FACEBOOK BUSINESS
BOOT CAMP

A PRACTICAL E-LEARNING COURSE
DESIGNED TO GET YOU “FACEBOOK FIT”
AND KICKING GOALS IN YOUR BUSINESS!

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Designed and published by Kylie Bartlett, The Expert Institute, Melbourne, Australia.
Introduction

Congratulations and thank you, for taking up the challenge, to learn how to get “Facebook fit” in your business. I won’t lie to you, to really succeed on Facebook, you are going to have to work up a sweat and you may initially feel a little fatigued by the process. It really is like going to the gym, coming off your comfy couch and into a fitness Boot Camp for the first time can be challenging and exhausting. But over time, the more you turn up and put in, the fitter you’ll become. As the saying goes “no pain, no gain”… right!

This course has been designed to run, just like a traditional exercise 'boot camp' circuit, except in this case you’ll be getting "Facebook fit". It consists of 5 main exercise stations:

- **Station 1** - creating your Facebook strategy
- **Station 2** - pimping out your personal profile and business page
- **Station 3** - attracting, interacting and engaging with your friends, fans and followers
- **Station 4** - managing, measuring and monitoring your page’s success
- **Station 5** - running promotions and advertising campaigns

Each station commences with a theoretical video overview, followed by a series of live Facebook demonstrations videos and ends with a series of activities and exercises for you to complete, before proceeding on to the next station.

My advice is to watch the entire Boot Camp through first so you know, in advance, what's going to be expected of you, time and resource wise, for each station. Then go back and watch all the videos again and complete the associated activities and exercises.

If any questions do arise throughout the course, write them down. You can then either jump over to my Facebook Support Forum and leave a question for me or the community to answer or wait until you've watched the entire course, where the question may have already been answered for you.

To assist you with putting these theories and live demonstrations into context, I've created a fictitious business called 'Barbara's Boot Camp'. Barbara is a personal trainer and she runs outdoor boot camps for mums, wanting to get back into shape, after having kids. Throughout the course, I'll be using Barbara’s Boot Camp as my live demonstration example, hoping they'll get your creative juices flowing to implement similar strategies within your business.

If you purchased my *Friends with Benefits* book, with this e-learning course, I recommend reading it first, before commencing, as it will help you map out your overall Facebook strategy, where as this course is more designed to get you “doing”, (implementing the tactics) of Facebook. Of course, you can just complete this course, as a stand-alone from the book, but if you’re looking for a deeper understanding of social media, and in particular, Facebook, then reading the book is a must. If you don’t have yourself a copy, head on over to my website: [www.kyliebartlett.com](http://www.kyliebartlett.com) and click on the *Buy the Book* tab to purchase your copy now.

Ok, that's enough housekeeping, let’s get stuck into working up a sweat on Facebook!
Station 1 – Creating Your Facebook Strategy

I’m sure you’ve heard many people say to you, “Facebook is a complete waste of time and has no real business benefits”. This can definitely be true if you don’t have a Facebook strategy and a solid plan-of-attack on how you intend to achieve your desired outcomes.

More often than not, what I’ve discovered, from working with hundreds of businesses (large and small) is that Facebook isn’t a waste of time; it’s the strategy being executed, that is.

So what do you hope to achieve from Facebook? Is it:

- To build brand awareness
- A customer service value-add
- To keep an eye on your competitors
- To drive traffic to your website
- To attract leads and sales into your business
- To create and build a community
- To position yourself as the thought leader and expert in your industry
- To attract top talent and become an employer of choice

Make sure your goals are realistic. Yes we’d all like to attract tens of thousands of fans and makes millions from them but how realistic is that? My advice, especially if you’re a Facebook newbie, is to focus, on one or 2 key areas, for example increasing brand awareness and attracting new leads and sales into your business and then expand your goals as you become more confident and competent.

Once you’ve set yourself a set of realistic goals, you then need to set a series of targets, against each goal, so you can track, monitor and measure your outcomes.

So if increasing brand awareness and attracting new leads and sales into your business are your 2 main goals, how will you know when you’ve achieved your desired outcomes? This is where setting targets comes into play.

Let’s say that as of today you have 25 'likes' (also known as fans) on your Facebook business page. Your target could be to attract 1 new 'like' per day. You can assume if someone has 'liked' your business page, they're now more aware of your business and brand, which is in line with your 'increasing brand awareness' goal. You might also set a target, that at any given time, you want a minimum of 2% of your fans, 'talking about your page', which again is a brand awareness target. Please note, the global average is between 1 and 3% 'talking about your page' so 2% is fair and realistic.
Now let's set new leads and sales targets. Before you can set Facebook targets for new leads and sales, you first need to know what your current figures are. So for example, let's bring in Barbara's Boot Camp. At present Barbara gets, on average, 4 new inquiries per week and 2 convert into sales. Her Facebook target could be to increase her inquiries by 4 and her sales by 2, increasing her overall weekly inquiries to 8 and her sales conversions to 4.

To track your leads and sales accurately, you will need to come up with a procedure for asking your prospects and new customers/clients how they found out about you (hopefully via Facebook) and why they chose you over your competitors (because of the great tips and advice you give via your Facebook page).

How you go about achieving your goals and targets will become more obvious to you, as you work your way through the remainder of this course.

It's now your turn, to start brainstorming and thinking about what goals and targets you'd like to achieve with Facebook.

Facebook Goals and_targets

What do you hope to achieve from being on Facebook?

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Based on your Facebook goals, what are some realistic targets you could set for you and your business?

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Understanding Your Target Market – Who is Your Bob and Betty?

Knowing who your target market is, is absolutely “mission critical” if you’re going to succeed with Facebook. I call it getting to know your ‘Bob and Betty’ (your target market). There is no use spending valuable time and resources engaging with Tom, Dick and Harry who have no intention of purchasing from you or have no influence over those that do purchase from you.

One of the best ways of establishing who your Bob and Betty is, is by asking yourself these questions:

• What type of clients give us the least grief and allow us to make the most profit?
• Who gets the most benefit and value from our products and services?
• Who are the clients that rave the most about us?
• Who are our products and services most suitable for?

Hopefully, as you answer these questions, you’ll start to see a trend emerge, that will give you an insight, into who your Bob and Betty, might be.

Many business people struggle to identify who their target market is, much preferring to be generalists, selling to everyone that’s prepared to spend money with them. Whilst this approach may provide you with small, quick wins, without a doubt, ‘targeting one specific market’ will take your business to the next level.

Here’s another activity for you to complete, to help you profile, your perfect date. If you (your business) were to pick one customer to date, what would their profile look like?

• Male or female?
• Age and demographic?
• Married, single, divorced?
• Children?
• Occupation?
• Located - local, national, global?
• Income range?
• What industry do they work in?
• What do they do on weekends?
• What car do they drive?
• Where do they currently shop?
• What websites do they visit on a regular basis and why?
• Do they subscribe to any blogs? If yes, which ones and why?
• What magazines (on or offline) do they read?
• What communities (both on and offline) do they belong and contribute to?
• What TV shows do they watch and why?
• What radio stations do they listen to and why?
• What social media platforms do they use and why?
• What are their special interests, hobbies and activities?

Here’s an example of my “Bob” in my business

TARGET CUSTOMER:
• 42 year old
• Married to Tiffany
• 10 year old daughter Lucy who goes to Melbourne Grammar
• MD of chain of restaurants around Melbourne
• Live in Port Melbourne
• Earn $250,000 pa plus bonuses
• Dines in Melbourne CBD and has breakfast in Albert Park on the weekends
• Holiday’s in Noosa
• Read’s the Age and Herald Sun on his iPad each morning
• Subscribes to BRW, Epicure
• On LinkedIn but doesn’t really know how to use it
• Member of the Albert Park Golf Club
• Goes to the gym and loves running The Tan 2 days per week
• Geelong Cats Fan

What essentially I’m getting you to create is a customer character (also known as a customer avatar) for your business. A customer character is a fictitious person you’ve made up, that represents every trait, demographic, quality you’d like to attract into your business.

Your target audience and your current customers should be at the heart of everything you do and should always be considered, when publishing on Facebook. What value are they getting out of your initiatives? What messages resonate best with them?
Target Market – Who is Your Bob and Betty?

You should have by now, watched the video and read the section on Target Market. Now’s its your turn, jot down below who your Bob and Betty is. Use the example provided as a guide.

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Keyword Research for Facebook

The foundation of social media marketing is built on keywords. Conducting continuous keyword research and keyword analysis is critical to achieving success with social media. Whether Bob and Betty are sharing content on YouTube or Pinterest, or they’re status updating on Facebook, your social media marketing efforts should start with determining which keywords, Bob and Betty are using.

To be more specific, conducting keyword research for social media enables you to discover the needs and wants of social communities by:

• Tracking popular and trending topics
• Determining search/query frequency
• Gauging market interest for products or services
• Identifying demand for keywords
• Better understanding your target market’s intent
• Discovering relevant points of engagement

By researching and identifying social media keywords, you gain a much clearer picture of how to construct and communicate your message, effectively. Applying this level of keyword insight to your Facebook campaign will provide you with the maximum ROI from your efforts.
Facebook Graph Search

In January 2013, Facebook introduced Graph Search, a search engine that is integrated into the platform. This super social search engine, processes language queries to return information from across the platform. Here’s a series of Graph Search examples:

- Cafes that my friends like in Sydney
- People who work at Westpac Bank who like yoga
- Single women in Melbourne who were formerly from Geelong
- Married women who live in Brisbane who like Kids Spot Facebook business page

Are you excited yet…. you should be! Once you know who your ‘Bob and Betty’ is, you now have the ability to go searching for that ideal date, right here on Facebook.

Here’s a Facebook screen grab of this function, in action:

Facebook Hashtags

Recently, Facebook introduced the hashtag feature into its platform (which originated from Twitter). So what is a hashtag? A hashtag is a short link of phrases/words, preceded by a pound sign (#). When written this way, the hashtag turns any word or groups of words into a searchable link. This allows you to organise content and track discussion topics, based on the words/phrases, being used. Let’s say, for example, I was writing a status update on social media, if I ended my post with #socialmedia and #thewebceleb, my status update would form part of all discussion topics using the same hashtag. You can search hashtags in Facebook as part of Facebook’s Graph Search, outlined above.

You should use hashtags in 2 ways in your business:

1. Listening tool - to learn what conversations are occurring, based on the hashtags being used and by whom (both your target market and those that are influencing them). You can then use the same hashtags, so your content shows up in search results.

2. Organising tool -- to organise your content into discussion topics, making it easier for the reader to find you and read your updates.
Here’s a couple of Facebook screen grabs of this function, in action:

Keyword Research and Hashtag

You should have by now, watched the video and read the section on Keyword Research and Hashtags. Now it's your turn, to jot down below all the keyword terms and hashtags that are applicable to your niche and industry.

Social Influencers

Research is of critical importance to your Facebook strategy. Research provides the clue to know and understand where the conversations are and who is partaking in them. This will help you engage and influence the conversations.

Good analysis of your target audiences and communities and understanding your position in the marketplace will help you build a good social media presence, to sell to that market. You need to find out more about your competitors. This will give you a great insight into their social media strategies and tactics.
You can learn a great deal from how your competition is using Facebook to market their products. If your competitors are not yet using Facebook or using it poorly, it might provide you the opportunity to be the leader in your niche on Facebook by being the best and biggest player.

Social influencers, are people or businesses in your industry, that have a big influence on Facebook. People trust their name, and tend to go to them for industry related questions and research. What makes this so important to you, is that maintaining a meaningful relationship with these influencers, can drastically improve your credibility, as well as give you high-quality publicity for your business. It's basically free advertising for your business, and it increases your own seductive quality on Facebook.

Why are these social influencers so special in the first place? There are a couple of reasons. When a person or brand is a big seducer, they tend to be particularly smart about your industry, getting an early jump on Facebook, or by having a large group of loyal friends, fans and followers. Having a large influence over a lot of followers, is what makes social influencers…influential!

Facebookers rely on influencers for reliable information about the industry they influence, so having good relationships with them can give you insider knowledge and much needed exposure!

In order to maximize your Facebook ROI, it's important to interact with those in your industry, who have the greatest influence and reach. Remember, a smaller network of effective influencers, can be more powerful than a large number of followers, who add little social media value. Influencers are members of the social media realm who participate actively and add good content to the online community.

Barbara's social influencers would be other personal trainers and fitness gurus, like Ashy Bines Bikini Body Challenge and Michelle Bridges 12 Week Body Transformation, who have large Facebook followings with high interaction and engagement.

Here's a couple of Facebook screen grabs of this function, in action:
You should have by now, watched the video and read the section on Social Influencers and Competitors. Now it's your turn, to jot down below who your social influencers and competitors are.

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### Station 2 – Presentation: Pimping Out Your Profiles

#### Setting up Your Account and Privacy Settings

The first thing you need to do, on Facebook, before we embark on this journey together is to set up your account and privacy settings. I have my privacy settings open for everyone to see irrespective of whether they are a friend, a friend of a friend or no friend at all.

You need to make a decision regarding why you are on Facebook (for business and/or pleasure) and if you want to treat your personal profile page as part of your business strategy. I will explain later on, in the program my personal psychology behind why I use both my personal profile page and my business page for business.

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### Privacy Settings and Tools

<table>
<thead>
<tr>
<th>Who can see my stuff?</th>
<th>Public</th>
</tr>
</thead>
<tbody>
<tr>
<td>Review all your posts and things you're tagged in</td>
<td>Public</td>
</tr>
<tr>
<td>Limit the audience for posts you've shared with friends of friends or Public?</td>
<td>Limit Past Posts</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Who can contact me?</th>
<th>Everyone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Who can send friend requests?</td>
<td>Everyone</td>
</tr>
<tr>
<td>Whose messages do I want filtered into my inbox?</td>
<td>Basic Filtering</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>Who can look me up?</th>
<th>Public</th>
</tr>
</thead>
<tbody>
<tr>
<td>Who can look you up using the email address you provided?</td>
<td>Public</td>
</tr>
<tr>
<td>Who can look you up using the phone number you provided?</td>
<td>Public</td>
</tr>
<tr>
<td>Do you want other search engines to link to your timeline?</td>
<td>On</td>
</tr>
</tbody>
</table>
If you've been using Facebook for pleasure up until now, then I highly recommend you do a 'spring clean' on your personal profile page before changing the settings to 'everyone'. This may include the following activities:

- Deleting inappropriate photos
- Deleting some friends that you know will embarrass you in business
- Deleting any personal details about where you live, home phone number etc.
- Updating your profile picture (this step will be discussed in later videos)

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**Timeline and Tagging Settings**

<table>
<thead>
<tr>
<th>Who can add things to my timeline?</th>
<th>Who can post on your timeline?</th>
<th>Friends</th>
<th>Edit</th>
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</thead>
<tbody>
<tr>
<td>Review posts friends tag you in before they appear on your timeline?</td>
<td>Off</td>
<td>Edit</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Who can see things on my timeline?</th>
<th>Review what other people see on your timeline</th>
<th>View As</th>
<th>Edit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Who can see posts you've been tagged in on your timeline?</td>
<td>Everyone</td>
<td>Edit</td>
<td></td>
</tr>
<tr>
<td>Who can see what others post on your timeline?</td>
<td>Everyone</td>
<td>Edit</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>How can I manage tags people add and tagging suggestions?</th>
<th>Review tags people add to your own posts before the tags appear on Facebook?</th>
<th>On</th>
<th>Edit</th>
</tr>
</thead>
<tbody>
<tr>
<td>When you're tagged in a post, who do you want to add to the audience if they aren't already in it?</td>
<td>Friends</td>
<td>Edit</td>
<td></td>
</tr>
<tr>
<td>Who sees tag suggestions when photos that look like you are uploaded?</td>
<td>Friends</td>
<td>Edit</td>
<td></td>
</tr>
</tbody>
</table>

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Spring Cleaning

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Account Settings

We are now going to look at account settings. The most important steps here are as follows. Make sure:

- Your name IS your read name and not your business name or a fictitious name
- You have clicked the box to be notified is someone logs into your Facebook account
- You have backed up your Facebook data
- Your notification settings are set your liking

Setting up Your ‘About’ Page

Now that we have all our privacy and account settings accurate for our needs, it’s now time to set up your About Page. A user’s profile is usually the centre of your Facebook experience; it displays you to the Facebook community.

Your photos are found here, how many friends you have and who they are, are found here, your personal information, your contact information, your education and work, and the groups and pages you belong to are found here. It is also where your personal wall is located along with any notes you’ve written, any events you’re running or attending as well as other important links.
Your About Section

You should have by now, watched the video and read the section on your About Page. Now it’s your turn, to jot down what you need to do, to complete your about section.

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How to Create a Business Page

Business Pages are for businesses, organisations and brands to share their stories and connect with people. Like Timelines, you can customise Pages by posting stories, hosting events, adding apps and more. People who like your Page and their friends can get updates in the News Feed.

You can create and manage a Facebook Page from your personal account as shown on the demonstration video. Note: If you want to create a Page to represent an organisation, business, celebrity or brand, you must be an official representative.

Creating or Upgrading Your Business Page

You should have by now, watched the video and read the section on your Creating a Business Page. Now it’s your turn, to jot down what you need to do, to create or upgrade your Business Page.

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Integrating 3rd Party Applications into Your Facebook Business Page

If you'd like to get a bit fancy with your Business page (and create tailored tabs), here are a list of 3rd party apps I recommend looking at. In the demonstration video, I showcased Short Stack and Woo Box but if they don't take your fancy, here’s some extras to check out.

- www.shortstack.com
- www.lujure.com
- www.woobox.com
- www.wildfireapp.com
- www.pagemodo.com
- www.Involver.com

Here’s a few things to consider, when building your Business Page and pimping out your Tabs

1. A welcome tab with a welcome video and free opt in offer. You should consider having this branded the same as your business. You can learn how to do this, by checking out the 3rd party apps above.

2. You definitely should consider attaching a shopping cart to your Business Page so you can be transacting 24 hours a day, 7 days a week within Facebook. The application I recommend is called Payvment. Here’s a link to their website: http://www.ecwid.com/payvment. They have a great tutorial attached to teach you how to set up your shopping cart.

3. If you don’t already have a blog, you should consider setting one up. It’s another great tool for building your brand and engaging with your followers and fans. If you do have a blog, you can cleverly integrate this into your Business Page so that every time you do a blog post it feeds straight into your Business Page and into the news feed. Networked Blogs is the application I use to integrate my blog with my Business Page. Please type in ‘Networked Blogs’ into the Facebook search bar and download the application.

4. You could also integrate one of the other social media networks you’re on, such as Instagram, Pinterest, Twitter or YouTube.

If you don’t have a blog another clever way of writing a blog post in Facebook is by using the notes function instead. To download the notes application, please type in ‘notes’ in the Facebook search bar and download the notes application. If you’d like to see how I use notes, type in “Kylie Bartlett” when you go to the Notes section and you’ll see over 100 notes I’ve written.
Station 3 – Attracting, Interacting and Engaging With Your Friends, Fans and Followers

Now that you have a list of people you’d like to include as your Facebook friends (Bobs and Bettys), send these people a friend request. Attach a personal note with the friend request and in that note tell the person a little bit about you and what attracted you to them. For example, they might like to go fishing and so do you. Describe your personality in 3 words and then invite the other person to share the same with you. Here’s a tip, don’t include your business URL with your friend request, this can seem a bit pushy and also Facebook don’t like it and see it as a form of spamming. Remember do, not try and convert them into buyers or fans at this stage, you’re still flirting and courting only.

Warning: Facebook Letter Sent Out for SPAMMING!

Sending Private Messages

You can send a message to another user on Facebook by following these steps.

Initiate a message in any of the following ways:

- While viewing someone's profile, click the "Send a Message" link under their profile picture.
- Type someone's name into search and click the "Send a Message" link that appears on the right side of any search result.
- Click on "Messages" in the left column of your home page, and select the "New Message" button. Enter the name of a friend, friend list, or an email address you would like to message.
- Type a subject and a message.
- Click "Send." The person or people you send the message to will be notified the next time they log in.
You can message up to twenty Facebook friends or email addresses at once. However, if you are contacting someone on Facebook you are not friends with via a Facebook message, you can only message him or her individually.

**Including Photos, Videos and Links in Your Message**

There are two main ways to include a photo, video, or link in your message. While you are composing a message, you can click the appropriate button in the "Attach" section below the message field. Or, anytime you use our Share functionality, you can send a message with the link to the site included in the message.

**Accepting Friend Requests**

When you receive friend requests before hitting delete or accept, do your homework. You wouldn’t just go out with anyone on a date, so why would you on Facebook.

If you can and if their information is not blocked, take the time to read up on what they do, what they’re interested in etc. If you like what you read and you feel they’re someone you’d like to connect with accept their request BUT accept differently to most!!! As demonstrated send them a personal message (not on their wall) that you’re thrilled to be their friend. If they wrote a personal note to you with their request, acknowledge this and thank them and if they didn’t, explain to them the importance of doing this. You will separate yourself from the pack and be seen as a social media leader and that’s very sexy!

If they didn’t attach a personal note with their friend request, I recommend sending them a personal note back explaining why it’s good Facebook etiquette to include a note.

**Sending Out Friend Requests**

You should have by now, watched the video and read the section on your Sending Out Friend Requests. Now it’s your turn, jot down the names of people you’d like to send a friend request to (based on your Bob and Betty research)

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Let the Engaging Begin!

Now’s the time to start communicating and engaging with your new friends. You need to write a minimum of 1 status update a day. Here’s a big tip, *always* be strategic with your posts! Make sure that your post compliments what you do in business and supports your brand. When possible, pose a question in your status update that encourages your friends to respond and interact with you. Be consistent with your digital personality. If you’re an outgoing person and this is how you want to be seen on Facebook, write outgoing updates for example.

I recommend only overtly (as opposed to subtly) promoting your business once a week. It’s a bit like dating; you don’t ask your date to go home with you on a first date (well I don’t anyway), so the same goes on Facebook. If you promote your business or push a sale too often, your converting outweighs your flirting and you won’t score!

Whenever possible, include links (bling) with your status update. This might be to a YouTube clip, your own video, photos, a link to your website etc. This ensures you’re catering for all learning styles and it keeps your friends engaged.

Building Relationships

A great way of building your personal friend and fan base is to build mutually beneficial relationships with colleagues that may also be servicing your target market.

If you regularly contribute to the conversation and add quality content to your colleagues’ pages and posts, you will find that their friends and fans will enjoy your contribution and will naturally want to learn more about you and what you do. They will do this by clicking on your personal profile and reading your information page and by clicking on your business page and reading up on what you specialise in.

Tagging

You can identify people in your photos by tagging the images. To tag your photos, please follow the steps below:

1. Go to the Photos page and select "My Photos."
2. Click the "Edit Album" link of the album that you want to tag.
3. Click on a person’s face in the photo and then select their name in the box that pops up. If their name is not in the box, you can type it in the text field. If you need to tag yourself, select "me."
4. Repeat this process for everyone in the photo that you would like to tag.
5. Click "Save Changes" when you are done.

Please note that when you tag a friend in a photo, it will be accessible from the "View Photos of" link beneath their profile picture. You can also tag someone else's photos while browsing them. To do this, click on "Tag This Photo" from the actions listed under the photo.
To remove the tag from a photo that someone else has uploaded and tagged you in, simply view the photo, and then choose "remove tag" at the bottom next to your name. The photo will no longer be linked to your profile. Please note that if you tag a user in a photo that you did not upload, you cannot remove or edit the tag. Only the owner of the photo and the tagged user will be able to do so.

Please note that you can set your notifications so that you always know when someone tags you or one of your photos. If you wish to remove a tag made on a photo that you uploaded, please select the "remove tag" link when viewing the photo.

**Uploading Photos**

I have documented the steps below for uploading photos:

1. Select "Photo" at the top of your home page or profile.
2. Select the option to "Upload a Photo."
3. Click "Browse" to select an image from your computer.
4. Add an optional caption in the text box.
5. Click "Share."

**Creating an Event**

To access the Events application, you should be able to find it under your profile photo, on the home page. If you do not see an Events bookmark, type "Events" in the search box at the top of the page the Events application should appear.

Keep in mind that you can also access individual upcoming events by typing their names into the search box and following the direct link that appears or by viewing upcoming events on the right-hand side of the home page.

When you are invited to an event, a notification will appear in your notification tab and you will also receive a notification email (if you have your accounts set up to receive notifications). To respond to the invitation, simply follow the link in either notification and choose whether you are "attending," "maybe attending," or "not attending."

**Adding Photos to Your Events**

Event admins can select whether photos can be added to an event. To enable photo posting, click "Edit Event" on the event's main page and then select "Enable Photos" under the Customize tab. If photos are enabled, the admins have the choice to allow either all event invitees or only other admins to post them.

If you are allowed to add photos, you can do this by selecting "Add Photos" from the main page of the event. You can select up to five photos to add at a time or move photos to the event from any photo albums you already have on Facebook.

If this is an open event, the photos will be visible to everyone who views it. The photos posted on closed and secret events are only visible to other people who were invited. Admins also have the ability to remove photos that they do not want to be associated with their event.
Adding Videos to Your Events

Event admins can select whether videos can be posted to an event. To enable video posting, click "Edit Event" on the event's main page and then select "Enable Videos" under the Customize tab. If videos are enabled, the admins have the choice to allow either all event invitees or only other admins to post them.

If you are allowed to add videos, you can do this by selecting "Add Videos" from the main page of the group. You can add video that you have posted on Facebook, upload a video from your computer, or record a new video. If this is an open event, the videos will be visible to everyone who views it. The videos posted on closed and secret events are only visible to other people who were invited. Admins also have the ability to remove videos that they do not want to be associated with their event.

Exporting Events to Another Calendar

You can export your Facebook events into many other scheduling programs, such as Apple iCal, Microsoft Outlook, and Google Calendar. To do this, please follow the directions below:

• Click the "Export" button that appears below the photo on any particular event’s page, or go to the Events page and click the "Export Events" link to export all of your upcoming events.

• Save the events to your computer as an ".ical" file, and import the events using your preferred scheduling program.

When exporting individual events, clicking the "Export" button may automatically import the event to your computer’s default scheduling program.

Attracting, Interacting and Engaging

You should have by now, watched the video and read the section on your Tagging, Sharing and Commenting. Now it’s your turn, to jot down examples of how you’re going to use these functions within your Facebook strategy.
Putting Friends Into Lists

In this video, I demonstrated to you the importance of grouping your friends in to lists. Here’s a tip: get into the habit of doing this every time you accept or send out a friend request, don’t put it off. It is much easier to do it one at a time than having to go back through thousands at a later date.

Setting Up a Facebook Group

You can create a group by clicking "Create Group" in the left hand column of the home page. If you have existing groups, you may need to click "More" before you see this link. A pop-up box will appear, where you will be able to add a group name, add members and select the privacy setting for your group. Click "Create Group" when you are finished. Once the group is created, you will be taken to the group's page. You can click "Edit Group" at the top right of the page to add a group description, set a group email address, add a group picture and manage members.

To join a group, click "Ask to Join Group" at the upper right side of the group's page. You can also be added to a group by a friend who is already a member. Since groups require admin approval for you to join, you may have to wait for an admin to confirm your request. Admins can also block specific people from joining a group. Certain groups on Facebook are secret and will not appear in search results. You cannot request to join these. Only being added by an existing member will give you access to these groups.

To add members to your group, go to the group and click "Add Friends to Group" in the right column. From there, you will be able to type your friends' names to add them to the group. For all types of groups (open, closed and secret), group members can add their friends. Other people can request to join an open or closed group and be confirmed by a group admin.

Use the share options at the top of the group to post updates, links, photos, or videos the way you would post them using the same options at the top of your home page. When you post content to a group, only group members are notified. If the group is closed or secret, only group members will be able to see the content. Share options that only appear when you are posting to a group include events and docs. If you create an event within a group, all group members will be invited and notified. If you create a document, group members will be notified and be able to access and edit the doc from the group's main page.

To leave a group, go to the group and click "Leave Group" in the right column. Clicking this link removes you from the group's member list and also removes the group from your list of groups. You will no longer get group notifications or see group stories in your News Feed.

Facebook automatically deletes groups once they have no members. If you created the group, you can delete the group by removing all members and then yourself. To remove members, click "See All" in the Members section on the right side of the group and then use the "X" next to each member's name. Note that if you were not the first admin and creator of this group, you will not be able to delete the group unless the group creator has left it voluntarily.

You can join up to 300 groups. If you have already reached this limit, you will need to leave some groups before you will be able to join new ones.
The difference between groups and fan pages

Groups and Pages serve different purposes on Facebook. Groups are meant to foster group discussion around a particular topic area while Pages allow entities such as public figures and organizations to broadcast information to their fans. Only the authorised representative of the entity can run a Page.

Lists and Groups

You should have by now, watched the video and read the section on your Lists and Groups. Now it’s your turn, to jot down what you need to do, to put your friends into Lists and how you could use Groups within your Facebook strategy.

Newsfeed

News Feed — the centre column of your home page — is a constantly updating list of stories from people and Pages that you follow on Facebook. In addition to posts from friends and Pages you follow, you’ll see photo tags, friend requests, event RSVPs and group memberships in the Top News and Most Recent streams on your home page. Top News aggregates the most interesting content that your friends are posting, while the Most Recent filter shows you all the actions your friends are making in real-time. The News Feed algorithm bases this on a few factors: how many friends are commenting on a certain piece of content, who posted the content, and what type of content it is (e.g. photo, video, or status update).

When a friend posts on your Wall, only your mutual friends will see a story in their News Feeds. For example, if Tom is friends with both Dick and Harry, he will see a story in his News Feed when they write on each other’s wall. If he is only friends with Dick, none of their wall-to-wall conversations will appear on his homepage.
Below is a screen shot of the Facebook General Homepage where all of your friend’s status updates are viewed from.

**Ticker**

Ticker shows you the things you can already see on Facebook, but in real time.

- Keep up with the latest news as it happens
- Listen to music with your friends
- Click or hover over a story to join in the conversation

Remember: People can only see the posts, comments and likes that you share with them. So if you share something with friends, only they will see it in ticker.

Here’s a screen shot below of my Facebook Ticker, along with the conversation bubbles that appear, when you hover over a friend.
Newsfeed and Ticker

You should have by now, watched the video and read the section on Newsfeed and Ticker. Now it’s your turn, to have a go and interacting with the newsfeed and ticker.

Scheduling a Post
You can prepare a post and schedule it to appear later by adding a date and time in the future before you post it. You can schedule a post up to 6 months in advance in 10-minute intervals.

From your Page's Timeline:

.documents

Choose the type of post you want to create (ex: Status, Photo / Video)

.Type in any details you want to add

.Click in the bottom left

.Click the date and time you want the post to appear

.Click Schedule

If you choose a date in the past, the post will appear immediately in the appropriate place on your Page’s Timeline. All times correspond to the current time zone you’re in.

Highlighting a Post
Starring (highlighting) stories lets you highlight what you think is important. Starred stories are highlighted on your Timeline and include a star banner. As explained in the demonstration video, using the highlighting function, allows you to highlight content that you’d like to stand out in the newsfeed.
Here’s a screen shot of a highlighted post on my Business Page.

![Post on Business Page]

**Pinning a Post**

To pin a post to the top of your Page:

- Go to the post on your Page’s Timeline
- Hover over the top-right corner of the post and click
- Select Pin to Top

Your pinned post will move to top left of your Page’s Timeline and will appear in the top-right corner of the post. Your pinned post will stay at the top of your Timeline for 7 days. After that, it’ll return to the date it was posted on your Page’s Timeline.

Keep in mind that you can only pin posts created by your Page. Posts from people who like a Page can’t be pinned.

**Your About Section**

You should have by now, watched the video and read the section on your Scheduling, Highlighting and Pinning Posts. Now it’s your turn, to give it a go or take notes on how you could use these functions within your Personal Profile and/or Business Page.
Station 4 – Managing, Monitoring and Measuring Your Business Page’s Success

As the saying goes “that, that you can measure, you can manage”. I’ve gone into quite a lot of detail on the video about Facebook’s Insights Dashboard but if you’re looking for a more detailed explanation, then here’s 2 links to 2 blogs written about Facebook Insights that I’m sure you’ll find useful:


Here’s a series of screen shots from my Scrapbooking TV example, on the videos.
Page and Tab Visits
The number of times each of your Page tabs was viewed.

**BENCHMARK**
Compare your average performance over time.
- Timeline
- Sweepstakes
- Scrapbooking Playlist
- Photos Tab
- Others

When Your Fans Are Online
Data shown for a recent 1-week period. Times of day are shown in your computer’s local timezone.

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</tbody>
</table>

Women
99% of Your Fans
46% of All Facebook

Men
1% of Your Fans
54% of All Facebook

The people who like your Page

<table>
<thead>
<tr>
<th>Country</th>
<th>Your Fans</th>
<th>City</th>
<th>Your Fans</th>
<th>Language</th>
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<td>30</td>
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<td>Charlotte, NC</td>
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<td>9</td>
<td>Dublin, IE</td>
<td>31</td>
<td>Danish</td>
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</tbody>
</table>
Managing, Measuring and Monitoring Your Business Page

You should have by now, watched the videos on your Managing, Measuring and Monitoring. Now it’s your turn, to jot down what you’ve learned and how you can use the Insights tool to get behind the stats of your Business Page.

Section 5 – Running Promotions and Advertising Campaigns

What to Advertise?

In the following station, I will outline all the different type of ad options available to you but before you start spending money on advertising, you first need to decide what it is you’re going to advertise. Do you want the ad to drive traffic to your Facebook page or to your website? I highly recommend you hire a pro to create and manage your Facebook advertising campaign (someone like me… shameless self promotion moment) because if you don’t know what you’re doing, you could chew through a heap coin, and achieve diddly squat. But it would be remiss of me, to not provide you with a D.I.Y. option.

Facebook are all about keeping users in Facebook for as long as possible (because the more time you spend in Facebook, the more likely you are to click on an ad, that Facebook makes money from.) So with that being said, if you choose to drive Facebook ad traffic, to your website, you will pay a hell of a lot more for your ads (because you’re driving traffic away from the network) so of course, I’m going to recommend, you drive the ad traffic to your Facebook business page instead.
Before I get stuck into explaining all the different ad types, let’s look the lingo Facebook uses and what it means:

- **CTR** – click through rate. Is the ratio of how many times your ads are clicked to how many times they are seen by a prospect. For example, if you ad is seen 1,000 times (called impressions), and the ad gets clicked 10 times, that’s a 1% CTR (which is a very good result on Facebook, most ad CTR average .3 - .6% CTR). The higher your CTR, the cheaper your ads will be. Ad clicks can cost you anything from .10 cents to as high as $1.50 (depending on how competitive the keywords are you’re using, what country you’re advertising in and how high your CTR is).

- **CPC** – cost per click. You pay every time someone clicks on your ad.

- **CPM** – cost per impression. You pay for every 1,000 impressions (1,000 times the ad appears on Facebook), regardless of if anyone clicks on your ad.

- **CPA** – cost per action. This is how much did it cost you for 1 person to take the required action. In other words, 10 people may click on your ad (CPC) but how many people, once they clicked, took the action (liked your page)?

**Standard Facebook Ads**
There are 2 types of ads: a right hand sidebar ad that comprises of a thumbnail image (100 x 72 pixels), a 25-character headline and a 90-character text body and a news feed ad that comprises of the same as a right hand sidebar ad but you’re image is larger (400 x 150 pixels).

My recommendation is to also create 10 different variations of the same ad (including both right hand side bar and news feed ads), so you can test and measure which combination is providing you with the best CTR. Always include a call-to-action in your ad, like “click ‘Like’ below for free tips.” Facebook ads, unlike any other online ads, doesn’t charge you when a customer clicks ‘Like’ below the ad, as opposed to physically clicking on the ad, which then redirects you to the business page, where you then ‘Like’ the page. This means, for example, you could get 10 bangs for your buck, where 9 people click ‘Like’ below the ad and only 1 person physically clicks on the ad.

**Choosing your Target Audience**

**Location**
You can choose who sees your ad by location (country, state, city, even postcode). If you’re a local bricks-and-mortar business I would then recommend you only run ads to people within 50 miles of your physical business. Research suggests that people are creatures of habit and tend to shop within 15km of where they live.

If you sell products online, to a national customer, then of course you’d select Australia (or the country where you’re located). If your online business has no geographical boundaries, then you’d choose specific countries (other than just Australia). Note: the cost of your ads will vary dramatically, depending on what countries you advertise to. Check this out, before hitting the go live button.
Age
Facebook allows you to advertise to people between the age of 13 and unlimited but my advice is to not advertise to anyone younger than 25 as they generally don't have the income to purchase your products (very bias I've me, I know, it's just my opinion). Unless of course you’re purchasing tickets to a One Direction concert, then that may be different.

I also wouldn’t advertise to an age group older than 65 (sorry grandma and pa!) because they’re very unlikely to purchase online (they tend to only use Facebook to view photos of their family).

Gender
You can choose to advertise to only men, only women or both. My recommendation is to write and create 2 different ads for the 2 genders. I’d write one ad copy (with an accompanying image) for the male market and one for the female market. Ads specifically designed for one gender only tend to achieve a higher CTR than those that are gender general.

Precise Interest
This is the section of your ad that separates the men from the boys. Facebook is the only advertising platform in the world that allows you to target an ad to people’s specific interests (hobbies).

When people set up their personal profile on Facebook, they also tend to fill out the personal interests sections, that includes everything from where they live, to what their favourite movies are, to the books their reading, right through to what their hobbies are. What this means for you, the advertiser, is you can create an ad that specifically meets your target markets personal preferences. For example, let’s say you own a Yoga Studio, you could advertise just to women aged between 25 and 45, who live in Melbourne, who love yoga. People are more likely to click on an ad that’s talking directly to them.

Broad Categories
As the name suggests, broad categories are general interests, grouped together. For example you might want to target people who are interested in technology. Facebook deems the broad category of technology as: software as well as hardware (it’s broad). Personally I don’t use broad categories when advertising as I don’t believe it returns as good as results as precise categories.

Connections
Facebook allows you to advertise to people based on whether or not they’re already a fan of your business page or a friend on your personal profile. The benefit of this is you may run an ad campaign that is designed to reward existing connections.
**Friends of Connections**

This type of ad, allows you to advertise to people who are not yet friends or fans of your profile or business page, but instead are friends or fans with the people and fans who are. When you use this function, as part of your ad, it includes a statement like “Joe Blogs (their friend) ‘likes’ this”, which creates social proof that you’re worth connecting with.

**Ad Budget**

It’s entirely up to you, what kind of budget you allocate to your Facebook advertising campaign BUT obviously the more you spend, the more people will see your ad (and hopefully more positive clicks will occur.) My rule of thumb, when advising my clients on their ad spend is this “if you can’t afford to spend $50 per day, for a minimum of 14 days, then don’t advertise.” Not every person that sees your ad will click on it and not every person that clicks on your ad will then take the required action you’re looking for. It’s a numbers game, the more that see your ads, the better your chance is that they’ll click on it.

Most Facebook advertising specialists (including me) will tell you that if you achieve .3 to .5% CTR, your ad campaign can be considered a success. But having said that, I ran an ad campaign for one of my businesses in July 2013 and achieved a CTR of 2.482%. The more targeted your ad is, the better chance of getting clicks.

I don’t want to give you a ‘brain strain’ but there is one more stat you need to include, when evaluating the success or failure of your ad campaign and that is CPA (cost-per-action). The easiest way to explain this to you is by using a real example from one of my own ad campaigns.

<table>
<thead>
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<th>Timeframe</th>
<th>Spend</th>
<th>Reach</th>
<th>Impression</th>
<th>Clicks</th>
<th>CTR</th>
<th>CPC</th>
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<td>30 days</td>
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<td>25,335</td>
<td>29,653</td>
<td>736</td>
<td>2.482%</td>
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<td>293</td>
<td>.63</td>
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So let me explain what this all means:

- I advertised for 30 days and I spent $184.43 over this period (only $6.15 per day!)
- 25,335 of my target market saw the ad 1.17 times
- 736 of these 25,335 people clicked on the ad, giving me a CTR of 2.482%
- Every time someone clicked on the ad, it cost me .25 cents
- When the 736 people clicked on the ad, only 293 took the action of ‘liking’ page
- The ad ended up costing me .63 for each ‘like’ (action)

Can you now see why you need to throw a few dollars and days at the campaign in order to get good outcomes? Due to my ad being very popular, Facebook reduced the cost-per-click (CPC) down as low as .25 cents per click (which is why it only ended up costing me $6 per day to advertise). Note: please don’t assume you’ll get the same cost reduction as me!
Potential Reach

Once you type in the entire criterion for your ad (location, gender, age, precise interest etc.), Facebook will then calculate how many potential people you could reach, who meet your ad criterion. Rule of thumb: I recommend only running an ad if the potential audience reach is a minimum of 10,000 people. If the audience is smaller, there are not enough people, to expose your ad to, that then click (remembering the .3 -.5% CTR average).

Sponsored Stories

There’s another type of ad called “Sponsored Stories” that appear on the right hand sidebar, just like an ad. The stories link to one of your status updates on your business page. I’m not a big fan of them and very rarely use them (unless I’m working with a famous brand that’s already very popular). The reason I don’t use them is that they cost a lot more than a promoted post (which I’ll explain next what this is) and they get far less engagement.

Promoted Posts

Promoting a post can be a very valuable way of gaining a heap of extra traffic and engagement to one of your personal or business page status updates (posts). Remember when I said earlier “you gotta pay to play” well this is a great example. A promoted post gives you guaranteed right of entry (think: getting into that sold out party). A promoted post will be seen by more of your friends and fans in their news feed. You can tell when a post is promoted; it says, “sponsored” on the bottom of the post.

You can set up a promoted post by clicking “Promote” underneath your posted status update. The only bad news is that you can only promote a post if you have over 500 Likes. In order to use a promoted post, you have to first set up an Ads account (you can’t run any types of ads without setting up an account first). You can set up your Ads account by going to www.facebook.com/ads.

The great thing about promoted posts is that you can see how many views the post received that you paid for and how many views it got organically (had you not paid for it). I don’t recommend promoting a post for status updates or content that doesn’t have the potential to go viral. I’d promote a post for status updates like: offering a discount, running an event, launching a free report/e-book.

Sweepstakes and Competitions

People love receiving ‘mates rates’, discounts and deals for valuable goods and services. You’ve only got to look at how huge the deals market (Groupon, Scoopon, Daily Deals etc.) has become. Facebook have created their own version called “Offers”. A Facebook Offer is essentially like a coupon people can ‘opt in’ for. When Facebook users accept the Offer, they get an email from Facebook that contains a link to your website or Facebook business page, that contains further information about the Offer.

You may own a coffee shop where you run a ‘buy 1 get 1 free’ Offer. Or you may have an online kids wear store, where the offer is 10% off all online purchases. Your really only limited by your imagination when it comes to creating offers.
Everybody loves themselves a good competition, the chance to win something for nothing is very alluring and seductive. Facebook competitions are a great way of grabbing the attention of your target market. I always recommend to my clients that they launch their Facebook business page, with a competition. Why? Because it’s an effective way of growing your fan base very quickly. Once you have a foundation of fans, it’s much easier to get your content into their news feeds. I launched a business page, with a competition, for the ad example outlined above and we ended up growing our page from zero likes to 6,000 in under 30 days!!

The best way of running a competition, is to use a 3rd party application (app). Using a 3rd party app allows you to be far more creative and strategic with your competition. For example, you can use apps that allow you to integrate a beautifully designed up tab (they look like a website) inside your Facebook business page. You may have seen them before; they sit underneath your Facebook business page timeline cover image. Note: you can’t use competition tabs on your personal profile, only on your business page.

The competition tab can include an ‘opt in’ form where the entrant has to also provide their name and email address as a competition condition of entry. Now you’re also building a database outside of Facebook.

You can set your competition up so the visitor to your page has to ‘Like’ your page before they can enter the competition (this is how you get your likes up very quickly).

There are so many things you can do with competitions, again you’re really only limited by your imagination. For some great competition ideas, I recommend checking out the following apps:

✓ www.woobox.com
✓ www.shortstack.com

Running Promotions and Advertising Campaigns

You should have by now, watched the 5 videos and read the section on your Running Promotions and Advertising Campaigns. Now it’s your turn, to jot down what you’ve learned and ways in which you could incorporate Facebook Advertising and Competitions into your Facebook strategy.
Conclusion

Congratulations, you've made it to the end!! I sincerely hope you've enjoyed the journey and that you have already started getting 'traction from your action'. Before I bid you farewell, I would first like to provide you with some parting tips:

🌟 Always start with the end in mind, what do you want to achieve and what are your overall objectives on Facebook? Your Facebook success or failure is determined by this!

🌟 You must get and stay match fit. Just like going to the gym, you won't get super fit working out every now and then. The same goes on Facebook. You must work it, work it, work it every day in order to build a recognisable and successful brand on Facebook. Remember, repetition creates your reputation.

🌟 You don't need to be perfect, just be brilliant! Learn to take imperfect action. If you're real, authentic, transparent and genuine the Facebook community will not only embrace you, they'll also buy from you

🌟 And lastly, have fun and enjoy the journey!!

If you loved what you learned and you'd like to continue working with me, I have a series of additional opportunities for you to do just that! Head on over to [www.kyliebartlett.com](http://www.kyliebartlett.com) to find out more.

Be sure to sign up to my V.I.P. list, so you're always kept in the loop. You can find the registration form, towards the bottom of my website's homepage or over on my Facebook page.

Once again thank you for investing in this course and I look forward to working with you again in the future.

Bye for now!