is more. If you take the time to choose the ones that you really want to be a part of, you'll have a much better experience because you can give your all to these groups and get more out of it.

How to Join a Group

There are several ways you can join a group.

The first is to do it from the search page. When you search for a group, you'll be able to view a list of choices. On the right hand side of the listing, you'll see two options: "View Group" and "Join Group".

If you already know you want to join, click "join group" and follow the instructions. If you want to see if the group is right for you, click "view group to get more details.

Another way you can join a group is by accepting an invite. Sometimes, you'll get notice that you're invited to be part of it. For example, if a friend starts a group, they may invite you to join.

Or, if someone views your profile and thinks you would be the perfect member of the group, they might also send you an invite. You can either accept or deny this invitation.

Another way to do it is to view the groups that your friends are part of to see if you want to join. Then, you can click “join this group” which is located on the upper right-hand corner of the information page and follow the instructions.

Facebook Groups for Business

Keep in mind that if you decide you want to build your business, groups are an excellent tool to do that. This is because they help foster a sense of community. The more people are engaged in the community you’ve created on your profile, the better your product or service will sell.

Keep in mind that in order for the group to be effective, it needs to be valuable and meaningful to people. For example, if you wrote an ebook on how to make a six figure income as a freelance writer, you may want to create a group on how to be a successful writer. Your group can participate by sharing ideas for how to make money as a writer.

In order to make your group a success, you not only need to find a subject that directly relates to the product or service you are selling, but you need to find people to participate in the group. Here are some ideas:

Browse through profiles and send a friendly note inviting people to participate.

If your group already has several members who participate in it, ask them to tell their friends about it.

You may want to offer things like free ebook downloads or discounts to the group members. This help builds a sense of community and tells them that you have their best interests in mind. This will help encourage people to recommend your group to others.

Promote your group outside of Facebook. For example, if you are selling an information product about internet marketing, you can go to a forum that you participate in that is related to the subject and invite them to take part in the group.

Simply starting the group is not enough. People won't necessarily be able to find the group since there are so many of them. You'll need to go out of your way to get group members, at least at first. Once there are members who are happy with what you have to offer, your membership will start to increase.

Facebook Applications

One of the unique things about Facebook is its applications. In late spring of 2007, Facebook made their developer's platform available. They called it Facebook Markup Language. What it did was allow other people and third party users to create applications based on their interests. These applications were designed to interact with the Facebook profile.

There are a few basic things you can do with them. These include:

- ☐ Finding them and adding them to your profile.
- ☐ Sending them to your friends
- ☐ Making them yourself using the Facebook Developers API

Facebook is unique in that it has made its Developers API available to other uses. This essentially allows people to make applications that interact with the site and the various elements of the user profile.

Facebook applications can serve a variety of purposes. The main goal is to help further create a sense of community between the users. Whether they are used for fun or for business doesn't matter – as long

as they help encourage your community to participate with one another.

Types of Applications

There are a lot of different kinds of applications out there. Each day, more and more are being created. The collection of applications is so vast that there are different websites and blogs out there devoted to them. These include quizzes, games, and applications created to interact with websites such as StumbleUpon.com.

However, it is important to note that Facebook has also created some Applications of its own. Their applications are features of their site such as the Groups, Photos, and Videos sections.

Finding Your Applications

Before you start looking for applications to add, it is a good idea to know what you already have. When you log into your profile, you will notice a section called "Applications" on the left-hand side of the screen. This gives a list of all the applications you currently have.

Once you add an application, you'll need to look at this list to make sure you can see it. If you can't, you didn't add it correctly. This is the section to look if you want to view the different applications your friends have, as well. Just click on their profile and view their list.

How do you Find Applications to Add?

There are a few places you can go to find applications to add to your profile. First, you can visit Facebook.com/apps for their official list. Here are some other ideas.

- ☐ On Search Engines
- ☐ On your friend's profiles
- ☐ Get ideas from your News Feed
- ☐ Accept an invitation to add an application.
- ☐ On the internet. You can search in your favorite browser for information on some of the best applications.

Once a friend adds an application, they have the choice to invite their friends to add them as well. This is a good way to find applications, especially since some of them are more fun when others participate such as Vampire Bites and some of the quizzes and games.

Facebook's Applications Page

If you look for them in Facebook's official applications page, there are several ways you can go about finding them. The Applications Page

exists with the sole purpose of introducing you to these different applications.

1) **Search**

If you have an idea of the kinds of applications you want to add, you can use the search tool. You can search for the specific name of the application, or type in a keyword and see what comes up. The search box is on the upper portion of the page on the right-hand side.

2) **Tabs**

If you look at the Applications Page, you'll notice a series of tabs: Recently Popular, Most Activity, Most Active Users, Newest. If you click on each of these tabs, they can help you explore the applications.

3) **Categories**

On the right hand side, you'll see a list of categories. When you click on these categories, you'll be able to view a list of applications within that category.

This page is designed to help you find the applications you want. You'll notice that some of them don't interest you, and some of them do. There are so many that you'll definitely find what you'll need.

Adding Applications

Once you figure out which applications you want, your next step is to add them to your profile. When you find something you want to add on the Applications Page, all you need to do is click the “Add Application” button on the upper right corner of the screen.

After you click the button, all you need to do is follow the instructions. Visit your profile and look at the Applications menu and see if the new application was installed properly. Then, you can begin using it. You also may notice the application in the main body of your profile.

Popularity of Applications

Since they launched, Facebook Applications has become extremely popular. There are thousands of applicants available today, and the number keeps growing. Currently, websites are offering them for download. Friends are inviting other friends to participate and add them.

Stanford University even offers a class on how to create applications on Facebook. Other colleges are bound to follow as more and more people realize how important Facebook really is.

Not only that, but people LOVE to use these applications. They are great at drawing people together because a lot of them are more fun when others participate, such as the Vampire Bites or some of the games.

Applications and Social Networking

Facebook Applications are a wonderful tool for social networking. For example, if you find an application you like, you can invite your friends to add it, too.

Also, you may start getting invites to add some of the applications. If you do, keep in mind that you don't need to add everything that people send. However, if you do add it, it will give you another element in common with your friend.

And social networking done with applications doesn't have to just be casual. If you're a business owner, you can use this concept to either spread an application that you developed or use to encourage a sense of community on your own business profile.

Developing Applications

Anyone can develop applications for Facebook. All that is required is knowledge of the Facebook Markup Language which is the platform for creating them. You can find information and tutorials online for how to use it.

Before you develop your applications, you may want to browse through the directory to make sure your idea isn't already taken. If there's too much competition for a particular application, yours may not become popular.

Creating Applications for Business

Anyone with the programming skills can create and distribute an application. Most people do this for pure fun. This is because applications can be engaging and addicting, especially things like quizzes and games.

However, since applications are very hands on, they all have features that are interesting and engaging to people. This makes it extremely valuable because anything that can promote a business while encouraging community participation can be an important thing.

For someone who is looking to build a business on Facebook, applications are an essential tool. This is because it can help spread your business and let people know that you exist.

Not only that, but it helps build a sense of community between your users and potential customers. And as we know, this is an essential element to building the sense of community that is needed to convert potential customers into customers.

Here is some basic advice for creating an application that can be used to help promote your business.

1) Relate it to your niche

One thing that is really important is to relate the application that

you are creating directly to the niche, product, or demographic. For certain ideas, this may take a lot of thought because some niches may not relate directly to an idea that will be fun and interesting.

2) **Privacy policy**

Even though people go online to socialize, they still value their privacy. They exercise their right to enjoy this privacy by joining closed groups and networks and only socializing within their set friends list.

There is nothing wrong with being private. It is a natural human instinct to function that way. The wonderful thing about Facebook is that it is this very thing that makes it special.

When creating an application it is a good idea to think along these lines. People who are private by nature will want to experience a level of established trust. An application is a way to go about doing that.

- **Free distribution**

Once you go through the steps to create an application that makes sense for what you are trying to accomplish on the site, it is time to distribute it.

You'll want to list the application on the site so that users can add it. Once you do that, you can gently invite your friends to

install it. If it is well received by a lot of people, it will spread virally.

Sometimes, you need to push the process along by inviting people to try it out. Other times, the application will spread on its own. Both of these methods can be effective.

Facebook For Business

BASIC PHILOSOPHY AND TOOLS

Facebook is an ideal place to start a business. Think about it. There are literally millions of users on the site. They belong to groups and networks. They use the different site applications. Basically, they are sharing their lives and interests with you so that you can help enhance it.

If you look back at the Social Networking chapter, you'll notice that we talked about the ethic of social networking. These absolutely apply when using the site to promote your business. You first need to make sure that your actions aren't violating the terms of use. If they are, you need to change your approach.

Also, make sure that no matter what you're trying to accomplish, that you don't use the site to SPAM people. You will not be successful on the site this way. You'll just annoy people.

If you use the site ethically and follow the terms of use, you won't have any problems.

The Basic Philosophy

The basic philosophy behind using the site for business is to do what you can to build a community around your profile, service, and/or product. If you just post a bunch of links and a sales pitch, people won't respond to that. They want to get to know the company or brand and have a good time there.

For example, if you run a fantasy football site, your profile will focus on your love for the game. You may also start a group with fantasy football as the theme. You can post your ad and the link for your fantasy football service in the group and those who are interested will click on it.

If people learn to trust your voice and understand that you're on the site to get to know them, they'll respond to that and buy your product or decide to use their service.

To further enhance your group and encourage participation you can create and/or add applications, post a poll, and hold meetings where your group members can discuss things.

Gain Exposure for Your Product or Service

Your basic goal is to use Facebook to get exposure for your product or service. You can use the site to get people familiar with your product. An important aspect of this is to use the site to help build a brand. Even if your product is a little uninteresting (for example, a topic related to finances) you need to do your best to make sure that you somehow make it interesting to your potential customers.

The way Facebook works is that you need to find a way to keep people engaged and interested in what you have to offer. You can do this through applications, groups, and by attracting potential customers based on what's on your profile.

Build a Sense of Community

In order for your online business to succeed on Facebook, you need to build a sense of community. People crave this sense of belonging – it's a basic fact of human nature. In order for your business to succeed, you can't sell to them. You need to make people understand that you want to belong to them, that you want to create a place for people to go and participate in what you're offering.

People want to be introduced to new ideas. They want to find people with the same interests. They want to connect with others and form friendships on the site. If you are going to use the site for business purposes, this is something that should always be in the forefront of your mind.

How Can You Use it For Business?

So, how exactly can you use Facebook for business? There are several different things you can do with your account, and all of them will lead to your eventual success. When you decide to run a business from

your Facebook account, you can choose the activities that make sense for your goals.

Here's a list of what you can do with your account:

- ☐ Create a user base and a customer base.
- ☐ Test a niche to make sure you can sell a product on the internet.
- ☐ Promote a business or a service.
- ☐ Use the profile to get clients. (For example, if you're a personal trainer.)
- ☐ Use the groups, networks, applications, and general site trends to generate ideas.
- ☐ Beta test a product to see if it can sell. Use feedback from your friends to tweak the product and make changes to it.
- ☐ Use the site to do some affiliate marketing. Just make sure you read the terms of use on the site.

These are just a few examples of how you can use the site to build or start a business.

If you take a look at companies that are currently using Facebook to promote their products, there are a few basic things that they are doing. Each of these ideas must be applied while still keeping the idea of building a community at the forefront of your mind.

A Note about Links

Yes, you can use Facebook to do affiliate marketing. If you don't know what affiliate marketing is, it's a way for you to promote products that other people have written and get a certain percentage in commissions.

It is important to note, however, that if you want to use the site for affiliate marketing, the terms and conditions prevent you from posting an affiliate link directly in your profile. You can get around this by putting affiliate links in a blog and putting the link to your blog in your profile section.

Create Your Profile

Keep in mind that in order to achieve success, you not only need to understand the concept of community, but you also need to position yourself as an expert.

To do that, when you create your profile, you need to highlight your expertise in the topic. Why are you qualified to sell the particular product or service? When you put together your information, these are questions you should answer.

However, you should not do it in a way that makes you look like someone positioning themselves for a sale. Your tone needs to be friendly. People will respond to you better if you become a member of a community, not if you are trying to sell something.

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Your basic goal is to use Facebook to get exposure for your product or service. You can use the site to get people familiar with your product. An important aspect of this is to use the site to help build a brand. Even if your product is a little uninteresting (for example, a topic related to finances) you need to do your best to make sure that you somehow make it interesting to your potential customers.

The way Facebook works is that you need to find a way to keep people engaged and interested in what you have to offer. You can do this through applications, groups, and by attracting potential customers based on what's on your profile.

Tools You Can Use

In addition to the tools mentioned in Chapter 2, Facebook also offers other tools that you can use to help build your business. These include:

- Social Ads
- Pages
- Beacon
- Insights
- Platform
- Polls

Each of these is designed to help you build your brand on the site and get customers and clients. Your first step is to learn about these tools. In the next section, you'll learn how to tie all of this together so that you can find your success on Facebook.

You can take advantage of these features further by visiting <http://www.facebook.com/business>.

Social Ads

Social ads are a unique feature because they interact directly with the News Feeds of the people on your friends lists. This means that anyone who has you added as a friend will be able to see information about your business directly in their profile.

This also means that you can directly control who sees your ad and achieve targeted traffic rather effortlessly. When it comes to making sales, targeted traffic is what you want.

Facebook Pages

If you have a business, you should create your own Facebook Page for it. This is the same as your profile. By having a page for your business, you take full advantage of the site by allowing people to interact with your business. It also helps build your brand.

When someone on Facebook participates in your site, you know that you've won their support and potentially their business. They treat this page as they would any of their friends. People can write on the wall and participating in the experience of your page or profile.

It's your job to encourage this interactive experience by adding applications, quizzes, games, starting a group, etc. Basically, you need to pick the activities that make sense for the brand you're trying to build.

Facebook Beacon

This is another service that Facebook offers that can help your business by promoting it to your Facebook friends. Beacon allows Facebook to interact directly with your site by posting news about your business on your friends' news feeds. For example, you may specify that you want your friends to know when someone purchases a product or when a new product is released. In order for it to work you need to paste some code to your site.

This feature works because it helps enhance participation with your Facebook Page, with your company's site, and with your brand. It can also help increase the word-of-mouth potential for your company, service, or product.

Are you afraid this will affect the user's privacy or your business privacy? The people on your friends list have the option to deny the updates. This helps protect your privacy as well as their's.

Facebook Insights

If you want to run a business and use Facebook as a tool, it's natural that you'll want to know some statistics as to who is participating in your Facebook Page and clicking on your Social Ads. This is exactly what Facebook insights are. It's a tool that gathers data so that you can determine if your campaign is successful.

Once you gather this data, you can determine if your business, product, service, or brand are spreading virally or not. Facebook is powerful because of the word of mouth aspect. Facebook Insights helps you gauge just how successful your attempts truly are. Not only that, but it also helps you get data concerning demographics, which can help you target your promotional campaign even better.

Facebook Platform

Facebook Platform allows your programmers to design applications that will interact with the site and help enhance the user experience. In order for this to work, you have to make an application that will be fun for people to use. The idea is that they'll enjoy the application and pass it along to their friends, which will give your business more reach and expand your user base.

There are different kinds of applications you can design. Quizzes, games, and interactive tools are all popular. For ideas, visit the Applications page on Facebook to get a feel for what designers are coming up with and which applications are the most popular. Whatever you design, it needs to help build your brand on the site.

Facebook Polls

Facebook Polls is a valuable tool that you can use to determine certain things about your business. For example, if you're thinking of

launching a product that can target a certain demographic, you can give a poll to those who pertain.

This feature works because you have access to the demographic information such as age and marital status if the users are on your friends list. You can use this information to focus your efforts on only those who are relevant.

Use the Features that Make Sense

Yes, Facebook has a lot of options for businesses. However, it's important not to get overwhelmed and to only choose to use the features that make sense for what you want to accomplish.

Given the social nature of the site, it can be a powerful tool to help you generate business. However, if you try to do too much, your efforts could backfire. It is best to focus on the small number of features and make sure that you use them to the full extent.

And, it is important to understand that no matter what you try to do on the site, you remember that unless you're successful at building a community, you probably won't get the clients or the sales that you want.

Building A Customer Base

When you decide to start a business, you have a lot of different options as to how you'll make things a success. Some businesses use a combination of methods. Others focus on just one thing. The approach you take is up to you.

Whether you decide to use Facebook exclusively or if you use it as a supplement to an existing business, you can use any of the tools and features at your disposal to make it a success.

In the last chapter, we talked about the basic philosophy behind using Facebook to make your business a success. We also talked about the different tools you can use to enhance the features of the site.

Now, we'll go into detail on how to use these features to build a product and a customer base.

Remember, you can use Facebook in several different ways to help enhance your business. You can use it to build a customer base, get ideas for new products or services, develop new products and test them out on a select group of people, and use it to build your unique brand.

Out of those two of the most important are creating a product and building a customer base.

Business and the Blank Slate

It is helpful to think of the site as a blank slate, or a canvas. There are so many different tools and resources on Facebook that it is impossible and detrimental to use them all at once.

Instead, take some time to think about what you want to accomplish. Then, build your community around that idea. Add a few profile elements at a time. In other words, choose only those elements that you feel will enhance the community and help it grow.

Start with an Idea

Behind every business there lies a great idea. Running a business on Facebook is no exception. If your idea is good, it will catch on if you use the site correctly. If it is not good, you can change your idea and begin the process again. You will know when you don't have a good idea because it will not get the following you want.

The wonderful thing about Facebook is that once you build up a loyal community, you can try different ideas on them, change your features and profiles to make your business more successful, and test products on them

But remember, if you don't have a good idea, all of your efforts to promote and build your community will not be well received by the site. And as a result, you won't get the profits you expect.

How to Build a Community

By now, you understand that the community is what makes Facebook a success. Within the extremely large network that Facebook has, there are smaller networks and communities and all of them seem to be interconnected in some way.

But, how do you go about building a community on the site? Well, the community does not exist unless you have an extensive friends list. And, you will not have an extensive friends list unless you have an engaging profile. In other words, you need to have elements on your business Facebook Page that will make people want to take part.

What this means will differ from business to business.

Besides that, there's a certain art to getting people to join your community. Here are some ideas. Keep in mind that there are many more ways to successfully build your friends list. As you get familiar with the site and what it has to offer, you'll think of new ways besides these.

- ☐ Find people by looking at their individual profiles. If it looks as if they'll find your community interesting, request their friendship.

Write a quick note as to the reason why you're initiating the friend request. Make it sincere.

- ☐ Once someone adds you as a friend, write on their wall to thank them. In doing so, you show them that you want to be part of their community and it will encourage them to be part of yours. People will see you participate, click on your profile out of curiosity, and potential request to add *you* to their friends list.
- ☐ Join groups that pertain to the niche you're trying to target. Participate in the group. Add people as friends who seem interesting and who are responding to what you have to offer the group. In turn, people will also add you to their friends list for the same reasons.
- ☐ Participate in your friends communities. This will also help attract their friends to your community.

By now, you probably understand that participation is the key. If you participate, they'll participate. Resist the urge to use dubious tactics and techniques to add to your friends list.

These won't work, and may get you banned. These are called "Black Hat" tactics. An example of this is using misdirection tactics to get people to accept your friends requests or using software programs that take advantage of the system.

Creating a Product to Sell

Without a product or a service, you won't have a business. If you have a service you want to offer, that's pretty self explanatory. But if you need a product, things aren't so simple. There are so many different ways that you can get a product to sell, that it can be hard to figure out which direction you want to take. Here are some of your options:

☐ **Sell someone else's product**

Use affiliate programs to market someone else's product. In the case of some digital media such as ebooks, the product owners give 50% or 60% commissions or more.

☐ **Product already exists**

If you have an existing product you can use Facebook to promote. The benefits to using a product that your company or business already sells is that you already have a clear idea of what makes the product sell. Even though Facebook is different, you can apply that knowledge when you're adapting your technique to the site.

☐ **Create the product for Facebook**

Another option you have is to create the product completely for Facebook. This means that you'll gather market information and demographic data using the site. A benefit of this is that the product will be tailor made for the website. You'll also have a customer base already built up because the process of building a community will already be underway.

As a business owner, you may want to choose one of these methods, or all of them. The only thing that really matters is that before you get started, you have a full understanding of the site and how it works.

Beta Test a Product on Facebook

One you've built up a community of dedicated and passionate people who believe in your product, your content, and/or your community, you can start doing things such as beta test a product that you are going to launch to the general public.

When a product is under development, user feedback is important to make it even better. You seldom want to release a product once it is ready because you don't know how it will be received. Since you already have a community built up which is ripe for what you have to offer, these people are ideal candidates to test the product.

Beta testing is unique because it allows people to experience your product and give you feedback. This feedback allows you to make changes and improve on things before you start selling it. It can also help you determine if your product is within a niche that can even sell. Your beta testers may help you determine that the idea really isn't as good as you initially thought. This can save you time and money.

Shift Your Thinking

One of the unique things about Facebook is that the community essentially drives what you do. If the people are engaged in your profile, then you'll make the sales that you want.

But, you can't think about it as making sales. Even though selling your product or service is your number one goal, you can't give the impression that it is your number one priority.

On social sites, people don't like to be *sold* to. They want to be part of things, have a good time, and learn about things they're interested in. As someone who wants to use the site to further their business endeavors, it is very important to remember that.

Think about your own actions when you're on sites like these. How do you respond when you see people turning their profiles into sales letters and then disappearing? If you know and love the site, this act is considered offensive.

So even though sales letters often get the job done, that kind of business practice can't be done here. It will turn people away from your profile and may even get you banned, especially if your actions are looked at as SPAM.

You Don't Want to Be a Spammer

This subject deserves some extra attention. There are some people out there who throw the S-word out there without really understanding if they're getting spammed or not. And, some people who have been called "Spammers" don't believe that they are.

By definition, SPAM is now considered “something that someone doesn’t want”. So, if you post information about a product on a forum, but the forum doesn’t allow people to post links in the body of a post, that’s SPAM. If someone gets an email they don’t want, that’s SPAM.

On Facebook, there can also be a SPAM problem. That’s why as business owners, you need to be careful. These are some things that can be considered “unwanted” on the site:

- ☐ Unsolicited messages to someone’s inbox.
- ☐ Any activities that violates the typical etiquette of the site.
- ☐ Joining a group and then posting endless sales letters, and not participating.

Those are just some examples. One thing that can keep you safe from being accused as a Spammer is to take some time to get to know the site and the dynamics. Understand what is considered proper etiquette. Of course, you can read about that kind of thing on the internet, but the best teacher is to get in there and experience it for yourself.

Also, make sure you understand the site’s user agreement. Anything that is in violation of the user agreement may also be considered SPAM. If you want to make your experience on the site successful, you need to fit in and use Facebook as it is intended – as a place to build a community.

The Community and Your Content

We've talked about how the community participation surrounding your profile will help build your product up. But, there's more to it than that. The whole experience for your friends will focus on your content.

Content can be defined as anything from articles, videos, photos, or other applications. These are items that you will select to put on your Facebook Page and will help create an experience that your community will enjoy.

But, here's the catch. It needs to be well thought out and meaningful. In order for people to visit your profile on a regular basis, they need to feel as if your content has value.

So, when putting together your profile site, it is important to keep this in mind. Create something of value to your community. If you do that, you will be on your way to success.

Not only do you need to create content that is meaningful and important to your target demographic, but you also need to create a sense of community surrounding the content.

For example, it's not enough to just throw up a series of pictures or videos. Invite your community members to participate by rating them, voting on their favorites, and giving feedback.

The Viral Nature of Facebook

The fact that Facebook is so focused on their community makes it a very powerful marketing tool, if you use the site correctly. The idea is that you want to help encourage people to recommend your profile, product, service, application, and content to others.

In order to achieve success on Facebook, this viral nature needs to exist. And, it will naturally if you create things that others find interesting, helpful, or just plain neat.

Are you unsure of how to take advantage of the viral nature of the site? Your number one goal is to make sure that all of your content somehow relates to the product or service you're trying to promote on the site. Here are some tips.

☐ Videos and Photos

Take advantage of the fact that Facebook allows you to upload photos and videos. Make sure that they are interesting and have value to the users. However, don't just upload it. Encourage people to rate them and pass them along to their friends.

☐ Applications

This is a powerful tool for Facebook. It is worth the effort to put together an application that is fun and also relevant to what you're trying to accomplish. Applications are one of the most viral aspects to the site. Once someone adds an application, they are

automatically encouraged to invite their friends to also participate in it.

☐ **Start a group**

If your group is interesting enough, people will invite their friends to join. Start a group that is helpful and informative, or just plain fun. If you do that, it will be even more appealing to others.

No matter what you do on the site, it is helpful to put yourself in the place of the members of your community. What kinds of things would encourage you to participate and eventually buy your product? Why would you recommend something to your friends? Carefully think about your answers and then apply them to your Facebook business.

You Need to Participate

When it comes to social networking, you pretty much get out of it what you put in. We've talked extensively about the idea of building a community. But, it's important to realize that you can't expect your community to run on autopilot. You need to be involved with it on a constant basis, or hire someone to be involved with it.

If you don't participate, this will not attract other people to you. People will quickly get bored with the community you're trying to build and

eventually find other things to do on the site. This will result in lost sales.

Log in often. Answer messages and emails. Put new content on your profile. Post to the group and encourage participation and discussions. All of these things are especially important in the beginning. However, you always need to be involved to make it a success.

How to Measure Success

When it comes to Facebook, it is very easy to measure success. Everything that you do on Facebook to build your business relate to building and engaging a community. If you go through all that work to find people to be part of your profile, and to get them to participate, this is not a good thing. T

But how do you know if there is something wrong with your approach or if it will just take a while to really get the community going? It's a little difficult to measure because it all depends on how much time you're spending on it. If you spend an hour a week, then you're success may not be as immediate.

If you're spending a lot of time, however, the fix isn't necessarily to spend more. You also need to evaluate if the activities you're choosing are right for your overall goals. If you change your tactic slightly, your results may change.

So, your measure of success can be gauged by the level of participation in your community. Once people start participating, the sales will follow. If the participation is not where you want it to be, you'll need to evaluate why this is the case.

A Note about Demographics

Facebook is a valuable tool to enhance your business for many reasons. The availability of demographic data is one of the most important because users readily offer up data about themselves. They join networks, talk about the movies they like, give their age, post pictures about themselves, their lives and their interest, and many more.

Basically, a lot of the things that people do on the site is an opportunity for a potential business to use that data to determine who will be a potential customer.

So, if you want to find people who will be interested in their product, all you need to do is determine what your target demographic is. If you've written a business plan, you already know what that target is. The next step is to read people's profiles and look for those who fit that profile.

Once you find people who look like potential customers, your next step is to invite them to be part of your friend's list. Doing this, and having people accept, is the first step to building a community.

The Community and Your Customers

When you start a Facebook Page for your business or your product, your next step is to invite people to become part of your community by inviting them to go on your friends' list. When they accept, they are potential community members and also potential customers.

This is because on Facebook, the people on your friends list are potential customers. In order to convert these people into customers, you need to get them to participate. This can be a good thing and a bad thing. If you try to "sell" to your friends, they won't become part of your community and your efforts to make your business a success by using Facebook will be for nothing.

If you use the site correctly and participate in it as a social networking tool, you will be successful. The key is to manage to think of them as friends first, potential customers second. Someone who feels as if they identify with something that your profile or your community has to offer is more likely to purchase your product or service in the long run. It's the community that will eventually convert them provided that it's engaging enough to hold their interest.

Also, what if you developed an application to help support the community? An application is something that can encourage people to be part of your community. It can also work independently to help promote your business. You know you have an application that was a success if people are constantly downloading it and recommending it to their friends, who also add it and recommend it to more people.

So, if you want to use the site to make your business successful, remember that there are several tools at your disposal that allow you to measure if you have a winning plan, or if you need to rethink things.

Make Privacy Work for You

On Facebook, users have the option to make their profile private or available only on certain networks. Also, certain groups may either be invitation only, or the person who runs the group needs to accept you.

To someone who is trying to meet lots of people online so they can convert them into customers, this may look like a detriment. But, you may want to rethink that.

Yes, it's true that it can be hard to break through these privacy settings. In order to do so, you need to position yourself or your company as something that is a fun, valuable part of their network and their community. However, once you do this, the privacy settings are actually a benefit. Here's why:

□ Demographic Data

It's easier to gather demographic data if you do so within a particular network. For example, if you are targeting customers in a certain demographic, you can work on looking through profiles for people in that network, provided you are part of that network. Networks are a valuable clue as to the demographics.

□ Location Based Product or Service

If you have a service or a product that is based entirely on location, this is something that can be benefited by the notion of “privacy” within a network because it is a lot easier to find those who will be most interested in what you have to offer.

Instead of randomly looking through profiles, you can have something solid to start with. Now, keep in mind that just because they are in the same city doesn’t necessarily mean they’ll still be interested in your product or service. It just means that there’s a stronger likelihood of that happening.

□ Safety on the Internet

There’s also an issue of safety on the internet. Some people really do have a fear of social networking sites, believing that a lot of people are out there looking to scam them, or wishing them ill. If they can belong to a network that has privacy settings or a group that will only let in a certain amount of people, this helps establish a sense of trust. People will always have the tendency to be wary of strangers.

If you get accepted into a certain network or group that not everyone is accepted to, you will already have their trust. This can save a lot of time and effort when building your own profile and community. You can invite the people in these networks or groups whom you already have a good relationship with.

□ Build Better Content

Privacy helps you build better content. This comes about for several reasons. First, you'll automatically have a better understanding of the audience you need to create content for. This will help you come up with a better plan for which features to add onto your particular Facebook Page.

Most people assume that content means "articles". Even though articles are certainly part of it, content on Facebook can be defined as any of the elements that you can add to your profile. Applications, pictures, videos, and news feeds can also be considered content.

Since there are so many resources on the site, it is often a challenge to figure out exactly what you need to do to in order to keep people interested in your content. If you're able to determine what people want to read and participate in, you can create something that people want to be a part of.

Understand the Viral Nature of Facebook

Yes, it's true that building a community that is filled with people who enjoy your content and participate with each other is a vital part of your success on the site. But, another important element for your

success is the fact that there is a viral marketing aspect to the site that must be employed in order to have true success.

So what does the term “viral” really mean? Well, viral marketing is based on the idea that someone who likes what you offer will then recommend it to others.

Here are some facts about viral marketing:

- ☐ It helps make people more aware of your brand, product, or service.
- ☐ Viral marketing takes place in social networks, including social networking sites like Facebook.
- ☐ Only people who are satisfied in what you have to offer will bother telling someone about it.
- ☐ Understand that this isn't something you can necessarily control. However, you can encourage the process by prompting people to “tell a friend” or by offering content that people will want to engage in.

In order to take this and apply it to the success of your business on Facebook, it is important to understand the basic elements for helping the viral process along. Even though some viral marketing happens on its own, it is also something that you can engage in.

The basic method for doing viral marketing is to identify the demographic that will most respond to this kind of marketing, and to create a product or other element that will appeal to the demographic.

On Facebook, this can be achieved in several different ways. First of all, it is ripe for viral marketing because it *is* a social networking site. This means that the viral nature of the activities on the site is built right in.

Here's how some of the features on the site can be used virally. Keep in mind that since Facebook is a social network, pretty much everything on the site can be expanded in a viral way. These are some of the best tactics to use as a business owner, however.

1) **Applications**

Once you add an application to your profile, you're automatically encouraged to select people on your friends list to suggest they add the application to. This is especially appealing for applications that are interactive, such as quizzes.

The goal as a business owner is to create an engaging application that will have this affect. It needs to be something fun and engaging and also pertain to the business.

Another way that applications can spread in a viral way is because people can view which applications their friends have.

People are always looking for new ideas on how to enhance their experience. Some do so by getting ideas from their friends.

2) **Profile**

Another element that can be used virally is the profiles, or Facebook Pages. When you view someone's profile, you make a decision as to whether or not they are a good candidate to purchase your product or service.

Once they add you, you're accessible to the rest of that person's friends list which will gain you more exposure. Some of those people will add you as a friend which will further expand your influence and potential customers. When that happens, your friends list will expand in a viral way.

3) **Feeds**

This is another great way to utilize the viral nature of Facebook. As explained in an earlier section, the Feeds are a way for your friends to see what you're up to. When they see an activity that intrigues them, they'll click your profile to see what's going on.

When this happens, it gives your friends the opportunity to mimic your actions and add the applications you add, join the groups you join, etc. And if the applications are things that you created, or the groups are things that you started, this will help encourage participation for your brand or company.

4) **Notifications**

The notifications are things that alert people in their email when they have messages waiting or invitations to join groups, add applications, et cetera. This helps bring people back to the site and interested in what your community has to offer them. They also get a notification when you send them a message or write on their wall.

When people sign up for a new social networking site, they may feel excited about it initially and set up a profile. But, the problem is that they may end up forgetting about the site after a while. These notifications are a way to get people's attention focused back on the site and potentially your community, groups, or applications. In the long run, this will help expand your reach even further.

One thing that makes the viral aspect of Facebook so easy to do is that the site is ripe for it. Each tool and feature that you can add and use has the potential of being viral because people will recommend these aspects to each other. When users like something, they feel comfortable sharing it with each other.

Viral marketing is important because it helps distribute what you're offering to a wider audience. And the more people you can distribute to, the more lasting your potential success is. This kind of marketing works because a recommendation from someone else can be very powerful, especially if it comes from someone they respect.

As mentioned above, success on Facebook can be measured by how well things that you create, such as your Facebook Page, a group, or an applications, spreads to other users. If you are getting people involved at a steady rate, then you'll know that you are doing something right.

Monetize Your Facebook Account

It is very possible to monetize your Facebook account. In internet terms, monetization is the process where you make something profitable. You can monetize websites, blogs, and even social networking profiles on sites like Facebook.

Some social networking sites do not allow you to do monetization practices on it, such as post ads. The owners and developers of Facebook understand that there are people out there who want to make money on the site, so they allow some monetization activities to take place.

Before you start monetizing your profile, there are some things you should do. First, make sure you're familiar with the terms of use. This will prevent you from doing something while monetizing that is against site policy.

Another important thing to do is make sure that you are very familiar with the site and how different users interact with each other. Observe what kinds of applications people like adding. See which groups are the most popular. Basically, spend enough time on the site to get a

feel for what people expect when they visit a profile, join a group, or add an application. Since it is a social site, there are patterns that are bound to emerge.

Once you understand the different trends on the site, you can think about how your profile relates to these trends. How do your brand and your business fit in with all of these things? More importantly, how does your content fit in with it? When you understand how your profile relates, you can better understand how to monetize it.

Another thing to keep in mind is that you'll want to choose the monetization methods that best fit in with your particular target market. The more targeted the monetization, the more sales you'll get. Not only that, but if you fail to build a strong community, your efforts to make money will largely be in vain.

Specific Ways to Monetize Your Profile

There are several different ways to monetize your efforts on the site that are considered acceptable. And since there are a lot of options, you can choose the ones that make sense for your niche and target market.

Here are some ideas on how to make your efforts on the site profitable. Keep in mind that you don't need to limit your activities to just one thing. You can choose a variety of methods.

However, you need to be careful about your actions. Even though you are essentially using the site to sell something, you need to do so in a

way that is helpful and not at all like a salesperson. The service needs to have value for the market you're targeting. For example, if you have a group devoted to people who have Rosacea, a few links to some of your favorite skincare products that have helped you will be relevant and helpful.

- 5) You can sell your own product or service. This can be done through affiliate marketing, developing something with your Facebook customers in mind, or selling a product or a service that you already have ownership of.
- 6) Put ads on the site for services such as Amazon.com. For example, if you have a group for writers, you can post an Amazon.com link for books that you think the group members will find helpful.
- 7) Another thing you can do is provide your users with advertising. This is appealing to advertisers because they can target a specific demographic. This makes the ad highly targeted.

No matter which method you choose when it comes to monetizing, you need to be careful and make sure that the method of advertising has definite value to the reader. You want it to strike that balance between providing something that is useful and enhances the value to your site or putting flashy ads in people's faces.

If you decide you are going to put ads that don't really mean anything to your content or target market, people may get annoyed and it will diminish the overall quality of your community. This isn't something that you want to do because the community really is the cornerstone of the success you have on the site.

Don't be Afraid to Outsource

One thing you need to understand is that building up a community is not a trivial matter. Sometimes, it takes several hours a day to get your community to exactly where you want it. This means that you'll need to test different applications, prospect for new "friends" and participate in other people's profiles. And that list represents just a small number of the total things you'll need to do.

And for a lot of us, there really isn't enough time in the day to make sure that everything gets accomplished. That's why it is a good idea to outsource certain activities. One of the most common things to get outsourced is the applications. Some people have the talent for programming, and some do not. If you are not one of those who has the time or the aptitude, then you can hire the task out.

Basically, you'll want to make a list of all the possible things that need to get done. Think about the things that you don't enjoy doing or that you find too time consuming. These are the things that are ideal for outsourcing.

Join Groups Designed for Business Owners on Facebook

Basically, Facebook has a lot of tools that can help you build your business. Why not participate in the site yourself as a business owner? This alone can help increase participation in your community. It can also help you learn new ideas and tactics.

The dynamics of the site are constantly changing and they're always adding new features and new applications. The best way to understand how to adapt these changes to the site is to go and network with other business owners.

Conclusion : Final Words

Yes, Facebook is a powerful social networking site that has a variety of uses. It is helpful to consider the site to be a blank canvas. Since there are so many tools and features on the site, people can basically control their own purpose for it.

This means that there are people from all walks of life on there. Even though the site began as a way to help college students get to know each other, the dynamics have been steadily changing ever since the site was open to everyone from all over the world, as long as they are at least 13 years old.

What this means is that there are people on there who are using the site for different things.

- a) Business networking
- b) Recreation and meeting people
- c) Forming groups such as study groups or professional groups
- d) Socializing with those on your friends list
- e) Keeping in touch with existing friends and family

Those are just a few examples. One of the most important things about the site is that entrepreneurs can use it to help build their businesses. Since the site has so many features, there are endless opportunities for business owners to make it a success.

The important thing to understand is that the community is at the cornerstone of this process. If you take the time to build a community that thinks your information, content, and product or service has value to them, then they will help make things a success for you.

If you are genuine and provide them with content that they find meaningful, interesting, and engaging, then you will find success.

Basic Steps of Running a Business on Facebook

One thing to understand is that in some ways, Facebook businesses are just like any other business. Your main goal is to create a product or service that people will want to buy or use. If you can't do that, you won't make a sale. So, in many ways the product or service comes first.

However, if you decide to create a product or service based on your Facebook community or on the site itself, your first step will be to create a community, not a product. Once you build a community, you will be able to determine what kind of need there is.

If you want to create a product using your community, it is important to build this community up with the idea of a certain niche in mind. For example, if you decide to create a user base that is about fishing, you'll want to find out what concerns fishermen and see what kind of product you can create based on their needs.

However, the key to doing that is to choose a niche. Examine your passions. Look for trends on the internet or in everyday life. There are a lot of tactics for finding a niche. However, make sure you stick with something that you are passionate about or interested in or else you won't want to put in the work that is needed to make things a success.

Once you have the community built and the product or service developed, you can work on promoting things even further. To do this, you can use the features available on the site and create more elements of your profile that will also promote the product.

But, you can't think of things in terms of promotion. That is a traditional marketing term that really doesn't apply very well on the site. Things need to be developed with the community in mind. If you don't provide something of value, then people won't respond to what you have to offer.

Learn from your Mistakes

If you want to make your Facebook Fortune, you may not get it right the first time. Building a business on the site is, in many ways,

something that defies intuition. If you try to follow standard, traditional business practices, your efforts will not be successful.

However, there are other reasons why you may not be successful. If you realize that you aren't getting the sales you want, then it is time to evaluate what you could be doing wrong. Don't be afraid to try again. Sometimes people fail multiple times before finally finding a method that works for them. This happens in life as well as on Facebook.

The trick is to make sure that you take detailed notes and are prepared to go through some evaluations that may be time consuming. However, if you want to experience success, this is something that you'll need to do.

The Future of Facebook

Facebook increases its user base by the thousands on a daily basis. This means that as a business owner, you'll be able to potentially reach even more customers with what you have to offer. That is one of the reasons why it's so important to make sure you are always working on building your business.

Right now, Facebook remains to be an independent site that is supported by advertising. However, that may change. There is no evidence to suggest that there will be a buyout anytime soon, especially since all of those rumors of a buyout have not come true.

One thing is for sure, though. Facebook will always be concerned with doing what's right for its user base. They are constantly looking for feedback in order to determine how to improve on things. With that knowledge, people can be confident knowing that any change is made with their best interests in mind. Whether or not the feature works out as the developers hope is not always predictable, however.

No matter what happens, Facebook will always be a good place to run a business, as long as it's done correctly. If you follow the advice in this ebook, you won't have any problem.

To your social marketing success