

How to Make Money Using Facebook

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Introduction

Do you have a business? If you are an entrepreneur with a conventional business, you no doubt have friends who took their business online. And you probably want to do the same yourself. So you create a website, upload it to a web server, and hope for the best. Your site may be indexed by search engines. Within a certain time frame, you may start seeing orders come in, although slow at first.

Well, there is a way for you to blow your competition out of the water, and make millions of dollars online, and you don't even have to depend on Google or other search engines to rank you or send you traffic. Let social media help you. The biggest social media site so far other than Twitter is Facebook. For this e-book, I will focus on Facebook and show you how you can use this tremendously famous social media site to make millions.

If you have a product that is in big demand, and have a super pulling sales letter on your site, you shouldn't have a problem making a ton of money with your product. Before getting into how to make a ton of

money using Facebook, let's review Facebook and see why it is the choice of all social media sites to get involved with.

I believe once you see what Facebook can do, you'll agree with me that Facebook is the way to go.

About Facebook

Facebook was founded in 2004 as a privately owned company. In the beginning, four college dorm roommates got together and created a chatroom for themselves. This project would later serve millions each day. Facebook's main headquarters is in Palo Alto, California. But they also have a branch in Dublin, Ireland.

They currently have well over 1400+ employees and made \$800 million in 2009. Most of that was by way of advertising. They have an excellent pay-per-click advertising system.

If you have not signed up with Facebook, I encourage you to do so, for the simple reason it is a powerful way to get traffic to your website. When you sign up, you will create a profile. Once the profile has been thoroughly filled out, you can begin adding people as friends and send them messages.

If you have been on Twitter, you will find that on Facebook, a user's profile is more pronounced. You can add more stuff. The biggest factor for Facebook has

been security. Their main concern was making sure what you provided on their website can be hidden from those you do not want to see it. So Facebook has taken great strides to tighten security. So now they have rules established to change the way security is handled. It makes for a safer and cleaner environment.

Once you have signed up and created your profile, you can join groups, networks, and create pages in order to advertise yourself or your business.

I remember hearing a friend of mine tell me he signed up to use Facebook, filled out his profile, and included the link to his product. About a month later he noticed sales of his product took off dramatically.

If you have not signed up for Facebook and are interested in learning about it, just go to www.facebook.com.

No matter who you are, if you have a product you want to sell, and have built a website for it, you can get traffic to your site. And the more traffic you get, the greater the chance of you selling your product.

It is just a matter of knowing what to do and how to do it. This is the biggest hurdle to overcome. There have been a number of people, who went against the odds or the negativity of what people said, started a website, placed a product on there, and went about using social media, especially Facebook to advertise. They ended up making millions of dollars for their efforts.

You can get there to. Just pay attention to what is brought out in this e-book, and you will be on your way to making millions as well.

Creating Exposure

If you really want to be successful online, you have to sell products that are in big demand. This means creating a website, putting up great sales copy, and placing a link to the product. This is standard with all entrepreneurs, or at least it should be.

Depending on search results to get the exposure you need does help, but it is really insignificant in a way. You may see some traffic, but that traffic will be based on the keywords people use. And the keywords used may be too broad.

There is another way to get a lot of traffic to your website. And of course, you know that more traffic to your site means more chances to sell your product. The exposure is what's important. So how does one get the exposure without using or depending on search engines?

The key to making lots of money online is by selling your product to consumers. It occurs when consumers see your link or ad, click on it, and land on your product page. When they do this, and your web copy is

the best it can be, you will find the consumer will more than likely purchase your product.

Again, seeing a link or ad is one of the biggest ways consumers will know about your product. The only way they will see it in search results is if they are looking specifically for your product and type in a keyword that deals with your product. Then your product page will come up in search results.

Or, if you use PPC (Pay-Per-Click), when they type in a keyword associated with your product, they will see your ad appear to the right of search results. The negative to this is that Google's Adwords is terribly expensive.

There is a much easier and most cost-effective way of getting traffic to your website. It is by using Facebook. If you don't know this, Facebook just passed the 500 million member mark.

That is a tremendously large opportunity for you to get the traffic you seek. And we all know more traffic increases your chances of selling your product.

Create Your Profile for Consumers

One of the best ways to promote yourself and your product is by creating a profile that will cater to consumers. In this case, you have two options you can follow.

Option 1:

You may want to establish an actual person to be the focal point of your campaign. This way you can personalize your organization more fully, and give it the appearance of being a human being behind it.

If this is the type of profile you want to create, you will be more open to connecting with people. You will need to watch your wall more closely so that people don't take advantage of you and post stuff you wouldn't want to be there.

The problem with this approach is that if you hired someone to do the promoting for you, and that person develops a following, you would be in trouble if that person were to leave. The way around this would be if you were the one to be the focal point of your campaign.

Option 2:

Establish a fictional character for your campaign. The fictional character will appear and act like a real person who will update your status, share pictures, make comments, write on peoples walls, and so on.

Any action that the fictional character takes will appear on the News Feeds of all friends that the fictional character accepts. When these actions are performed, the results will also appear on the News Feeds of every friend as well.

Think about this. If you developed a fictional character who got several friends requests, and he wrote a point or two about your product when responding to each friend request, your product information would show up on the News Feed of each friend.

The only problem with creating a fictional character is that Facebook has tightened their policies. As such, creating fictional characters may be hard to do. But Facebook has not banned them. So you may be able to get away with it.

The biggest concern for you when it comes to creating your profile is to whether you want your profile to be all business or a mixture of business and personal. Be on guard about one thing. If you are going to have your profile set up as business and personal, you will need to go over your profile completely to make sure there are no pictures, posts, comments, or anything that may offend your business associates. If they ever do get offended, you will lose business.

Stay away from topics that are controversial like politics, religion, and other topics that seem controversial. You also will need to remove any groups or pages that are controversial from your profile. You may not be able to remove your pages, but you can change the content on it to appear less controversial.

Promote Yourself the Easy Way

Now that you have your profile set up, you can actually begin to promote your products. This is especially true if you set up a business profile. The first thing you need to do is post your product page and a blurb about it on your Wall. You can also place them under News Feed.

The News Feed page is what everyone sees when they log on Facebook. Take advantage of this by posting your product here. If you have your profile set up for business purposes, your friends you have established on Facebook will not mind it. They can actually take what you wrote and spread the word for you.

Another thing you can do is take advantage of the photo gallery. Why not upload not only your picture, but also the picture of your products.



All you have to do is click the “Create a Photo Album” button and you will be taken to a page where you can create your album before uploading your pictures. Here is what this page looks like:

The image shows a screenshot of the Facebook mobile interface. At the top, there is a blue navigation bar with the Facebook logo, a notification badge with the number '16', and a search bar. Below the navigation bar, there is a section titled 'Add New Photos'. Underneath this title, there are two tabs: 'Create Album' (which is selected) and 'Mobile Photos'. The main content area is a form for creating a new album. It contains the following fields and controls:

- Album Name:** A text input field.
- Location:** A text input field.
- Description:** A larger text input area.
- Privacy:** A dropdown menu currently set to 'Everyone'.
- Buttons:** At the bottom of the form, there are two buttons: 'Create Album' (in blue) and 'Cancel' (in white).

After you have created a name for your album, you will have the chance to upload your photos on the next screen. It is at this time you would upload all the photos you want to share with others.

You can share your own picture as well as any you find that are appropriate and pertinent to what you are about. Make sure the pictures are professional looking or you may not go over favorably with your business associates.

When people share your photos, especially your product, your photos will give you a lot of exposure.

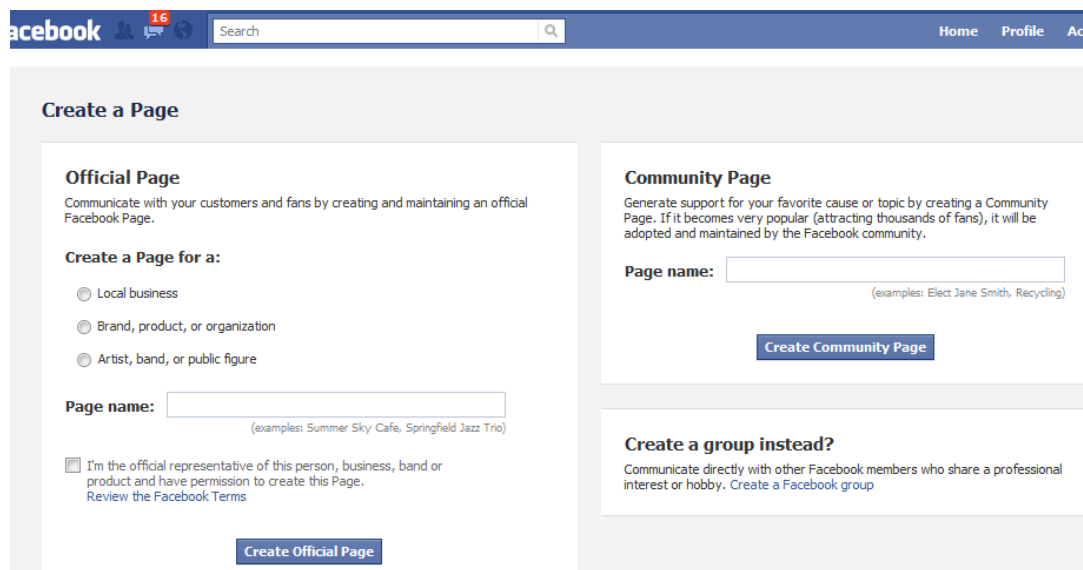
And that is what you want. The more exposure you get, the better chance you have of selling your product.

There is one other thing to keep in mind regarding Facebook and getting exposure. Go to <http://apps.facebook.com/marketplace/> and take a look. You can actually list your product on the marketplace and sell it that way. As you can see when looking at the marketplace there are many categories to choose from. All you have to do is choose the category you think comes close enough to what your product is and place a picture of it along with a caption and your price. Then after you have done that, watch as the money begins to roll in.

There have been many people who use Marketplace on Facebook and have sold thousands and millions of dollars worth of products and merchandise within a short time frame. So don't overlook this goldmine.

Your Fan Page

So how can you use Facebook to make millions online? It really starts with the way you use Facebook. When you sign up with Facebook and create your profile, the next step you need to make is to create a fan page. You can do this by going to <http://www.facebook.com/pages/create.php>.

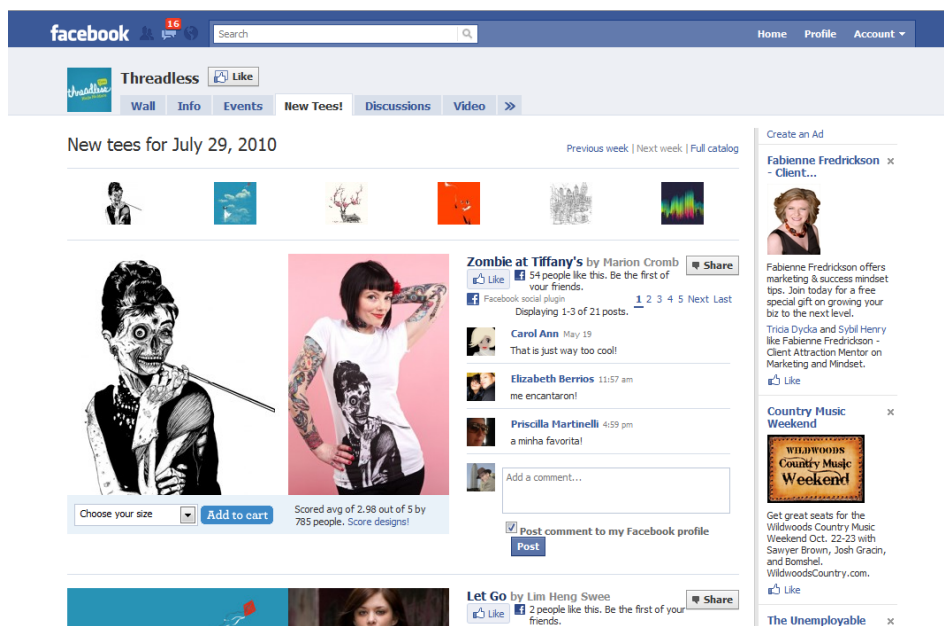


The screenshot shows the Facebook 'Create a Page' interface. At the top, there is a navigation bar with the Facebook logo, a search bar, and links for 'Home', 'Profile', and 'Account'. Below the navigation bar, the main heading is 'Create a Page'. There are two main sections: 'Official Page' and 'Community Page'. The 'Official Page' section includes a description, a 'Create a Page for a:' section with three radio button options: 'Local business', 'Brand, product, or organization', and 'Artist, band, or public figure'. Below these options is a 'Page name:' input field with a search icon and a small text '(examples: Summer Sky Cafe, Springfield Jazz Trio)'. At the bottom of this section is a checkbox labeled 'I'm the official representative of this person, business, band or product and have permission to create this Page. Review the Facebook Terms' and a 'Create Official Page' button. The 'Community Page' section includes a description, a 'Page name:' input field with a search icon and a small text '(examples: Elect Jane Smith, Recycling)', and a 'Create Community Page' button. Below these sections is a 'Create a group instead?' section with a description and a 'Create a Facebook group' button.

When creating your fan page, there are certain steps you need to take. You need to decide if the page will be for a local business, product, or public figure. In your

case, it will more than likely be for a product. So you would choose number two. Once you have done that, choose a name for your fan page. This is the name you will promote. After you have created a name, just click "Create Official Page." That's all you do. In this situation, you do not have to worry about creating a community or group page. So ignore them for now.

Here is an example of a fan page:



To see this page more closely, just go to <http://facebook.com/threadless>. When you look at the site, you will notice they release new graphic T-shirts

weekly. What is different about these T-shirts is that they are designed, submitted, and rated by Threadless own customers or community. In a sense, the customers are the ones who control and decide what Threadless produces. For this reason, Threadless brought their product onto Facebook. Facebook is a critical element toward Threadless' success.

How does Threadless succeed on Facebook? They do it in several ways.

1. Define the audience: They know what product they have. They sell T-shirts with designs on them. They went after people who love this kind of T-shirt, like tech-savvy kids and young adults. You need to do the same thing. You have to know who your customers are. You know your product. You know what it does. You know who would benefit from it. This is your market. This is who you have to target.
2. What are your goals: Why are you creating a presence on Facebook? Are you doing so with the idea of enhancing customer service? Are you doing it with the idea of increasing sales?

Threadless uses Facebook as a direct marketing tool. They use Facebook as a way to reach their customers the fastest way possible without going through a middleman. However, they don't forsake the personal factor. They allow for communication and socializing between friends. Threadless has several calls to action that work for them. You have to know what your goals and objectives are before embarking on using Facebook. It is the only way to be successful with Facebook.

3. Compelling page: Threadless uses a unique kind of experience with their fan page. Threadless allows people to interact with them, letting the company know what designs they want. They allow their customers to post pictures and images so Threadless will know what to use when designing T-shirts for their customers. Plus, they also allow customers to post pictures and videos showing the customer wearing a T-shirt created by Threadless. What a marketing stunt that is.

Threadless takes advantage of the Events tab to announce when they are releasing a new design or new contest. They use the discussion board area to communicate the wants and needs of their customers. Overall, Threadless is being exposed to 100,000+ Facebook users. That's a lot of exposure.

You have to focus your fan page to get the same results. As I said earlier, find a fan page that is doing successfully and mimic them. Don't copy everything they do. That's stealing. But you can use the ideas to generate your own fan page.

The above is one example of a successful fan page. I wanted to find another one, so I looked at various fan pages until I found this fan page and thought it would be another great example for you:



Take a good look at this fan page. Here is a great example of what a successful fan page looks like. If you haven't figured out what it is by now the answer is simple. Raising Cane is a chicken fingers restaurant located in Plano, Texas.

The first thing that hits you when you go there - <http://www.facebook.com/RaisingCanesChickenFingers?ref=ts> is the Wall. It contains official announcements of contests, company information, images, links, and even comments from fans. If you look over the

comments, you will notice many of them are positive. And these are from previous customers.

Also look carefully, and you will see that Raising Cane has posted something to their fan page on an everyday basis. If you also look closely, you will notice that customers are not posting directly to the Wall, but instead to what have already been posted. This is apparently the way Raising Cane wants to manage their Wall.

You may want to also take note of other interesting tidbits on the fan page. The company has over 44,000 fans. So they must be doing something right, and they are using Facebook to spread the word.

They made it easy for you to become a fan by posting a Like button at the top of the screen. If you go to their Photos tab, you will notice 31 photo albums and 247 photos by others. This shows them to be not only a business, but they are also showing their personal side as well.

One other thing Raising Cane's fan page does that I nearly forgot to mention is that they use it to promote

opportunities within the company. If you look under the Jobs tab, you will notice listings. These are powered by a Monster.com app.

Why would this be considered a great example of a fan page? Well if you look at it well, you can see that the company communicates with its customers on a daily basis. By doing so, their customers are able to keep updated on what Raising Cane is doing. It adds great PR to Raising Cane.

Plus, Raising Cane's customers or fans are selling the concept of what Raising Cane is about to others. This adds credibility and it helps to push the restaurant into the eyes of others.

By using photos and contests, the company is also reinforcing the brand but doing it in a fun and exciting way with a lot of energy.

The Importance of Using Fan Pages

In order for you to make tons of money on Facebook, you have to define who your audience is. Who are you marketing to? Are you mainly going after adults? If so, what age group? Do you know what your target customer wants? If you know these answers, then when you set up your fan page, you will have an idea and can create the kind of content that will please those people you are targeting.

You need to define what you are achieving with your fan page. Are you looking mainly for lead generation or are you after sales? One way to use Facebook is as a direct marketing channel. You just put info about your product on the fan page, with a link back to your product page. People will see what you are selling before they get to the actual product page.

Don't forget what Facebook is though. It may be a way for you to advertise your product, it is still a social website, so you will need to incorporate aspects of social media on your fan page as well.

Another interesting aspect to Facebook is you get to choose what page people will see when they first get your landing page. And when they finally get to your page is it compelling enough for them to believe what you say and to react.

Your focus is to satisfy your customer's needs. With Facebook, you can easily find out what your customer wants because each one can leave feedback on your fan page. This way you will know what is in your customer's mind. You can engage these customers by replying to their comments. You can keep the flow of commenting going.

Some of the questions you may want to consider include what they do on Facebook? When they log in, how much time do they spend on the media site? How often do they log into Facebook on a given day, week, or month? What types of content or products are they interested in looking at, reviewing, or purchasing. Once you know the answers to these questions, you can gear your fan page so you can answer these questions.

By knowing what type of products your customers want, you are now in the position to determine whether

your product meets their (the consumer's) qualifications and needs. If it does, you are in business. if it doesn't, you may have to rethink your strategy, and perhaps come up with a different product.

There is one thing that can set you over your competition that you may want to look at. Take a look at fan pages of those who have sold products (not necessarily yours or what is in your niche) and see what they have done to their fan page. You may see something striking. See what they are doing right and imitate it. Why re-invent the wheel when you can just imitate what is being done and do it consistently. This is what will bring you the best results.

Using Ads to Make Millions

Have you done everything so far to expose yourself on Facebook? Have you created your fan page and your profile? Have you uploaded your pictures, especially your product pictures? Are you updating everything you can about your business on your Wall? Are you using News Feed to keep all your contacts and friends updated on the latest happenings at your company?

You may be active on your fan page every day. You may also be posting on News Feed every day as well. But you are only tapping into about 60% of what you could be doing toward making millions by using Facebook.

Let me explain. It is a known fact that if you provide a way to expose something long enough, people will take notice of it. This is true if the goods are in demand.

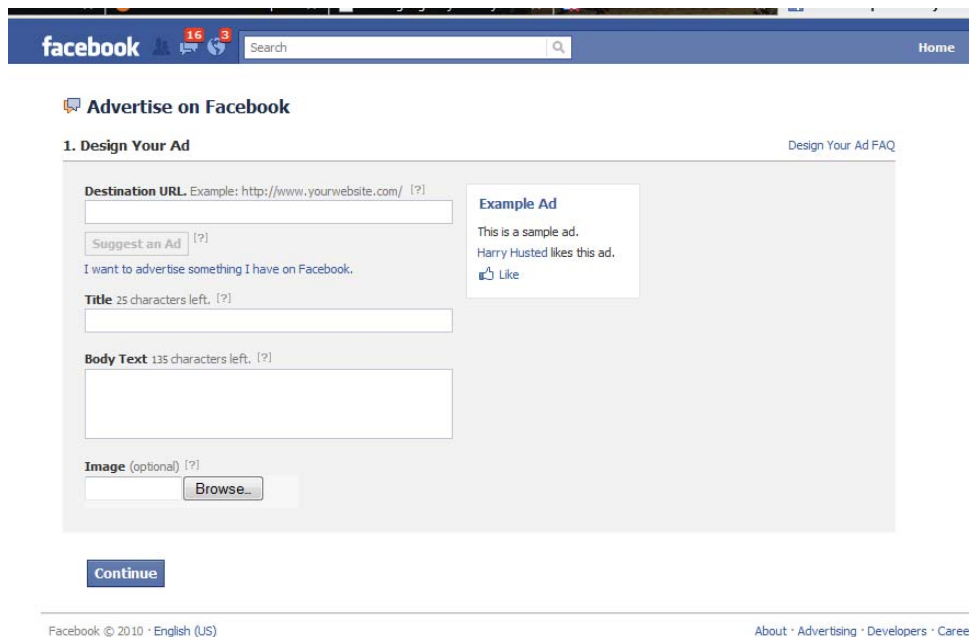
This applies to Facebook. But not just to Facebook by creating your fan page or your profile. I'm talking about providing a way to create more traffic and visibility in addition to what you get with your profile and fan page.

What I am talking about is a method where you can tap into an audience that uses Facebook for various reasons. I'm talking tapping into a method where you can use your website as a promotional mechanism.

What I am talking about is by using ads. That's right Facebook has an ad placement program or PPC, if you will. Facebook's ad program is nearly the same as Google Adwords. However, you have a better chance of marketing your product or service using Facebook, because the rates are cheaper and you have a better chance at targeting the right people, you would not be able to reach using Adwords.

If you have the money to spare and can do it, placing an ad on Facebook is the best way to go. It is a self-serving advertising model. With a little patience and learning you can use it to your advantage as a great promotional tool.

Basically, what I am saying here is that with careful planning, and writing the best ads possible, you can turn Facebook into a moneymaking machine. There have been many people who have done it and are raking in the profits.



If you look at the above picture, you will notice it is the page you go to in order to create your ad.

You can get to this page from one of two ways:

1. http://www.facebook.com/advertising/?campaign_id=402047449186&placement=pf&extra_1=0
2. http://www.facebook.com/ads/create/?campaign_id=365730201698&placement=pmgr&extra_1=0

What is great about Facebook ads is that you can view your data and see everything at a glance. This way you will know what is working and what isn't. In

other words, you can look at your data to determine if your ad is written correctly or not. If your ad is getting a ton of impressions but no clicks, obviously something is wrong with the ad. You may have to alter it.

The best way to get started with Facebook Ads is by going to www.facebook.com/advertising. Here you can read an overview of what Facebook Ads is all about and even read some case studies. The main thing is to get started, fill out the ad, and place it. Once you do this, keep track of the ad to see how it performs. You may have to alter it in some way. The most important part of creating the ad is testing it. You will need to change it to get the best results possible.

When you are ready to create your ad, there are some things you will have to look at. Take a look at the image below:



Advertise on Facebook

1. Design Your Ad


Destination URL. Example: <http://www.yourwebsite.com/> [?]

 [?]
I want to advertise something I have on Facebook.

Title 25 characters left. [?]

Body Text 135 characters left. [?]
Image (optional) [?]

Example Ad

This is a sample ad.
Harry Husted likes this ad.
 Like

When you begin creating your ad, you will enter your destination URL. This URL will be your product page at least that is what you should place there. You will place a great but catchy title. You only have a few characters to place in this field, so use your creative side of your brain and think of what would capture your eyes if you were looking for that type of product. You have to make it convincing and compelling at the same time.

The next step is the body text. Again, you have only so many characters, but at least you have more than you would have in the title. In fact, you have 135 characters. You can use those characters quickly, so make sure that when you wrote the body of your ad, you write it concisely, accurately, to the point, and enticing so people will have a reason to click it.

You also have a choice of including an image with your ad. This is optional. But if I were you, I would use your product image here, since this is what you are trying to promote.

After you have created your ad and selected how you want to pay for it, and what the targeted audience will be, you will then submit the ad for approval. Facebook will notify you by email with their decision as to whether to approve your ad or not.

Let's say Facebook approves the ad and it goes live. Every other day or so, you should check the stats on your ad. You may have to make adjustments to it if you find your ad is not performing as well as you had hoped for. Then again, your ad may be outperforming itself. This means it may be doing better than you

anticipated. Still, evaluate the ad. See how many impressions you get compared to clicks. If for instance you have 4,569 impressions, but only 10 clicks, something is wrong. However, if you have 4, 569 impressions and about 600 clicks, now we're talking.

The point is you may have to adjust your campaign in some way or another for it to give you the best results possible. It's all about testing. Remember that.

The bottom line regarding ads is that you can make millions by placing one. Do you know that since there are over 500 million members, and that number grows by 20,000 each day, there is a huge potential to see your ad. If you haven't figured out the numbers, don't. You will see your sales skyrocket through the roof if you write your ad properly.

Secrets to Making Money on Facebook

There is a secret about Facebook that you may not be aware of. In fact, no person probably thinks about it. Well did you know that every person, no matter who it is, is considered a consumer.

You walk into a store for one reason – to buy something. That is the main reason for going to a store; any store. If you need it you go buy it. If you want it, you go buy it. The bottom line is we are consumers and we think like consumers.

As a businessman, you want to make huge profits from your business. You want to take advantage of every avenue or income stream you can to make money. This is a given.

Well, as you may know there are millions upon millions of Facebook users. In fact, I stated earlier in this e-book there are about 500 million members so far, and this number keeps growing every day.

When these people log onto Facebook, they are doing so for a reason. Some just want to socialize. Some want to make friends with others. Some want to reach

out to their clients or business associates. Whatever the reason, all you have to know is that there is a huge potential waiting for you.

If you think about it, Facebook provides the perfect platform. You can target those you want to on a specific level. You can target any group of consumers you wish. This is the secret to making money on Facebook. And the truth about it is not too many people know this. Most people only use Facebook to talk trash, as I call it, but nothing else. Use the huge membership base to your advantage.

You may not realize this, but there are plenty of people who don't like using Facebook. They think it is a waste of valuable time. Why would someone sit in front of their computer just to tell a friend they are connected with, what they did last night. Who cares.

But do you know something? After thinking about it, I realized that even if the comments people make are weird and a waste of time, the audience on Facebook is not. Basically, what I am saying is that the messages may be out of this world and boring, but the market or customer-base is not.

Business people, at least the smart ones, realize the huge potential that Facebook provides. If you sit back and analyze the entire picture, you will see what I am talking about here.

Let's say you have a business where you sell software. This software will help correct every bug that belongs to Microsoft Vista. You get on Facebook, set up your profile, develop a fan page, and post comments about your software, including what it can do. Within quick fashion, you are going to have a ton of orders come into your inbox. People are going to be writing on your wall. You are going to be the most popular man on Facebook.

When you begin to advertise on Facebook, you are going to see conversion; a ton of them. Your sales will skyrocket through the roof. Why? Each person on Facebook will either have Vista or will have a friend or family member, who uses Vista. They will want to get your software so as to get rid of all the bugs.

You will make a ton of money simply because you are offering every person on Facebook something that can help them. Not only that, but you are going by the law of economic: supply and demand.

If you supply what people want, the demand will be there. This is what drives people to buy. Let's say you are in the market to buy a car. You see ads on TV about cars. You start shopping online to find the car you are thinking in your mind you want.

You do have a particular car in mind and will not settle for anything else. You keep searching and searching until one day you run across this car on a website about cars. You look for more info about the car. Everything the ad describes is what you are looking for. You contact the person in charge of the ad and find he is within driving distance to your home. You drive to his location, see the car, take it for a test drive, and love the way it handles. You are sold.

You had the demand and the person you bought the car from had the supply. It's that simple. As a consumer, you wanted a car. You demanded to get a

car. All you had to do was find it. Because of the law of economics, the supply was there. You got it.

If you want to make money, you have to be in the same position. You have to be the supplier for the demand of the consumer. This is common with all entrepreneurs, or at least it should be the mindset of them. You should have this mindset to. If you do not, you better get it fast.

You are a supplier. Now you have to market your supply in order to arouse the demand from the consumer. You may do a lot of marketing in your target market, but you also have to do the same with Facebook, especially if you want to make money using Facebook.

You get on Facebook and promote yourself and your business. But you don't want to just create a profile or fan page. You want to be really creative and promote your supply to those on Facebook that will give them the incentive to demand your supply.

In your case, what you sell is information. Information is a big seller online. People are constantly

selling information online every day. You will learn to do the same thing, except you will use Facebook to do it.

When you start promoting your product, you can't think like a businessman. That won't get you anywhere. You have to think like a consumer. You have to remember that consumers have a need to fill. They have a want. They are looking for ways to fill that want. If you put yourself in the shoes of the consumer and act like one, you will begin to realize what the consumer wants.

You need to ask yourself why would anyone pull out his wallet and buy your product. You have to think to yourself what it would take to convert each consumer to a buyer.

So how do you make money on Facebook. Well I covered this a great deal in the chapter on Facebook ads, so I won't go into detail how to set up a Facebook ad. But what I will say is that if you spend a good deal of time creating your ad and tighten your target market, you will find success unlike whatever you have experienced before.

Facebook ads will target those that even Google Adwords or Yahoo Marketing Solutions can't do. If you have a product that is only for certain people, all you have to do is know the category, type, and location of these people, and target your ad to them. This way only the people that meet your target market will see your ad.

But it isn't just about creating a compelling ad, it is about your offer. You can post your offer on your Wall, especially if you use your fan page, or if you created a business profile, you can use the Wall. You can even use the News Feed as I mentioned earlier in this e-book.

The main factor is that you promote your product on Facebook where it will get the attention of each person who uses it. Your product may not cater to certain users, or it may. It depends solely on your product and what it does. The bottom line is that you need to understand your product, know your customers, and reach them. And you can do this on Facebook with ease.

Case Studies

Just to give you some ideas of how Facebook can help you make a ton of money, I will present to you a couple of case studies. These are true, I just changed the name for privacy reasons.

Case Study #1:

Here is Jennifer. She is a remarkable young lady. She got tired of working for the corporation and decided to venture off on her own. She went online and scouted around to find what problems people had. Being that she has 5 years experience as a Microsoft Office user, and she did get her certification from Microsoft, she decided to take advantage of that.

She found that many people had trouble with the advanced uses of word. So she created a tutorial on how to use the advanced features of Word. She knew her competition. But when she evaluated her competitor's software, she found what it lacked. So she created hers to focus on those areas. She also made hers more interactive. She put up a website and sold the video tutorials. Her sales were not doing too well at

first. So she got a brain storm. She realized what was missing. She had to go where the consumer was. She got on Facebook. She created a business profile as well as a fan page. She also created an ad.

Within a week, her sales skyrocketed. She not only made \$10,000 in one week, but she also made a lot of friends, and established relationships with more people she never had before. So she benefited highly from using Facebook.

Case Study #2:

Here is Fred. He is a self-employed illustrator. He does graphics for web pages, e-books, and books. His business was very slow for a while. He started thinking about folding the business and getting a full time job. The only problem is that he only knew about being an illustrator. He knew nothing else.

He talked to a friend who invited him to Facebook. He went there, created a profile and connected to his friend. He read posts his friend left for others to read. He soon realized the amount of friends he had.

Eventually a light bulb went off in his head. He figured if his friend had so many friends (10,000), he could eventually get that many as well. So he studied books on Facebook and learned how to better use it. He created a fan page and wrote compelling copy for it. He used one of his illustrations as a background image. Soon after he was getting so many people to his fan page, writing about how they liked his images and illustrations.

He put up an ad about his being an illustrator, and within a couple of weeks, he was getting requests to do projects for other businesses. Within a month, he had so much business he literally had to turn some away.

Wrap Up

Hey folks. I think this book sums it up perfectly. Even as the case studies showed, if you really have a great product that people want and it is in big demand, people will be willing to buy it. The problem is getting people to learn about it.

Facebook has been around for a few years and has developed into a huge membership base. They currently have well over 500 million members. This proves there are millions of people who go online in a day, week, or even month for socializing, gaining new friends, and even to look for bargains. It is up to you to tap into this market.

You just have to think like a consumer and know what the consumer wants. Then satisfy that need. You also have to remember the law of economics that where there is a supply, there will always be demand. Keep that in mind when you develop your products.

Don't forget to use Facebook to promote your product heavily. You may just find your sales skyrocket when you use Facebook in combination with other

marketing efforts. You can make millions using Facebook if you learn how to use Facebook and apply the techniques you learned in this e-book. Once you do that, you will find making money won't be as hard as you once thought.