

Facebook Close Ventures - Uncovered

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The earnings that you actually experience will depend on the amount of labor that you put into your efforts as well as your ability, experience, education, market trends, search engine algorithms, and many more personal and external factors. We do not guarantee or otherwise promise that you will earn any particular amount of money.

That said, it IS possible to make money online. Thousands of people are doing it every day, and we hope that this report can help you join those ranks!

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To my supportive subscriber of mine,

I hope by the time this reaches you – You are already in this Facebook business and basically this eBook will hope to provide you as a guide, from the time you start creating Facebook campaigns....
Right NOW!

I will try to put down almost everything I can remember, from theory to practical, for this Internet Market Niche Business.

Social networking has exploded on site like Facebook and you got to be on “another planet” if you are not on it!!

It’s reaching out everywhere – From your browsers on your laptop or PCs to mobile and hand-held devices – Now it even took to the TV – like Samsung’s latest Smart TV series.

One click of a button and you are on the website that boast more than 500 millions users today!!

So think about it – It definitely be THE PLACE where you can get traffic to your site or even without any website your fan page is a great way to make sales.

Have fun reading it and I hope you **enjoy everything!**

To your Online Success, always!

CASEY

Contents

- 1) Getting the best out of the niche?
- 2) Finding random opportunities..
- 3) It's all about passion!
- 4) Here comes the viral Fan page!
- 5) Getting started - Fan page.
- 6) Landing page – What's that?
- 7) How to Design your "best' Ad..
- 8) Finding you own GOLD MINE (at last!)
- 9) This one for the road....

Facebook Close Ventures - Uncovered

1) Getting the best out of the niche?

In Facebook, the kind of competition you will face is different; actually the complete system is different.

But you understand that you are not the first one with Facebook, and yes you could have made more when you started years earlier. However, there is still a lot of money to be made. The great thing about Facebook is that it is the most active, highest traffic site on the internet!"

Rank	Site	First Seen	Netblock	Site Report	Count
1	http://www.facebook.com	May 1997	Facebook, Inc.	Go	US 
2	http://www.google.com	November 1998	Google Inc.	Go	US 
3	https://mail.google.com	August 2005	Google Inc.	Go	US 
4	http://www.youtube.com	April 2005	Google Inc.	Go	US 
5	http://www.google.de	April 1999	Google Inc.	Go	US 
6	https://www.google.com	May 2002	Google Inc.	Go	US 
7	http://www.google.it	March 2000	Google Inc.	Go	US 
8	http://www.google.fr	November 2001	Google Inc.	Go	US 
9	http://apps.facebook.com	July 2007	Facebook, Inc.	Go	US 
10	http://www.google.co.uk	April 1999	Google Inc.	Go	US 
11	https://www.facebook.com	November 2007	Facebook, Inc.	Go	US 
12	http://en.wikipedia.org	November 2003	Wikimedia Foundation Inc.	Go	NL 
13	https://login.live.com	June 2006	Microsoft Corp	Go	US 

It is obvious is the income potential here. The most important fact about Facebook is that people trust it and use it every day. We can see without any doubt that 1000 Facebook fans are more worth then 1000 email subscribers.

The first thing people check is a question that I often get when I tell people I make \$money\$ on Facebook, is 'isn't Facebook dying?' The answer-NO.

The trick with Facebook nowadays is to create a fan page that gives people incentive to return back to it. So, the question becomes what kind of people do you want as repeat visitors? Buyers, right?

This is maybe the most important decision you need to make.

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2) Finding random opportunities..

Sounds a little rude to call them this, but this are the usual **'uhh I like this'** guys and they will not care after it. Having fans like this is not a problem (you will read this later) but I recommend to not going for this right away. You can create viral fan pages with these fans have a very small chance of going viral but when it does it can be a gold mine!

3) It's all about passion!

This is what we are looking for, people with total passion for your page. They will *return* and see what you have updated; they are interested in your offers and like your pictures and comment on everything! And that is what you need.

A niche that always is great to work with the musicians, why I love this niche on Facebook? Because I am one and it's an easy subject for me, but even if you never have hit a drum or played on a guitar you can easily promote this on Facebook!

Music instruments cost a lot of money, and so this niche is excellent for promoting amazon offers. And since you have fans with so much passion they will follow your links and check out your offers.

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Here is an example from an amazon offer on my drumming fan page



The Drums
Found this snare and I must say It does sound good! it sucks I am from amsterdam instead of the US .. :(

Orange County Drums and Percussion Black Brass Snare Drum 7X13
www.amazon.com

This Black Brass snare drum is designed to give the drummer outstanding volume, response and sensitivity. The 7" x 13" features a stunning black chrome finished brass shell with black chrome hoops. Plus, small touches that make OCPD snares look so unique, including an inverted center bead and OCPD...

743 Impressions · 0.54% Feedback
June 7 at 7:17pm · Like · Comment · Share

3 people like this.

Klaas Foppen btw the 7" dept makes it sounds epic!
June 7 at 7:31pm · Like

Write a comment...

You of course understand that if you are a drummer and you see this, you will **check this out** for sure! But on my drumming fan page I can also promote CD's, Drum kits, Cymbals, Books, Recording hardware and hardware.

You get the complete picture, drumming is a niche that has people with passion and has good products to promote!

- *Musicians
- *Fans (bands, sports etc.)
- *Animals (kittens, dogs etc.)
- *Animals (kittens, dogs etc.)

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I was thinking about giving you a complete list of niches but why would I? I would rather move you in the **right** direction!

That are the best niches I used with Facebook, you can find a lot of people in this niche and they are all really '**fans**' of your page.

4) Here comes the viral Fan page!

You can decide to try a viral fan page. Chance of succeeding is small but when you do this will become a gold mine!

Making a viral page requires some outstanding **creativity** and luck! Some example I see often on FB is:

'My sister calls here baby boy MEGATRON once we have 1 million fans!'

Or

'I eat a grain of rice for every fan!'

You can the point, weird viral stuff that people forces to like, because they just want to be a part of this group and have the feeling they made somebody call their baby megatron, which is pretty funny of course.

But this idea is done so much you should come up with something different. Don't expect to come up with it in 5 minutes it can take months to discover one.

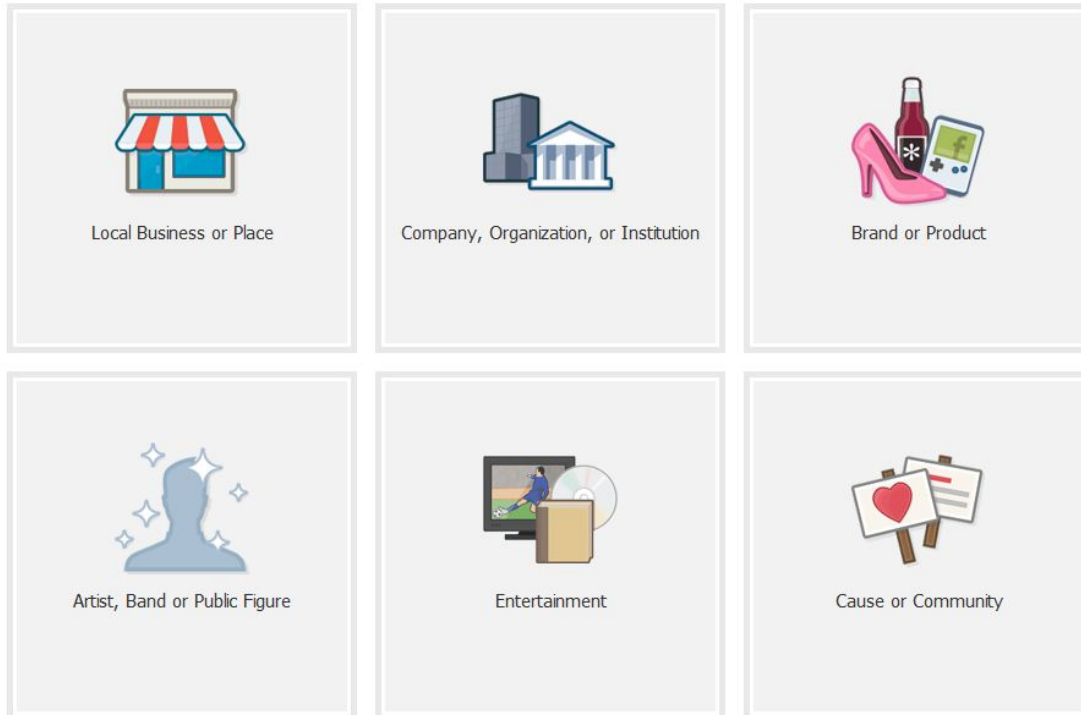
TIP:

Have a notepad with you (your phone or laptop) and write all your ideas down. I literally had great ideas but just forget them..and I think you should avoid that!

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5) Getting started - Fan page

Now we have our niche, and it's time to create a fan page, there are a few things you need to be sure to do. We want to make sure



Facebook can't get our fan page done for, yet this can be done very easy Go to this link: <http://www.facebook.com/pages/create.php> here you see this:

It is very important you make a "Brand or product" that way you don't have any limits and Facebook doesn't take your fan page!

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Brand or Product
Join your supporters on Facebook.

Website

Brand or Product

I agree to Facebook Pages Terms

Get Started

I am making a fan page with you! And my niche will be guitar players! And we will see how it goes, might fail or might not! The good thing is the investment is near to zero. You can keep that in mind, you might fail some fan pages but if you only have one that makes money you make profit!

So when you created your fan page you start with this:

The screenshot shows the initial setup for a Facebook page. On the left is a sidebar with a question mark icon, a 'Get Started' button, and links for 'Wall' and 'Info'. Below this, it shows '0 people like this' and options to 'Add to My Page's Favorites', 'Subscribe via RSS', and 'Share'. The main content area is titled 'Confirm Your Page Category' with a flag icon. It contains two dropdown menus: 'Brands & Products' and 'Website', with an 'Update Category' button below them. Below the category confirmation, the page name 'Guitar' is displayed with a 'Get Started' button and a 'Like' button. Underneath, there's a 'Welcome' message and a task '1 Add an image' with a placeholder image containing a question mark and an 'Upload an Image' button with the text 'From your computer'.

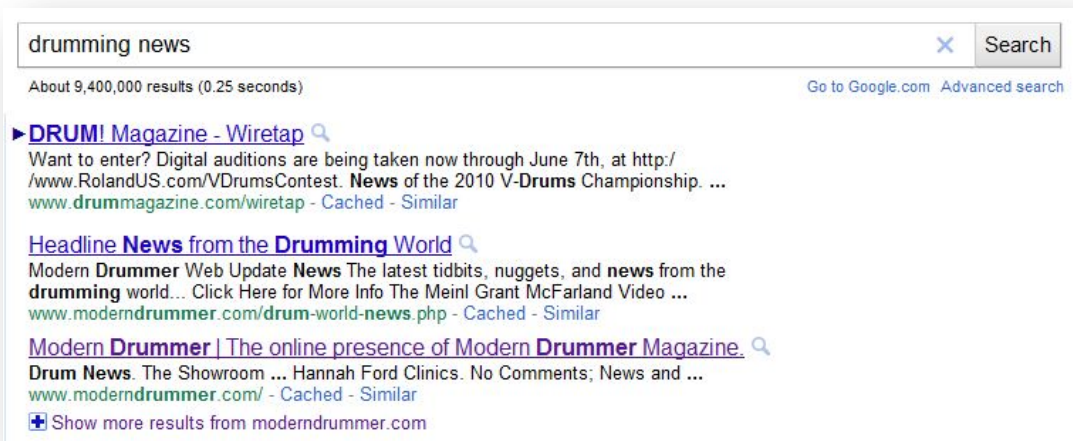
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You need to start to make your fan page "fan ready" - This is a very important step in the process to a successful fan page.

We need to find us some content, and graphics for the profile picture and a landing page. We start with the easiest, whatever you know something your niche or not you can easily find content.

Step 1

Just Google your niche



Step 2

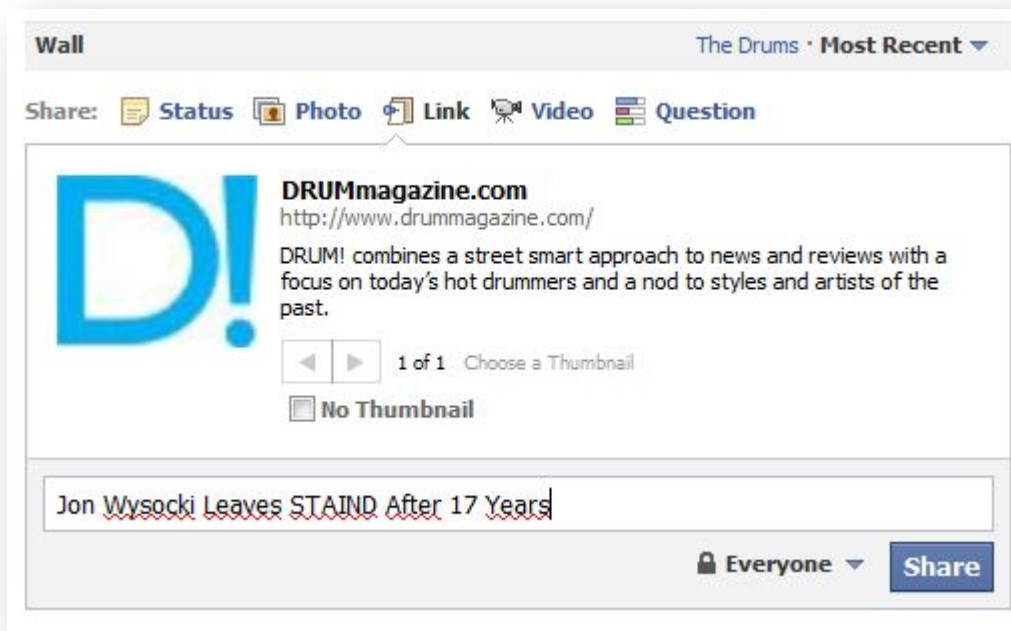
Go to one of the sites and find an article



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Step 3

Paste the link to your fan page



And done! Do this with a couple of sites until your fan page looks active and since we target people who are **passionate** about our niche they can't resist to comment and like content like this!

For images you can do the same!



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The Drums

Website • Edit Info



Well, You can do better!

That was just the easy stuff, now you need to make an eye catching profile picture, because a profile picture is so much more than just a picture! Your fan page needs to be designed to make people like it.

I assume you don't have Photoshop, but there is a free solution for this. You can download GIMP it is a free photo editing software and since we don't need any special effects only the basics you can do fine with GIMP, I use Photoshop but the process is very similar

The Profile Picture

Like all graphics on your fan page your profile picture needs to encourage visitors to like it. Here are some of my examples:

KIT OF THE WEEK



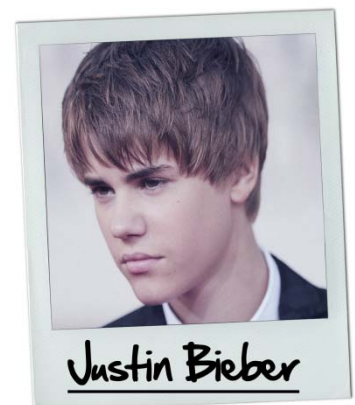
what drummer



IF YOU LOVE GIRLSS



doesn't want his kit featured on a



From left to right:
'Kit of the week'

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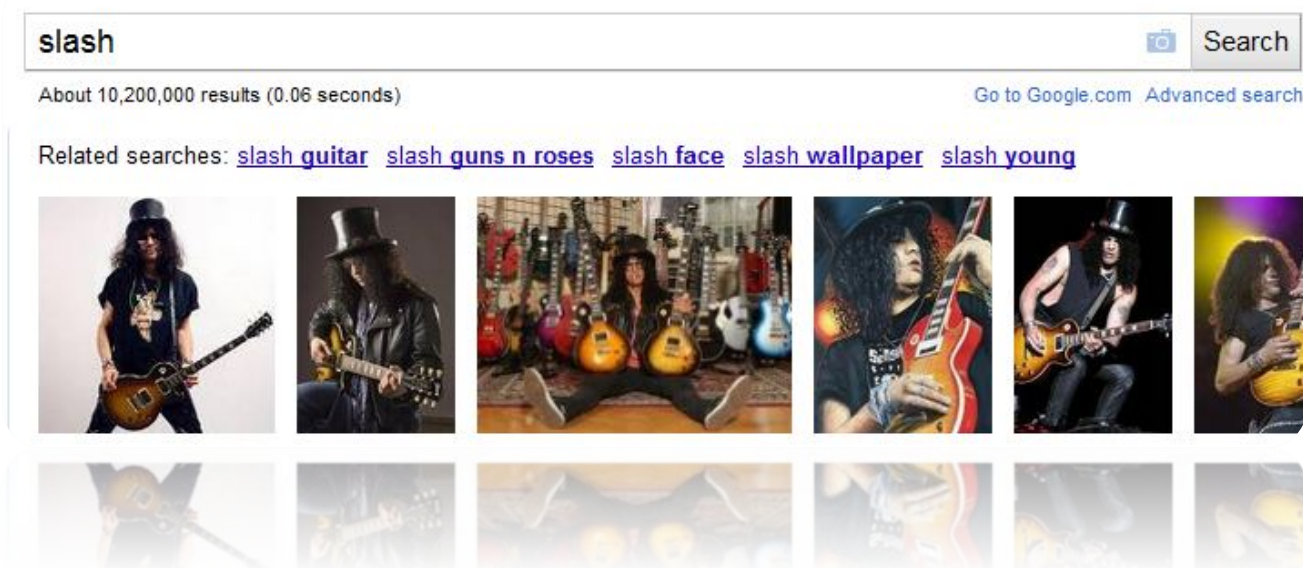
drumming fan page! Simple and working way to get more likes.

The next one is a very simple profile picture with the lead singer (crazy band!) because the band is crazy your profile picture should be crazy.

'Like if your love girls' what guy can't resist to click like? Simple, you almost force any guy to like

And the last one if very simple, I am not a fan (but you need to do what you need to do to make money) but girls love it. And it looks professional.

So now it is time to create my profile picture for my guitar fan page. For this I first turn to Google.



I assume almost any guitarist respects slash. So he would be the perfect front man for our page.

The best thing is to try and find a picture with a white/transparent background. You can do this by adding 'white background' ...

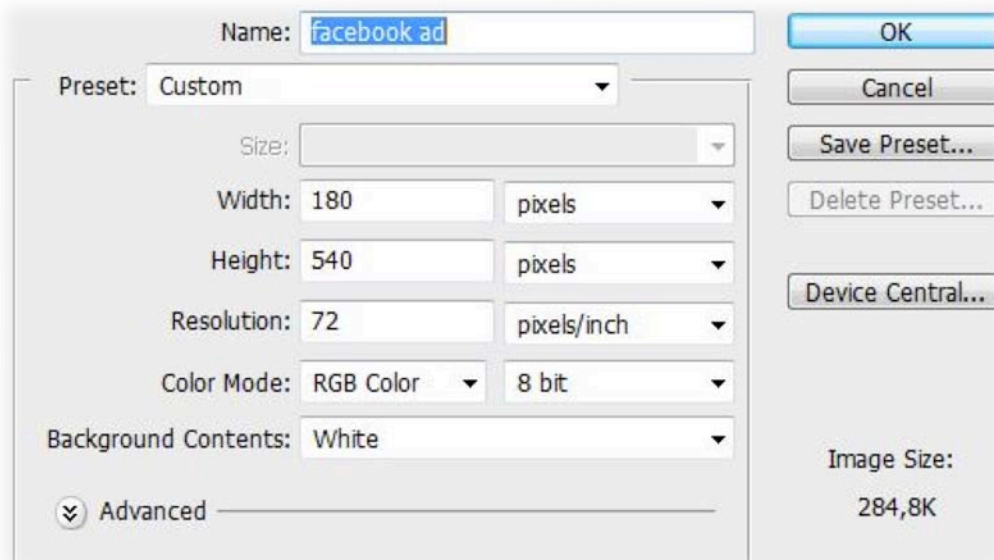
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And this is what I found to be perfect. Cool, outstanding and powerful



Let's get it in Photoshop and see how we can work it out to a perfect image!

The maximum sizes for your picture are **180x540**



Try to make full use of that, space you have left you can cut out later.

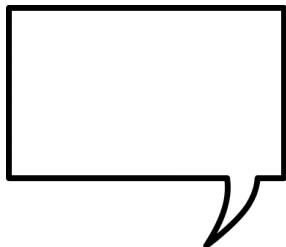
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And after some "Google" searching for images and shuffling around with the images in Photoshop here is the result:



So let me explain what I did, I started with the full size. Past slash in it and brainstormed a little, and I came up with this simple text balloon. Why the **red text**? Simple red stands out from the **Facebook blue**, it is eye catching. Later more on that!

Graphics used:



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Set your thumbnail correct! This looks more professional. This can be done from **Edit page** → **Profile Picture** → **Edit thumbnail**



Only one more thing to do LEFT!

6) Landing Page – What's that?

This is very useful to have and can turn new visitors in fans. Someone asked why I didn't make the landing page offering something with CPA or amazon. It's actually quite simple, when you do you lose a fan. You can send visitors to an offer right away. But once they are your fan you can do so much more with them!

So this is pretty much the same as the profile picture. But for this you need an Facebook app for your fan page (don't worry no coding needed)

Visit this page:

<http://www.facebook.com/apps/application.php?id=190322544333196>

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★ Add Static HTML: iframe tabs to Guitar?

Add this application to:

Adding Static HTML: iframe tabs will let it pull your page's profile information, photos, friends' info, and other content that it requires to work. It will also add a box to your page and can publish Feed stories about your page.

Add Static HTML: iframe tabs or Leave Application

Add the app to your fanpage

The screenshot shows a Facebook page for 'Guitar' with a 'Welcome' tab. A speech bubble on the left says 'You like guitar? You Like the Guitar Fan Page!'. The page has 39K likes and a 'PHOTO URL HERE' placeholder. The 'Static HTML' app interface is visible, showing options for 'No scrollbars' and 'Enable FBML'. The page also has a 'Welcome' tab selected in the left sidebar.

HTML, CSS, JavaScript maybe sounds very complicated to you. But don't worry! You can get this done.

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The best size for your landing page is **520xUNLIMITED(500-700 Recommended)** So start with that sizes in photo shop and see how much space you need! (I would use all of it)

And this is what I came up with (wasn't very creative today..)



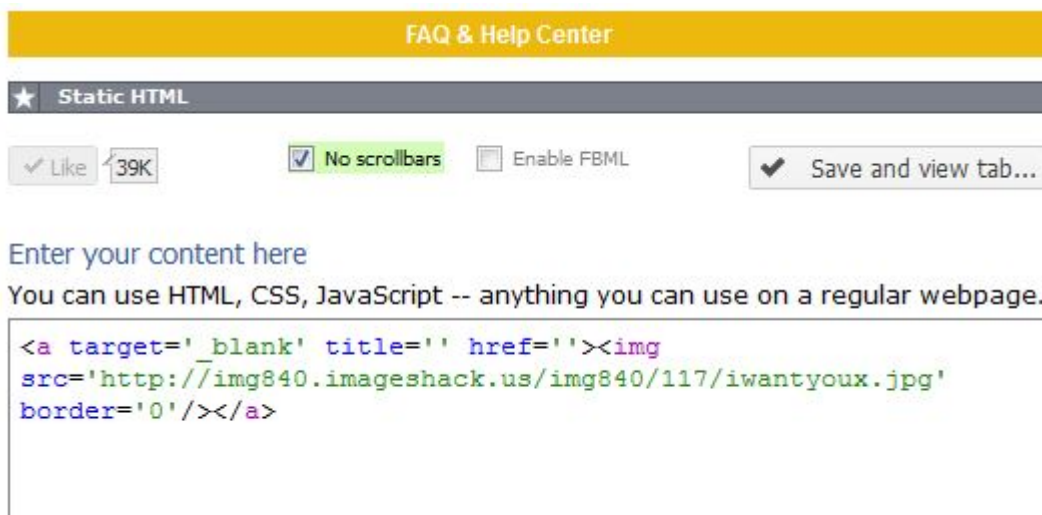
To get the image you have made on the fan page you can simple upload it one [imageshack](#) and copy the HTML code

And paste that code in the iFrame

Links to share your image: ⓘ

Link	http://img840.imageshack.us/i/iwan
Direct Link	http://img840.imageshack.us/img84
Widget Code ⓘ	<code><script src='http://img840.imagesha</code>
Forum Code	<code>[URL=http://img840.imageshack.us/</code>
Alt Forum Code	<code>[URL=http://img840.imageshack.us/</code>
HTML Code	<code><a target='_blank' title='ImageShack</code>
Forum Thumbnail	<code>[URL=http://img840.imageshack.us/</code>
Alt Forum Thumbnail	<code>[URL=http://img840.imageshack.us/</code>
HTML Thumbnail	<code><a target='_blank' href='http://img840</code>

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You can see I deleted all the imageshack footprints, I don't want visitors to click on the image and end up on image shack!

You can also set a landing page for fans who already like the page. I would make a landing page with a simple amazon offer or something like that.

Important Point #1



Make sure you select your welcome page as your **'default landing page'** some admins forget it. (**edit page** → **manage permissions**)

Now we have our fan page done, graphics look cool and there is up-to-date content. Let's get to the ads!

Facebook Advertising

And this is what you are been waiting for so long. When you are an average Facebook user you probably think advertising on Facebook is just for the big guys. And I thought the same to! But no it isn't, in fact we are much smarter than that big companies. Big corporation often think that if they pay 1\$ a click, the visitor is more worth then

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a 0.05\$ click. And that is totally nonsense, it isn't!

Important Point #2

Someone asked me why I don't direct link my ads to a landing page with a CPA offer. And the answer to that is simple

1. It isn't allowed by Facebook (you still can do it)
2. It costs so much money compared to a fan page

With a fan page you have a fan, and that fan stays a fan. And you can send him a CPA or Amazon offer every week instead! So for the long term you make more money

In this chapter I will explain in every little detail how to get those cheap clicks!

Important Point #3

To start advertising you need to go to the bottom of your page

[About](#) · [Advertising](#) · [Create a Page](#) · [Developers](#) · [Careers](#) · [Privacy](#) · [Terms](#) · [Help](#)

Click on advertising and you can setup your account if you haven't already.

To create a new campaign for our fan page you need to go to the right corner



There are 3 steps in creating your ad, and I will explain every step very detailed. What you do here is crucial for your success so read it twice!

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7) How to Design your "best" Ad..

Facebook lets us design our ads. And first I want you to see what other companies and advertisers are doing wrong with their ads

Here are 4 ads I copied from my personal page. And the first thing that is totally wrong with the ads is the wall of text. On Facebook people want to relax with friends and don't read advertising!

But maybe the biggest mistake they all make is the picture they use! It is boring! **And won't get attention.**

That is why, for your ads use **RED!** Red is the color that stands out from the Facebook blue and will make your ads get noticed.

Let's say your ad shows up on the perfect fan for your page. But he doesn't like it just because he didn't notice it!

Sponsored [Create an Ad](#)

MF-Records by Milber Ferreira ✕



Visit our Page and "Like" us today! The first song that you record with us is free. Special offer to our Facebook fans! "Re-Love Sound"

Like · 42 people like this.

Crysis 2 nu vanaf 29,99
ea.com



Benieuwd welke games we nog meer hebben vanaf 19,99? PAY LESS, PLAY MORE

Kom op, joh!
gitaarsnaren.com



Je kunt toch niet eeuwig op die ouwe snaren blijven raggen? Bestel vandaag nog snel een nieuw setje bij ons.

Top Rated Game!
fiesta.outspark.com



Click to play the most Immersive Online Game. New Characters and Massive Online Battles. All this for Free!

Destination: [?]

Type: Sponsored Stories [?] Facebook Ads [?]

Story Type: Facebook Ads for Pages

Destination Tab: [?]

Title: [?] characters left

Body: [?] 92 characters left

Image: [?]

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Very simple, this body text is social proof and doesn't look like an advertisement!

And now we need to create the advertising image. This is so important that I want you do to some research with it, make multiple images and just look at them and ask your friends or family what they think is the most outstanding one.

RED IS THE "IN" COLOR!

Seriously, use red in your ad. Red is the color of danger and of passion. 99.99% of the people have something in there life related to red, NO WAIT 100% everybody is related to something red!

Here are some ads I have used for several campaigns:



You notice the red border? That is one of the best ways to let your ad get noticed and IT WORKS!

Clicks ?	Social Clicks ?	CTR ? ↑	Social CTR ?	CPC ?	CPM ?	Spent ?
226	2	1.114%	0.952%	0	0.04	0.86

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You remember this one from the sales page? This CTR and 0\$ Clicks was done with the picture with the biggest red border. But also the picture was very good. The contrast colors are perfect. Black and white with a red border!



This one also was great! The red border is not really that big but the image is really cool and gets attention. So not only the border but also the image, what is on it? Do people like it? Is it interesting?



To make your image, you can either use GIMP or Photoshop. The sizes for your ad are **110x80 size!**

Special tip!!

An image space also can be filled with text! But there are also other colors then red! You can try yellow borders and heavy contrast colors

Open a new file in your photo software and fill it with red. Now all you have to do is find the prober image and make sure it fits right!

To avoid copy right **infringement** with images, go to "Google" advanced search and

labeled for commercial reuse with modification [More info](#)

Select '**labeled for commercial reuse with modification**' option! But 9/10 it doesn't matter! You can just google what you want and use it, if FB cancels your ad, just make another one, that simple!

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I search for 'electric guitar' and found the perfect image!



I choose a little dark/red border, not too big since the picture already is black and stands out from the white Facebook page.

TIP:

You can get images from sites like iStockphoto but I prefer not do that, since people on Facebook like picture more natural instead of professional. But you don't have to make a crappy photo with an old nokia!

And how does the final ad looks like?

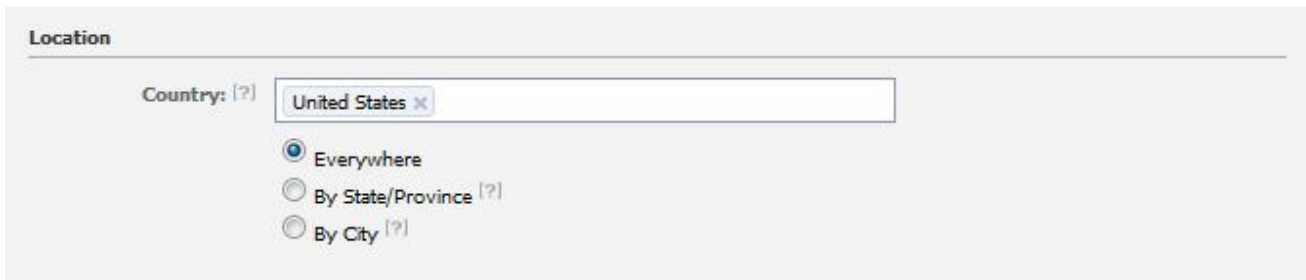


You can test a little with it, if you don't like it but I like the look of this one and I am going to the next step with you now!

Bidding

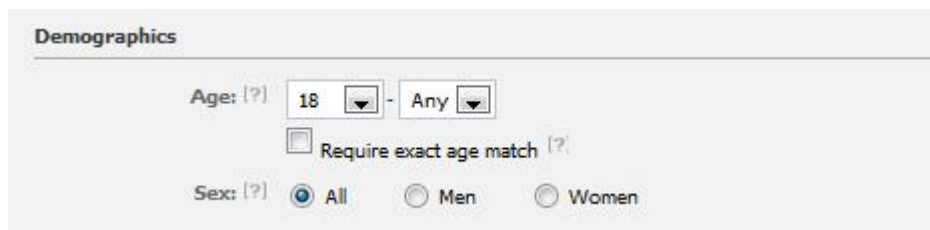
Here some of us get scared, because now you need to compete with the big companies! But there isn't really anything to be afraid of. And when you see how we get our cheap clicks you understand that we are actually the big guys!

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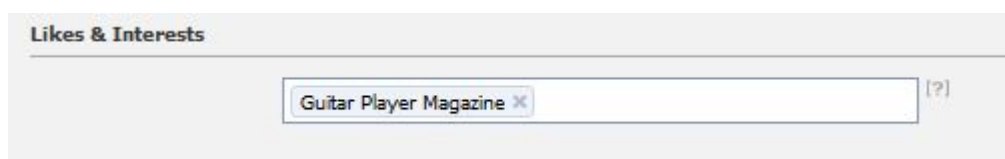
The screenshot shows the 'Location' targeting section. It features a dropdown menu for 'Country' with 'United States' selected. Below this are three radio button options: 'Everywhere' (selected), 'By State/Province', and 'By City'.

We start with choosing our country, and most of the time I go for the United States, why? Most CPA offers are looking for visitors from the US and also in the US are more Credit cards than people! So we know they can buy on amazon!



The screenshot shows the 'Demographics' targeting section. It includes an 'Age' range selector set to '18 - Any', a checkbox for 'Require exact age match', and a 'Sex' selector with 'All' selected, and 'Men' and 'Women' as options.

I always target 18+ users, because they have a credit card and they are most likely to spent money online! Men/women I only do for special fan pages. But sometimes you are surprised how many boys like Justin Bieber and how many girls love Rammstein! (believe me)



The screenshot shows the 'Likes & Interests' targeting section. It features a search box with 'Guitar Player Magazine' entered and a small '[?]' icon to the right.

Likes & Interests is a very important factor in getting cheap clicks. Let's make an example. You want to target everyone in the US that likes to eat McDonald's. The common mistake people make is that they just type: 'McDonald's' and with that they target an enormous group of users. Which costs a lot of money! So to avoid that you need to find people who like **'cheeseburgers', 'big macs', 'big tasty' and pretty much the complete menu list.**

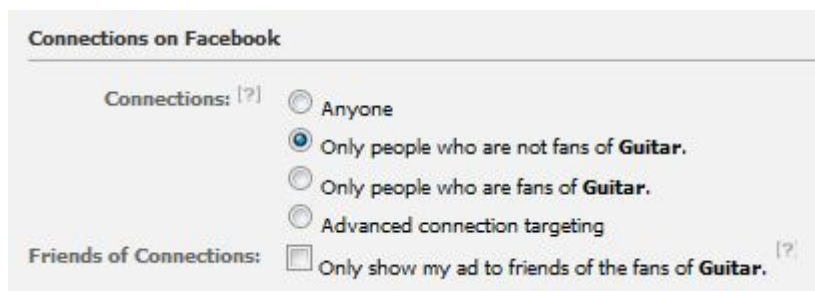
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Products Fast food
(hamburgers • chicken •
french fries • soft drinks •
coffee • milkshakes • salads •
desserts • breakfast)

← **Wikipedia (find the**

keywords)

With random interests like that you can change the target audience and target people better. If you want to do this for a band you can type all the band member names instead of the band. The bonus from this is also that the visitors are even bigger fans! They are so interested in the band that they like the band members.



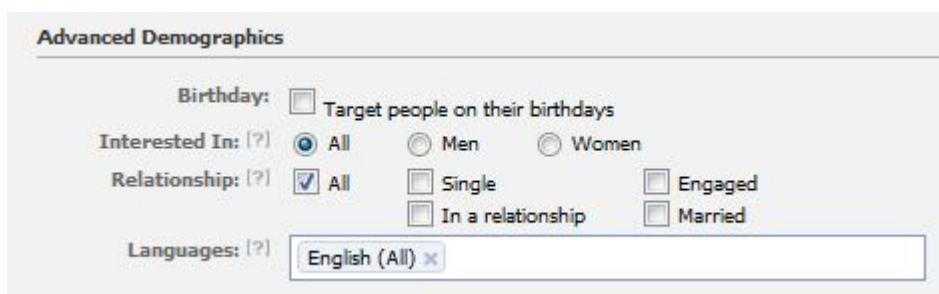
Connections on Facebook

Connections: [?]

- Anyone
- Only people who are not fans of **Guitar**.
- Only people who are fans of **Guitar**.
- Advanced connection targeting

Friends of Connections: Only show my ad to friends of the fans of **Guitar**. [?]

For a new fan page I always use 'only people who are not fans of guitar' and once my fans page is bigger I sometimes use 'only show my ad to friends of the fans of [your page] '



Advanced Demographics

Birthday: Target people on their birthdays

Interested In: [?] All Men Women

Relationship: [?] All Single Engaged
 In a relationship Married

Languages: [?] English (All) x

This is very useful to decrease your targeting audience and also if you want to make a fan page for dating or something similar you can simply target 'single' men/women.

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Education & Work

Education: (?) All College Grad
 In College
 In High School

Workplaces: (?)

Another great way to decrease your audience is determine their education. But also people with a college graduation have more **money to spent** than someone in high school! Keep that in mind.

Campaign & Budget

Campaign Name:

Budget (EUR): Per day (?)
What is the most you want to spend per day? (min 1.00 EUR)

Here you can name your campaign (very useful to keep track of everything if you have multiple fan pages) and don't forget to set your budget. For example, I set it to around **5-15** euro/dollars when I experiment with ads

Pay for Impressions (CPM)
 Pay for Clicks (CPC)

Max Bid (EUR). How much are you willing to pay per 1000 impressions? (min 0.02 EUR) (?)
 Suggested Bid: 0.22 - 0.31 EUR

Note: Tax is not included in the bids, budgets and other amounts shown.

IMPORTANT:

NEVER EVER CHOOSE PAY PER CLICKS! It will cost you so much more money if you pay per click! Always use CPM (pay for 1000 impressions)

For example the CPC is 0.50\$ and CPM is 0.20\$ and you get 8 fans with 1000 impressions. If you used CPC you would have Paid 4\$! That is 3.50\$ less!

For the suggested bid I always go around 3-7 cents above that. If my ad won't start I raise it with 1 cent.

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When creating your ad you have noticed 'Estimated Reach' that is how many users you are targeting. To get the cheapest likes you should keep this in a range of 3000-15000. This way you get the cheapest likes. The best way to get that number low is highly targeted keywords.

But you can play with all settings to reduce or increase your estimated reach!

Monetize

We now are at the point we want to make money with our fan page, if you are new to Facebook you might start promoting Clickbank Products, and let me tell you this: **NO CLICKBANK ON FACEBOOK**. It simply doesn't sell. On Facebook people are ready to buy things that is for sure (since we target 18+ Americans) but the problem with Facebook is, people don't trust sites like clickbank. Instead they want reliable sources. And amazon is one of the networks that give us so many options and people are ready to buy!

The image shows the Amazon logo, which consists of the word "amazon.com" in a bold, black, sans-serif font. A yellow curved arrow is positioned below the text, starting under the letter 'a' and ending under the letter 'z', pointing to the right.

That is right! Amazon! Why amazon? Amazon has everything for sale but also it is trusted by everyone! And that is very important, people are not afraid paying for a product in amazon because they know they get their items.

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And for us it is also very pleasant to work with, instead of getting accepted in every CPA network for all offers, we only need to apply for amazon which is very easy and once were in we find our products, for this example I search for a guitar

Amazon affiliate program is individual to each country; make sure you sign up for the country your fan page targets



The screenshot shows the Amazon.com website interface. At the top, there are navigation links: "Link to this page", "Add to Widget", "Add to aStore", "Share on Twitter", and "Your Earnings Summary". Below this is the Amazon.com logo and a personalized greeting: "Hello, Klaas foppen. We have recommendations for you. (Not Klaas?)". There are also links for "Klaas's Amazon.com", "Today's Deals", "Gifts & Wish Lists", and "Gift Cards".

The main navigation bar includes "Shop All Departments" and a search bar with "Musical Instruments" entered. Below the search bar are category tabs: "Musical Instruments", "Bestsellers", "Guitars", "Bass", and "Keyboards".

The product listing is for a "Gibson Les Paul Studio Electric Guitar" by Gibson USA. It features a large image of the guitar on the left. To the right of the image, the product title is followed by "by Gibson USA", a star rating of 4.5 stars with "(8 customer reviews)", and a "Like" button with "(12)".

The pricing information shows a "List Price: \$1,199.00" and a "Price: \$799.00 & this item ships for FREE". Below this, it states "You Save: \$400.00 (33%)".

The product status is "In Stock." and it "Ships from and sold by Amazon.com." There is a note: "Want it delivered Tuesday, June 28? Order it in checkout. Details". At the bottom of the product listing, it says "3 new from \$799.00".

At the bottom left of the product image, there is a "Click for larger image and other views" link and a row of small thumbnail images. Below the thumbnails is a "notes" button.

At the bottom right of the product listing, there is a "12 Month Financing" box with the text: "No Interest if Paid in Full in 12 Months. This item qualifies for 12 Month financing. Learn more."

I found this beautiful guitar and I want to share it with all my fans, amazon made this very easy, all you have to do is click on 'link to this page' up in the left corner

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You get all kinds of tool to promote the product but we are going to do it simple. In the picture (←) in marked the link, you need to right click it and copy it.

2. Live Preview

This link is served by us. You do not need to download the graphic. Just highlight and copy the HTML code to the left, then paste it into the code for your Web site.



Once you paste the link in Facebook delete it and type something that will trigger a debate between fans, this is my favorite way to get exposed on Facebook. Here is an example →

You simply let your fans do all the work, and once people visit amazon with your link they are yours for 24 hours! Everything they buy in that time makes you money, I even sold some beds and chairs. It has nothing to do with my niche but I am happy with it!

CPA

It is a very simple way on Facebook to make money, but I use CPA more for twitter. But you can try it on your fan page. But if you have

You get something like this:

[https://www.amazon.com/dp/B000PFLKAY/ref=as li ss til?t_ag=thedrums-20&camp=213381&creative=390973&linkCode=as4&creativeASIN=B000PFLKAY&adid=0AQ98WYT63QWT5FV75FR&](https://www.amazon.com/dp/B000PFLKAY/ref=as_li_ss_til?t_ag=thedrums-20&camp=213381&creative=390973&linkCode=as4&creativeASIN=B000PFLKAY&adid=0AQ98WYT63QWT5FV75FR&)

What you can do with this link is post it on your wall and what happens, is that Facebook gets the picture and information.



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a loyal fan page, don't spam them with CPA offers. Please don't you will ruin your fan page. Only do it with 'justinbieber' fan pages but if you build a good active fan page just use amazon.

If you have an untargeted fan page with lots of fans, then is CPA useful. But make sure you get the good offers and only email submits offers for free iPhones and iPads.

On my Justin beiber fanpage, I make around \$50 for every CPA offer I post! So it can be good. But I make way more on my drumming fan page with amazon offers.

That is all there is, they are very interested if you can get traffic from Facebook since they know it is quality traffic!

From one of the premier international Freebie Advertisers comes an exciting campaign - reg path users can enter into a draw to win various Apple products.

Leads may be removed at the end of each month, based on the criteria below.

A lead will be removed if a user's information has already been used, or is already in the database (duplicate email addresses)

A lead will be removed on invalid details (such as an incorrect email address or phone number).

General Information

Campaign ID: 9923
Promotion Allowed: Web, Email, Search, DLS, RegPath, SocialNet
Promotion Not Allowed: Host And Post / Whitelabel
Network Earnings: 
Network EPC: Not Available
Incentivizable: Offer IS NOT Incentivizable

Add a Pixel for this Campaign

Add a Redirect for this Campaign

Action	Payout
Lead Converts after entering the mobile number and confirmation of the TAN number.	\$3.20 / Lead

Once you found an offer to promote make sure 'Social Net' is allowed and you are good to go!

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8) Finding your own GOLD MINE

You can make a lot with combining your Facebook advertising skills. Instead of telling a company how to get likes, you can also find businesses and ask them to pay you to promote their page or post on your wall with their offers.

You probably have seen many companies that want to be 'social' and start a fan page. Most of them are stuck below 1000 fans and with that poor fan base not only the profits are low also the business looks cheap. If you see a company with only a few hundred fans it will most likely only do harm to your site.

And this is where we can jump in and contact these companies. This is not for you if you are afraid of calling them. But I can assure you it is easy. If you explain what you can do and have some examples they are interested in your work. If you can get them a few thousand targeted fans you can be easily asking them a few hundred dollars for the job.

Combine it with graphics design and you are ready to make even more.

I am also a big fan of Facebook's demographic targeting option when advertising. This gives you the ability to target areas and cities where you can simply create pages for your area and charge party centers, clubs, etc., to post their events on your page!

Why would they do that? Let's say you build a fan base from around 15,000 users from the area, if a club has a big party on Friday night you can imagine that this needs some promotion instead of the old fashion banners along the sidewalk.

Let's calculate how much a club owner makes from a guest. Let's say entrance is \$5 and a beer \$2. So let's say the guy drinks 8 beers and pays some drinks for girls. In total he spends around \$50 in the club

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When you get the club owner 20 customers he makes \$1000 thanks to you (minus all the costs) so a fair price to ask is \$80 for a promotion on your fan page. You can do this with multiple clubs every week and also for other events. Making \$500 a week can be done pretty simple and if your customers see new people coming from your page don't be afraid to offer them a long term contract.

The most important thing when you have offline clients is that you explain their benefits very clear! And make sure they do understand how it works. They want to see results and proof and once you got that you are in. you can also ask clients to give you special coupons. More promotion material for you and he can see who comes from you!

PPC (sometimes)

There are those days I decide I want to do something different. And for me it was PPC linking to another site instead of a fan page. And it did go pretty well. Instead of building my fan page I build an email list.

I used [this](#) plugin, and it is very powerful combined with Facebook PPC, why? You know users are logged in to Facebook and have Facebook! If you target the right audience you build an email list very easy!

Another question people ask me often is how you can link Facebook to a landing page. Facebook doesn't approve ads that redirect to CPA landing pages. Is this the easiest way? Just make a page on your website with an article or something similar. And then just [301 redirect](#) once your ad is approved!

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Here is how I do that step by step:

1. Wordpress

Step 1: Installation Preferences

Which version of WordPress would you like to install?

It is highly recommended to choose the latest version to ensure your website's security and enable the latest features.

3.1.4 (Stable) ▾

Where would you like WordPress installed?

http://www.realwowguide.com ▾ / blog

Access URL: http://www.realwowguide.com/blog
Server Path: /home3/piroxpro/public_html/blog

Step 2: Advanced Options

These options include administrative privileges, database configuration, and more. Changes are optional.

[Click here to display](#)▶

Step 3: Legal Information

I have read the terms and conditions of the [GPLv2 license agreement](#)▶

Complete

Once that is done. Create a post

2. Post

Runes of magic

Posted on [July 3, 2011](#) by [admin](#)

Drawing much of its inspiration from the mammoth MMORPG [World of Warcraft](#), *Runes of Magic* brings to life the fantasy world of Taborea with beautiful 3D graphics, and with over 600 quests to complete offers players much in the way of content and features. With fully-realized dungeon encounters, unmatched character customization, a unique multi-class system, in-game player housing, and a growing community of over 2,000,000 – *Runes of Magic* guarantees something for everyone.



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Just copy some content of a site it doesn't matter here

And once your ad is approved the visitors are sent to your website with the article. Now go to your Cpanel and to redirects



Type: Permanent (301) ▼

http://(www.)? realwowguide.com ▼ / blog/?p=4

redirects to→ YOUR CPA URL HERE

www. redirection: Only redirect with www. Redirect with or without www.

Wild Card Redirect

Add

Facebook doesn't really look after your ads now. But when you make another one make sure it is not sending traffic to your CPA offer1

If you have a good CPA offer you can get good % rates. Once I had a lot of success with is this one:



It was a Dutch campaign and I paid around 70 cents a click and 90% converted. The payout on the affiliate network was 2\$!so that was very profitable and made me some nice cash. I like offers like this

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because with good keywords you can target very precise and the submit form is very easy for this one. 99% of the gamers would try it at least! And at that point you already made your money!

Here is the image I used:



9) This one for the road....

Before letting you on your own I want to give you some handy tips! Below you see A list if my favorite resources to increase your likes, and websites to get perfect graphics! You should check them all out! Why? Because you can't find viral Facebook plugins, apps and script nowhere so cheap and from such a high quality

For all your graphics use <http://tutsplus.com> it is such a great site and it will help you with everything also there market section is great quality and affordable

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Facebook Fan page Sales page



I love this one, it is very simple to use and works very good. It forces people to like before they can download your files. Themeforest also has many others templates that are all 100% quality

IconFinder



Search through 155,796 icons or browse 812 icon sets

E.g. arrow, twitter or facebook

This is a heaven for free graphics! Make sure you always check iconFinder when you start a project. The graphics are easy to use and high quality!

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Facebook Traffic Pop



If you run a website this is a great popup that forces people to like if they want view your content.

Don't buy Facebook apps for hundreds of dollars just buy one and customize it! Works just as simple and is even better!

----- The END -----

Well, this ends the entire eBook details on Facebook tips to get more traffic and SALES \$\$\$!!

I hope you find this useful and enjoyable read

All the best!!

CASEY