

# [How to use the power of facebook to make money](https://assignbuster.com/how-to-use-the-power-of-facebook-to-make-money/)

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Welcome to my latest WSO on how to cash in from the world’s number onesocial networkingsite – Facebook. Now I am sure you have all heard of Facebook – it is in fact the world’s third most popular social networking site.

When people are too busy talking about Twitter it seems people have actually neglected Facebook. In fact Facebook is so powerful I am going to show you how I have been makingmoneyfrom Facebook and how you can replicate my exact business model and use my strategies. These strategies will help you understand Facebook more and will make sure aware of the different methods you can use to make lots of money from Facebook. If you have not registered on Facebook already then you are seriously missing out on a lot of cash and a lot of potential customers for your business.

Before I get into the meat of this report let me warn you that the methods in this report have been tried and tested and they can work for almost any niche. Also if you have any questions on anything then please do not hesitate to contact me at Naseem.[email protected]com With all my reports this is going to be a no fluff report on how to make money from Facebook. I will not bore you with a full history of Facebook – if you want a history lesson then you can go ahead and research on Wikipedia on the history of Facebook. This report will mainly cover the following. ? How to use Facebook to make money for CPA ?

How to use Facebook Applications to make money ? How to use Facebook and make something go “ viral” I hope you enjoy reading this report and you replicate my strategies for Facebook. Imran Naseem – http://www. ImranNaseem. com (My Blog) Making Money From Facebook I was a sucker when it came to Facebook. In fact I was always sceptical of Facebook but in recent months I have been using Facebook and it has had given me excellent results and made me money. Now I am going to go straight into this. The first thing you will need to do is head over to Facebook and make a new account.

Now once you have registered Facebook basically gives you lots of different options to edit your profile. For the best results I always make sure I add my picture to my profile as it gives that bit of extra edge and when it comes to adding people it makes life much easier. Once you have created your Facebook account I would then focus on adding your “ friends”. Now I have two Facebook accounts – one for business (where I have all my friends from the Warrior Forum and the Internet Marketing community) and one for “ my social friends”.

For the best results I always have greater success from my second Facebook account which has all my “ social friends” – people who I meet on a regular basis and people I have either studied with at school or worked with in the past. However, if you only have one main Facebook account then that is not a problem! Imran Naseem – http://www. ImranNaseem. com (My Blog) Now the first thing I want to focus on is FACEBOOK GROUPS. Now Facebook Groups are very popular right now because these groups allow like minded individuals to talk about almost anything. So that means you can set up a group today on virtually any topic in the world.

The beauty of Facebook Groups is that people can cater towards a certain niche and get together as a community to talk about a certain cause. For example, there have been lots of groups in recent years on the War In Iraq and groups that that relate to something that is happening in the news. For example, the recent Earthquake in Indonesia or the death of Michael Jackson has had an effect on people – I call these type of Facebook groups “ Emotional based groups” because these groups have people who have been effected by the tragic events in the world. There are also groups that call for a “ ban on” something.

For example, there have been lots of groups on Facebook that call for “ ban on guns and knives”. I call these type of groups “ Pressure Groups” because these people want something to be done and want to see or would like to see a change in the law. And then there are groups which people set up for “ fun”. For example, there are groups with topics such as “ how fast can you type” or the first to comment gets to win a FREE Iphone. People join these types of groups for fun because they are either bored or at work or may just join because they are curious about something.

I call these type of groups “ Fun Groups”. Now for the purposes of this report I will focus on setting up FUN Groups and how to get as many people as possible to join these groups. Now Facebook groups are very popular. Here are just some of the different groups catering different niches. Imran Naseem – http://www. ImranNaseem. com (My Blog) Here are some Tatoo Groups Here are some groups on Make up Imran Naseem – http://www. ImranNaseem. com (My Blog) Imran Naseem – http://www. ImranNaseem. com (My Blog) Here are some groups on Breakdancing

There are so many different niches and topics that people are passionate about. Now I would focus on the niches people are not only passionate about but you will able to get so many people joining in a short space of time. Imran Naseem – http://www. ImranNaseem. com (My Blog) Now in order to create a Facebook group it is pretty straight forward. Simply head over to http://www. facebook. com/groups. php Next click the “ create group” link. Imran Naseem – http://www. ImranNaseem. com (My Blog) The next thing you need to do is simply create your group.

Now Facebook allows you to enter your Group name so people can find you and also description (now in this box you can enter your URL for any website or affiliate link if you have one). Once you have entered your entire information click “ create group”. Now when it comes to creating your group there are lots of different categories. Because I tend to focus on the “ just for fun” category I usually select this one. However, if your group is going to be on something else for example, a specific niche such as “ weight loss” then I would select the “ specific interest” category. Imran Naseem – http://www.

ImranNaseem. com (My Blog) Once you have created your group and are happy with it the next thing to do is publish it live. So for example, here is an example group I have set up right now for the purposes of this report. As you can see I have picked an eye catching title – E. g. 1 million girls who love make up. Now as you know the make up niche is huge – 90% of girls love putting make up on and this is why it is easier to target a certain niche. The female market is huge! Now once you have created your group you can edit it, add your URL and start “ inviting people to join”. Now this is important.

The more people you have on your Facebook the more chances your group will grow more. For example, let’s say you have over 200 people on your Facebook then the chances are these people will tell their friends about the group and their friends will tell other people until there is a “ viral effect”. Imran Naseem – http://www. ImranNaseem. com (My Blog) Once you have lots of people who are coming onto your group then I would find an affiliate offer related to your group. For example, there are lots of $1. 00 submit offers related to the beauty niche. These can add up easily for just the submission of an email address.

In order to get more people visiting your group I usually add the following text. (You can use this one for your groups too and replace the relevant words). 1 Join this group. 2 Click on " Invite People to Join" from the menu on the right. 3 Select all your friends (for this to work, you need to do this). 4 Click on " Send invitation" It's that simple. THEN PLEASE PRESS THE " SHARE BUTTON ON THE RIGHT HERE, AND POST THIS GROUP TO YOUR PROFILE. LETS TRY AND GET A MILLION.... Also please become a fan of our fanpage at [[URL LINK]] ........... (0 0) . ---oOO-- (\_)-----. =================¬ ¦ INVITE ALL YOUR FRIENDS ¦ L=================- '---------------oOO ........ | \_\_| \_\_| .......... || || ....... ooO Ooo Imran Naseem – http://www. ImranNaseem. com (My Blog) Now groups are an excellent way to build a lot of members but my personal favourite way of making money is to create fan pages. Fanpages on Facebook are very popular and anyone can set up a fanpage on almost anything! There are Fanpages on almost anything – celebrities, businesses, people just about anything people have a passion for. I recommend you set up Fanpages over Groups because Fanpages tend to get a lot of people in a short space of time.

In fact Fanpages are so popular this article here shows just how popular Fanpages have become with online retailers. There are lots of Fanpages on almost anything. For example, take a look at these following Fanpages for the following niches. Imran Naseem – http://www. ImranNaseem. com (My Blog) Here are Fanpages on Tattoos. Imran Naseem – http://www. ImranNaseem. com (My Blog) Here are Fanpages on Breakdancing (As you can see there are just over 13 fanpages – which means if you created a fanpage on breakdancing you can easily beat the competition! ) Imran Naseem – http://www.

ImranNaseem. com (My Blog) Now in order to create a Fanpage it is pretty simple. Just go to this link at - http://www. facebook. com/pages/create. php Now the next thing you need to do is simply decide on the type of Fanpage you intend to create. I would pick something people are passionate about. The beauty of Facebook is that the traffic is already there. People would be willing to join your Fanpage if you can give them a good reason to join and they would be willing to spread the word for you. For example, giving 1 cent to every person who joins your Fanpage could be one idea.

So for example, if 1000 people joined your fanpage then that is a total of $10. 00. Also avoid imitating celebrities as you have to be careful on the type of Fanpage you create. Therefore, for the purpose of this report I would focus on:? Niches people are passionate about – e. g. tattoos and piercing ? Fanpages which are “ fun” – For example, “ how fast can you type”? or 1 million tattoo lovers. Imran Naseem – http://www. ImranNaseem. com (My Blog) Now once you are ready to create your Facebook fanpage you need to decide on the category. For example, Area, Brand or Artist or “ Other”.

I usually head over to the “ Other” category if I cannot find a relevant one to put my fan page under. So above as you can see I have done an example already for you. “ 1 Million People who want to be rich”. Now I usually sometimes pick “ fun type” of topics. It is entirely up to you which type of topic you Fanpage you wish to create. For example, after Michael Jackson died in June I created a Fanpage dedicated to the “ King Of Pop” and to this date it has over 360 members. Once you have entered your information simply click the “ create page” link. Imran Naseem – http://www. ImranNaseem. com (My Blog)

Now you will be presented with a screen where you basically have to edit information and images. Make sure you use an image which does not break any copyright laws. However, I have been using images fromGoogleand have not had any problems but I would recommend you use a royalty free image. Here is a cool site for all the royalty free images. http://www. publicdomainpictures. net/ Once you have added your image and added any relevant information to your Fanpage such as URL domain name then simply “ publish your page” so it can go “ LIVE”. Imran Naseem – http://www. ImranNaseem. com (My Blog)

As you can see Facebook Fanpages allow you to add pictures, discussions and other things like your own URL. I am sure you have noticed the “ Become a fan” icons on Facebook. These are very popular and “ hot” right now because people love joining Fanpages. Once you have edited your Fanpage and added all the relevant information then simply start directing traffic to it and start getting lots of people to join. The first way to do this is click “ Suggest to friends” link on your Fanpage. Imran Naseem – http://www. ImranNaseem. com (My Blog) Next you simply start sending “ Inviting” people to join your Fanpage.

Once people join your Fanpage your Fanpage link appears on their profile page. For example, if I joined a Fanpage then it will say something like “ Imran Naseem became a fan of [[Group name]]” Now the more people you have on your Facebook then the more people who are most likely to join your Fanpage. Imran Naseem – http://www. ImranNaseem. com (My Blog) Here are some popular Fanpages that have thousands and thousands of active members (This Fanpage is getting members every 5 seconds! ). http://www. facebook. com/pages/Sleeping-with-one-leg-out-of-thecovers/92775959070? ref= ts http://www. facebook. com/pages/Snuggling/85789376823? ef= search&sid= 58 8786853. 1957378242.. 1 http://www. facebook. com/pages/Falling-asleep-whilecuddling/81785496623? ref= search&sid= 588786853. 1688146362.. 1 http://www. facebook. com/pages/asdorsiamediacom/Flipping-the-PillowOver-to-Get-to-the-Cold-Side/78247222425 The more members you have on your Facebook Fanpage the better the chances of you making more money. So how do you make money from Facebook Fanpages? Well there are lots of different ways you can monetize your Facebook Fanpages and make money. Remember people will join your Fanpage either they are passionate about something or just for “ fun”.

Sometime’s it is best to take advantage of their passion and monetise you’re Facebook Fanpage and make money. For example, people like to talk about things like “ going for a long drive in the dark” – these are every simple “ human” things and a Fanpage like this can help drive not only lots of members in a short space of time but it can also go “ viral”. There are several ways you can make money from your Facebook Fanpage. Imran Naseem – http://www. ImranNaseem. com (My Blog) The first way is to promote Clickbank Affiliate Products. For example, let’s ay your Fanpage is about different types of Tattoo designs and it is beginning to get lots and lots of members. The first thing you can do is head over to the Clickbank Marketplace and search for a “ Tattoo related” affiliate product you can promote. As you can see there are lots and lots of different Tatoo related affiliate products that you can promote using your Facebook Fanpage. I usually select the product that has a high “ gravity” and has a good high referral percentage. So for example, let’s say you have a Fanpage on the different types of Tattoo designs and you want to add a URL to your page.

Now what you need to do is select the type of product you can promote. So in this case I am going to focus on the products that appear on the first page on the Clickbank marketplace for this niche. I usually select the one that has a “ good looking” pitch page. Imran Naseem – http://www. ImranNaseem. com (My Blog) So for example, let’s say you are going to select number 2. Here is more information about this affiliate product. We can see that this pays 75% commission for each person who signs up to this membership site. It also has a 91% referral rate and a high gravity.

Now with Facebook users I prefer to use “ Direct Linking” because it has the best effect and Facebook users generally take action if they are passionate about something. Imran Naseem – http://www. ImranNaseem. com (My Blog) Once you have selected the type of Affiliate product you wish to promote simply click “ create hoplink” and then enter your Clickbank nickname. Next Clickbank encrypts your Clickbank affiliate link for the product. Now we are not going to post this “ UGLY LOOKING” affiliate link anywhere on your Facebook Fanpage. However, we are going to mask this affiliate link. Imran Naseem – http://www. ImranNaseem. om (My Blog) The next thing I would do is head over to Godaddy or Namecheap and purchase a domain name. Now in order to keep your costs low I would buy a cheap . info domain name since we are going to be doing “ direct linking” from your Facebook Fanpage to your Clickbank product. So in the case of this example since we are focusing on Tattoos I will purchase a Tattoo related domain name. For example, at the time of writing this report TattooDesignsWorld. info is available and costs just over a dollar to purchase. Now what we are going to do is simply link your domain name to your Clickbank vendor that you intend to promote.

Now what we are going to do is use a technique of “ masking” your domain name so anyone who goes to TattooDesignsWorld. info will be automatically forwarded to the vendor page and on the address bar the domain name will replace your affiliate link. Now with Godaddy this is pretty simple and easy to do. The first thing you will need to do is log in to your GoDaddy Account. Once you are logged in simply head over to your domain name that you have purchased until you come across a screen that looks like this. Imran Naseem – http://www. ImranNaseem. com (My Blog) Next click the “ manage link”.

Once you have done that you should see a screen that looks like this (see below). The next thing you need to do “ mask” your domain name. Now as you can see you are presented with several options. At the top you simply paste your Clickbank affiliate link at the top and then head over to “ Forward with masking” and click Ok. Eventually after 10-15 minutes your domain name will be “ masked” with your Affiliate link. So basically anyone who goes to yourdomain. com will be forwarded to your Clickbank vendor page. Imran Naseem – http://www. ImranNaseem. com (My Blog)

Now Facebook Fanpages can make you a lot of money in the long-term because just “ One status change” on Facebook can result in money. Facebook users are generally the type who like “ funny, new and wacky” stuff and if they are passionate about something then they will make sure they do something about it. If you need any ideas on the types of Facebook pages to set up then feel free to use sites like Yahoo Answers to see what types of questions people are asking in regards to everyday issues or hobbies etc. I usually create Fanpages on topics/niches that people will constantly talk about.

Here are some really cool “ fun Fanpages” ones you can try. I hate people who smoke! I hate people who smoke whilst eating! I hate Sundays! I hate people who stare at you whilst eating! I love sleeping on a cold day! I love eating ice cream on a hot summers day! And here are “ niche Fanpages” you can create and start profiting from 1 Million girls who want to live in a big house when they are married 1 Million fans who love Tattoo Designs 1 Million people who love singing 1 Million people who love to dance 1 million people who love to eat Imran Naseem – http://www. ImranNaseem. om (My Blog) Now on your Fanpages make sure you regularly update your status and make sure you direct people to your Affiliate Link. For example, if your Fanpage is on Tattoos then send people to your Tattoo Page by having text which includes something like this. For example, grab a Free Tatoo Lovers Profile [[URL LINK]]. Here is an example of a page that is already doing this. http://www. facebook. com/hotchickswithtattoos? ref= search&sid= 588786853. 3322830222.. 1 This Fanpage is using this Affiliate Program to direct traffic to using the power of Facebook Fanpages.

One of my Facebook Fanpages is making me anywhere from $400-$500 a month on complete Autopilot. The more people that join your fanpage the most likely it will spread and go “ viral”. People will tell other people to join your Fanpage and so on.. The more people that are on your Fanpage then you can message these people on a daily basis. Facebook has a limit on the number of messages you can send to your members but you can send messages to over 1000 people per day. This is the true power of Facebook “ viral marketing” at its best. You can also comment on peoples “ status” and ask people to spread the word about your Fanpage.

Potentially hundreds and hundreds of people will see your Facebook fanpage. Imran Naseem – http://www. ImranNaseem. com (My Blog) Using Fanpages to make money with CPA Affiliate Marketing Now this is one of my favourite strategies of making money on complete Autopilot and it involves making Fanpages and using Low Involvement CPA offers that require just an email address. These type of CPA offers pay anywhere from $1-$2. 00 and these can add up easily. These work best if you have a group for a specific category. For example, you can have a fanpage on “ the fastest person who enters their email address gets a chance to win a FREE laptop”.

These types of Fanpages are another example of “ fun” type of Fanpages. Here are some examples of low involvement CPA offers that pay anywhere form $1. 00-$2. 00 for a simple email address. Imran Naseem – http://www. ImranNaseem. com (My Blog) Imran Naseem – http://www. ImranNaseem. com (My Blog) Setting up fanpages for Low involvment offers can all add up. For example, lets say you set up 10 different Facebook fan pages each bringnig you constant stream of visitors to your Fanpage. Now if these pages involved people entering their email address and taking action then you can easily make up to $50-$100 a day from these fanpages.

It really is that simple! Imran Naseem – http://www. ImranNaseem. com (My Blog) How to spot your competiton for Fanpages! Now with Fanpages you might want to set up a certain fanpage but sometimes there can be occasions where someone already has set up a Fanpage on something. This can be quite annoying sometimes. Here is a pretty easy way to look for other competing Fanpages. For example, let’s say you wanted to create a Facebook Fanpage titled “ driving in the rain” Now the first thing to do is enter the phrase “ driving in the rain” in the search bar.

As you can see on the left hand side you can see just how many different types of “ pages and groups and applications” there are for this phrase or particular topic”. Imran Naseem – http://www. ImranNaseem. com (My Blog) Since we are focusing on just Fanpages you can see there is already an existing Fanpage which has just over 800 fans. Now this is good news since we can easily beat this competition since it has not many members. So what you can do is set up a competing fanpage titled “ People who love driving in the rain”. If there are several competing Fanpages for the same niche I would avoid competing and move on to an alternative niche.

It is up to you on the type of Fanpage you want to create – either you want to create one for “ fun” with a view to get as many members as possible so you can then later on direct people to a CPA offer or you can create a page with the intention of getting people to fill in your CPA Offers (be careful though as some CPA Networks do not allow incentives traffic so make sure you promote the ones that do). However, I have been promoting 99% of CPA low involvement offers without any problems. Imran Naseem – http://www. ImranNaseem. com (My Blog)

Flipping Facebook Fanpages Once your Facebook fanpage has gone “ viral” and it is making you money why not flip it on FLIPPA? There are so many potential buyers out there who would love to purchase Fanpages. If it makes them money then they will easily pay up to $1000-$2000 depending on the number of people you have on your Fanpage. However, I would first make sure your Facebook Fanpage has lots of members, is making you money on Autopilot and also is active. If you have lots of members on your Facebook then you have a much better chance of growing your Fanpage easily.

In the next section I am going to talk about how you can make money from Facebook Applications. Imran Naseem – http://www. ImranNaseem. com (My Blog) Making Money from Facebook Applications Now this is one of the most lucrative areas of Facebook and one that can bring in big profits if done properly. Have you ever noticed those Facebook Applications that people are constantly using? For example, most of these are quizzes and games that people like to try because not only are they curious but they seem interesting. Here are some popular Facebook Applications right now.

This Application “ predicts” people’s future. Are you going to have luck in the coming week? It has just over 274, 000 fans right now and is growing! Imran Naseem – http://www. ImranNaseem. com (My Blog) This Facebook Application finds your next “ true love”. It has just over 64, 000 active members as of now. Imran Naseem – http://www. ImranNaseem. com (My Blog) Flixster is the most popular Facebook application with just over 14 million users it lets people discuss and talk about movies and take quizzes. So how do you Build a Facebook Application? Well it is pretty simple and this is how you do it.

The first thing you will need to so is Register the Facebook Application so just go to this link here. http://www. facebook. com/developer and then click “ ALLOW Access” Imran Naseem – http://www. ImranNaseem. com (My Blog) Now this is basically an Application by Facebook which allows you to build any Application. So once you are on the page the first thing you will need to do is click “ setup new application”. Imran Naseem – http://www. ImranNaseem. com (My Blog) Next you should see a screen that looks something like this. Now what you need to do here is name your Facebook Application, and agree to their terms and conditions.

Be careful in what name you pick as sometimes Facebook might own the trademark to the name of a certain application. Imran Naseem – http://www. ImranNaseem. com (My Blog) Next you should see a screen containing important information about your new Facebook Application. On the Left hand side of the screen you should see a “ Canvas”. Click on that and then simply choose your Canvas Page URL (This is the URL where Facebook users access your Application. So basically enter anything you want here – it is a bit similar to registering a domain name! ). Imran Naseem – http://www. ImranNaseem. com (My Blog)

You should also see a section called “ Canvas Callback URL” is the main remote URL where Facebook displays your Application from. You will automatically get a CALLBACK URL after you have set up your Application so make sure you keep this window open. Whilst keeping that window open – Open another window by going here. http://apps. facebook. com/appstudio/wizards. php Log in and click “ Allow”. Imran Naseem – http://www. ImranNaseem. com (My Blog) Imran Naseem – http://www. ImranNaseem. com (My Blog) Next you should see a screen which basically lists the different types of Application you can create.

In the case of this example let’s create a “ Quiz Application”. As you can see you are presented with an option to name your “ Quiz Application”. Pick an appropriate name then click “ Complete Step 1”. Once you have done that it is time to configure your Application. Imran Naseem – http://www. ImranNaseem. com (My Blog) Next simply enter the relevant information. Now remember the window you had opened? Simply paste your Facebook “ Secret” and “ Canvas Page URL” to configure your application. Then click “ Save your Quiz App Settings”. Once you have entered all your information you should see a screen that looks like this (see below)

Imran Naseem – http://www. ImranNaseem. com (My Blog) Now as you can see you receive your “ Call back URL” (Highlighted above) For example, for my application my callback URL is http://www. socialappstudio. com/appstudio/apps/babyquiz/ Now you need to go back to your first window and paste this callback URL Imran Naseem – http://www. ImranNaseem. com (My Blog) Then click “ Save Changes”. If you did everything right you should paste your call back Application URL to your browser and see a screen that looks something like this (see below). Imran Naseem – http://www. ImranNaseem. com (My Blog)

Next click “ Allow” and now you are ready to run your Application. Then simply log in as admin and click “ Continue” Imran Naseem – http://www. ImranNaseem. com (My Blog) The type of Application you do is entirely up to you – you can add images, banners, text and customise it. Using CPA for your Applications Now you can also make money from your Applications by using CPA by using the Affiliate Application Wizard. This can work well for low involvement CPA offers or can use Dating Offers (which tend to convert really well). Dating Applications are very popular on Facebook right now and offers that require just a simple email address.

The more members you have and the more money you will make the better the chances of you flipping your entire application on places like FLIPPA and other marketplaces such as the Warrior Forum Marketplace. How to use Facebook and make something go “ viral” If you have a crazy idea or a wacky moment why not do something “ viral”? For example, you might want to set up a fanpage or a group and actually pay people to join – YEP! You can pay as little as $0. 01 for each member who joins your group or you can pay people who help get you new members. Facebook is excellent when it comes to something that might go “ viral” and spread.

Facebook has millions and millions of users on a daily basis and the traffic from it can really help for your cause. For example, you might want to even make money by setting up a capture page for people and build a list in the process. For example, we all know that the female market is huge – especially when it comes to make up. Why not set up a capture page with the following words. Imran Naseem – http://www. ImranNaseem. com (My Blog) Find out how to Receive FREE Mac Make UP Enter Your Name and Email Address To receive a special secret link Imran Naseem – http://www.

ImranNaseem. com (My Blog) This is an example of a landing page you can direct Facebook (female users to) and they will need to simply enter their name and email address. Once you have a list of say 300-400 girls then simply forward a CPA offer to them or a Clickbank link ? The possibilities are endless! I hope you enjoyed reading this guide on how to make money from Facebook and its tools ? Why not leave me a testimonial if you liked this report? Simply email me at Naseem.[email protected]com My blog is Imran Naseem – http://www. ImranNaseem. com Imran Naseem