FRONT COVER:

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Foreword

Using Facebook to get a business recognized online is very effective and easy to do. Facebook users range in the millions at any given time thus making the platform for target audience almost infinite. Understanding the working of how to go about optimizing this tool will contribute to the success of any endeavor.

Facebook Fortune
How To Use Facebook To Whip Your Market Into A Money Machine

Chapter 1:

Network Marketing Facebook Basics

Synopsis

Just creating a profile is simply not the end to the Facebook style of launching and capitalizing on any endeavor. It entails much more than simply this and the following are some points to consider:

The Basics

After creating a suitable profile the continuous step of ensuring the line of communication is kept open at all times is important. Positioning the business platform and staying in touch with the viewers will give the site the exposure it needs.

Unfortunate but all so true is the fact that the eye makes judgments' long before the actual material is examined therefore presenting a pleasing file picture is very important as is the follow up information featured.

This is the one chance the posting has to attract the viewer within the very slim window of opportunity.

The wall is the main platform of interaction thus the need to post relevant and interesting content. Keeping this light and entertaining will help to keep viewers come back for more.

However constant alerts may cause an annoyance so striking a comfortable balance is important.

Society now is predominantly more attracted to visual stimulation and this is further broken down into the popular viewing of pictures and photos and other similar platforms when compared to the written word.

Therefore there is a need to explore the possibility of offering a well designed pictorial viewing that will help to enhance the viewer's experience.

Getting into a Facebook group is also another way to create interest in the endeavor being promoted as those within the group are usually like minded or connected to the posting in a more personal way.

Chapter 2:

Use A Great Profile And Appropriate Picture

Synopsis

Being able to identify with the other party that is part of the interaction is simply something that is considered normal and in fact comfortable, therefore choosing or creating a suitable yet attention grabbing profile and appropriate picture to be featured is very important.

The Way You Present Yourself

The following are some of the reasons as to why this may be considered necessary by most:

- As everyone wants to make a good first impression this choice should be given due consideration and be well thought of. The profile picture says a lot about the individual without even having to actually view the written material posted therefore it is very important to capture the attention of the viewer at the very onset of viewing the profile picture. As this profile picture will be viewed by anyone and everyone the choice made must be one that the host is comfortable with. However there is always the option available to change it periodically though unless this is an expected trait of the host it may end up causing more confusion than interest.

- Featuring other elements like logos is also a good idea if the said logo is self descriptive or well known; otherwise this is not a good item to use on the profile. Unrecognizable elements usually do not command as much attention as recognizable ones.

- Keeping the profile picture as simple as possible is also advised as that the element of easy recognition and connections is evident. Thought the element of consistency is sometimes

considered boring it can also contribute positively when the profile picture is easily recognized.

- The profile picture chosen should in some way impression upon the viewer the type of endeavor about to be viewed. Therefore it is prudent to judge carefully the perception that the choice will create and eventually the appropriate choice will be made.

Chapter 3:

Add Friends With Like Interests

Synopsis

Being designed as a social networking site, Facebook encourages the networking between old and newly found friends to add to the list, for the purpose of sharing information, news and other happenings.

People You Understand

Perhaps the first step would be to log on to the Facebook entity to start the search for either old, lost connections or find and make new connections.

Going to the "my friends" page will allow the individual the opportunity to have a quick view of the lists of current friends and some details about them.

Also accessing the "friend finder" tab or "search your address book" will allow for the contact details to be viewed. When all the relevant details are correctly entered the individual's email and password will be able to get the contacts from Hotmail, AOL, Gmail, MSN and Yahoo in the drop down menu phase.

Upon clicking the page featuring the external address book specification will be visible and this will include even those already recorded as friends on Facebook.

The final step would be to then click on those that interest the individual to be requested as friends, upon which the receiving party will either decline or accept the promoting, and respond accordingly.

Once the contact list is made available, writing posting that is individual and personal in its style rather that one format fits all is

a more professional way on initiating contact. This individualistic design will help to create the sense of sincerity and honesty. When some form of acknowledgement is evident, thanking the other party for the response is equally important.

Also to be included for maximum social marketing exposure is the posting of material that includes the websites, twitter account, links and any other self explanatory platforms used for the furtherance of the endeavor being touted.

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