

# **How I Created My 1.4 Million Fan Facebook Fan Page And How My Methods Might Help You**

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## **Introduction**

### **What It's All About**

I first want to say thank you for purchasing this tutorial on how I created a Facebook marketing powerhouse. I will also say that I will not guarantee the same results as I have achieved but will share with you EVERYTHING that I have learned over the months of hard work and dedication to this topic. I am going to keep this report very concise and to the point. On a side note, you are personally responsible for following all Facebook TOS. Please refer to them before you try any new techniques.

If you are not familiar with Facebook please go there now and do a little browsing. This is not a tutorial on how to use Facebook so I will not be spending time on that aspect. I also want to point out that we are in no way associated with Facebook the site or anything that has to do with the site. This tutorial is completely unique and the process is entirely mine. You may not change or alter this tutorial in ANY WAY as it is not yours. I do have ways to track and will track any persons down and take all legal actions needed if this does happen. Ok, with that out of the way lets begin.

Did you know that Facebook is one of the most powerful avenues to reach people from all over the world and from any niche? Did you know that there are over 300 million active users on Facebook? Did you know that over half of these users are on at any given time? The average person has 130 friends. Finally, did you know that more than 10 million users become fans of something each day? All of these stats are not made up, they are taken directly from Facebook in their statistics section. Do you see where I am going with this? The potential to reach these active real people are right in your grasps. The best thing of all is that you can do most of what I am going to teach you from my experiences with little or no money at all.

My obsession with this topic started about a year ago when a friend of mine asked me how I thought we could use the power of Facebook to drive traffic. We knew the numbers, we knew the potential, we knew people were obsessed with logging into their accounts to find new friends, new games to play, new pictures to view, status updates, sharing information, etc.

We also knew all of these people out there have interests, have hobbies, have things they loved, things they would do anything for, have ideas, and have wants. Bottom line, we know all people have niches that they are obsessed with.

How do we find these people?

How do we get these people to find us?

HOW DO WE GET THIS TRAFFIC?

**Facebook provides a great platform to create internal, what I call “traffic bins”. “Traffic bins” come in three forms:**

1. Your personal Facebook profile
2. Fan Pages
3. Groups

Your Facebook profile is your personal page where you find your friends, post to your friends, send your friends messages and overall interact with people who you have personally invited to be your friend (and they accepted) or they invited you to be your friend.

Fan Pages are pages that you can create to highlight your product, website, blog etc. If people are interested in your topic then they can become a “fan” of your site. With a fan page you are able to post status updates, message all of your fans (yes that’s right), post links to external sites for all to see, personally interact with your fans, create discussions as well as many other features which include plug ins. Fan pages are also externally recognized which means they will get indexed.

Groups are similar to fan pages but can be created to fit any topic. Which means you do not need an external website, product, blog, service etc that has to be connected to it. Groups you can post links to external sites, interact with group members, post pictures and create discussions. You can only message all members up until 5,000 members. Once you go over 5,000 members than this option shuts off. So be careful and I will talk about this a bit later.

Facebook has a lot of internal viral features. For example, when someone becomes a fan of your fan page or becomes a member of your group it is displayed on their profile page for all of their friends to see. Remember, the average Facebook profile has 130 friends. This gives your page or group a chance to be seen by all of these friends. Now your friends can easily click on the link and join as well. Power in the viral features here. Now it spreads. If it is a very popular topic then it will spread fast. I will discuss other ways to spread virally in a bit.

So, with this information in hand we started to create various fan pages and groups. (I will talk about changes to fan pages in a bit) we studied what fan pages and groups were popular, what topics were hot and where we should start. We were blind mice trying to find the cheese without a nose. Basically, we were just trying to throw topics out there and see what would stick. This was minimally successful. We were getting maybe 50 - 100 fans per page over a couple of months and just could not get the ball rolling. We thought we were doing all we could, then a light went off! If we wanted to create a large fan page we need to figure out why people come to Facebook in the first place.

### **Why do people log onto Facebook?**

1. They are bored
2. To see what their friends are doing, because they are not with them and they are bored
3. They have nothing else to do, they are bored
4. To play games, because they are bored
5. To look at what their friends have posted
6. To see what pictures their friends have posted
7. Applications, to cure their boredom
8. BOREDOM

People log onto Facebook because they are BORED. “We need to capture the essence of being bored” Do people like being bored? NO. They hate it. Hmmmmmmmmmm

We first wanted to figure out what people like to do when they are bored online. Many things came into my mind but we settled on the fact that

people love to play online games when they are bored. Also, online arcades are a great source of consistent income with a lot of traffic.

This process took us almost a half a year to realize (we are a bit slow ;-)) and start to implement. With the ideas in place, here is how we accomplished our successful campaign to where we are now with over 1.4 million fans! Are you getting excited yet?

## **This Is Where the Tutorial Begins**

### **Starting your journey**

#### **Step 1**

Find a domain name that deals with some form of boredom. I.e BeingBoredSucks dot whatever, IDontWantToBeBored dot whatever etc. This is important because it follows the theory that people are on Facebook because they are bored. Again, we are trying to capture the fact that people are on Facebook because they are bored. We need a catchy bored themed phrase to title our fan page. Your domain name will become your fan page name so make it good. What's in a name? Everything here.

Why are we getting a domain you may ask. Facebook Fan Pages must be connected to some sort of real product, service, website, business etc in order to sustain its posting privileges. Any generic fan pages will have its posting and communication privileges blocked and hence becoming useless.

So now you have your domain. We are going to use the domain (this is made up don't know if it is a real one) BeingBoredSucks.us as our example going forward.

#### **Step 2**

We wanted to create a website that would go along with the theme of being bored and a way to entertain people. We chose to buy a license to an arcade script. I would suggest [PHPAS](#) as I have found their scripts to be inexpensive, powerful and very easy to use and maintain. You have the

ability to collect emails and send newsletters right through the arcade site which will come in handy as we all know. This arcade website now becomes a source of income through advertising, CPA (I'll talk about that in a minute) and affiliate promotions.

### **Step 3**

Now that your domain name and site are all set up you must now apply to a couple of affiliate programs.

#1 [Mochia Ads](#)- This is a must. You will be paid every time someone plays a game with mochia ads placed on them. This revenue adds up. Please refer to their site on how to install.

#2 [You must join a CPA network, MaxBounty](#) has been awesome to work with. They loved the type of traffic that we were bringing to our arcade site and had no problem getting approved. CPA will play a huge role in making some extra money so please do not miss out on this one.

#3 Make sure you have an AdSense or AdBrite (or similar) ad account.

### **Why are you telling me to create an arcade site when I want more fans to my niche, website or product?**

Well, when we figured this process out it was a very easy way to create a platform where we can help people that are bored. We then realized that, hey, we can make some decent money off of the arcade site because of the amount of traffic we can send to it. We then went, hey, we can now collect emails from people that sign up to be a member on the website and send them newsletters with content that will and does make us more money. Now do you see the relevance of the arcade site. Plus hell, when we are bored we play!

Ok, now you have your domain, your arcade site, all of your affiliates set up for your arcade site NOW all we need to do is set up your Facebook Fan Page. I talked briefly the differences between the "traffic bins" in the introduction but want to make sure that you base everything around a

Facebook Fan Page and not a group or your profile to start. Follow this link to get yourself familiar with how to create your fan page. [Create Fan Page here](#).

#### **Step 4**

Log into your Facebook account and set up a Fan Page. [Go here to set it up](#). Remember that our website's domain name (for this example) is BeingBoredSucks.us THIS IS VERY IMPORTANT. When creating the name for your fan page you must make it the same as your website without the extension. Being Bored Sucks is now the name of your fan page. You also might ask, well then why is your fan page have the .net extension on it. Facebook contacted me (and will you if you become popular) when my fan page just had the I Hate Being Bored title and asked if I wanted to become Facebook verified.

What this means is that I am the clear owner of the site and the website that it is attached too. If it could not be verified then all of the communication methods are taken away from you. I then had over 1 million fans and my arcade site was starting to become a bit of a hit and I changed the name to IHateBeingBored.net. The reason I do not want you do start out with the extension is that people are more likely to become a fan of a phrase then a website that they don't know of. "Being Bored Sucks" is a title that jumps out and people will take the phrase for what it says and agree, yeah being bored does suck and I want to be a fan of that. (Again, BeingBoredSucks is just an example). Keep your eyes on the prize. Your goal is to create a fan page that feeds the masses. Power in numbers.

So now you have your arcade website, a great "bored" phrased name, your affiliates (so far) and your fan page set up. NOW WHAT??? You must know put a link on your website or put a become a fan widget on your website so when people find your website they can directly link back to your fan page. These can be found on and off Facebook. This is just a small way to get people to become a fan of your site when people find it externally. Ok ok, NOW WHAT???



### **Step 5**

You need a very eye catchy logo. Your logo will play a roll in a couple of ways. First, if you decide to do some advertising through Facebook ads (which is a great and fast way to get fans, but does cost some money) The logo becomes a very eye catching way to get people to become fans. Facebook allows you to post a logo or picture when you advertise, the more eye catching, the better. PLUS you can sell t-shirts later on to all of your fans ;-)

### **Step 6**

GET FANS.

Now that everything is in place we must now get the viral ball rolling and get some fans. The first and easiest way is to send the link of the fan page to all of your friends on Facebook and off of Facebook. The fan page make this very easy with one of its viral features. There is a button on the fan page that says “suggest to friends”. This allows you to select all of your friends and send them an invitation to become a fan of the page with one click of your mouse. The more friends you have the better this becomes. Now, ask your friends that become fans to then suggest the fan page to all of their friends. Wash, rinse and repeat to all of your friends.

Think of it this way. You have 100 friends. You send out invitations to all 100 and say 40 of them become fans. If those 40 friends have 140 friends and they suggest to all of them, now you have successfully sent out almost 6,000 invitations just through word of mouth. VIRAL VIRAL VIRAL. Facebook also will post on everyone’s wall that they have become a fan of your page. This is even more exposure.

Another way to get fans is to ask people with other large fan pages or groups to post a status update or message to all of their fans and members to become a fan of your page. This is how we got the ball rolling on our fan page. Again, wash, rinse and repeat. The more you ask the more people will see your saying “Being Bored Sucks” and yes being bored does suck and they will join your page.

You can also get a HUGE jump in fans if you use the Facebook advertising route. You can actually advertise your fan page as if you were advertising a

product. [Please check out this for more information on advertising.](#) Yes, this does cost some money but does really jump start the process.

[If you need help getting a jump start on fans please let us know we do offer ways to help out.](#)

Again, this is all about the name of the fan page. The name brings the fans. The name brings the fans. People are on Facebook because they are bored. Your name phrase that has to do with being bored will bring in the fans. It will keep fans because of your website. There are millions upon millions of bored people out there and I have yet to meet many that like it.

It took our fan page just over 1 month to reach 1 million fans. Again, I do not think that this is anything typical but once the ball got rolling, the viral features of Facebook got it rolling faster. We put a lot of effort through the fore mentioned ways of getting initial fans but I 100% feel it was because of the name of the fan page that got everyone that it touched attention. This is why that step is extremely important.

## **Step 7**

So lets jump a head a bit. So everything is now in place and you have a pretty good base of fans. So now what can we do with this potential goldmine? First, you want to build a relationship with your fans. This is where you start to really use the power of the arcade. You must post a couple of status updates a day. These status updates will include links and reviews to games on your arcade site. This now drives traffic to your arcade site where you can start to capture members and emails. I am also assuming now you have placed your CPA ads, Adsense etc onto your site so you can start earning some money. Repeat this process day after day. Providing your fans with new games everyday to highlight. This keeps the traffic to your arcade site, new members and more emails. Bottom line, more revenue. Traffic = revenue. Your fans will really start to look forward to these posts.

Meanwhile as you continue to wash, rinse and repeat this status update process two things are happening. 1, you are building a trusting relationship between you and your fans and 2, more and more people are becoming fans each and everyday. The ball continues to roll.

After a few weeks of this hopefully your fan base is building up. Again, people are bored and they don't like to be. Now this is where your [CPA offers](#) can really pay off. This is my one disclaimer about CPA offers and how to use them. ALWAYS CONTACT YOUR ACCOUNT REP before you run any type of campaign. I am not responsible if you misuse your accounts. I always contact my rep and let them know how I am promoting my CPA offers to make sure I am not breaking any TOS.

Ok, with that said, make sure you can promote your CPA offers through social media ie Facebook. I will now make a status update post regarding a CPA offer that I feel would keep someone busy that might be bored. I try to stay with offers that are relevant to my arcade site. Offers that include Zwinky, downloadable games, ringtones etc work amazing. You will see a big boost in completed offers when you can directly offer them to your fans. I am not trying to spam my fans BUT give them what they might want to keep them busy. Keep everything relevant. Only do this once in a while.

One of the offers that really does well for me is an online free poker site. It is not a gambling site, but a site that people can play card games and win real money. Again, this type of offer is very relevant to the fan base. They love these. Again, it keeps your fans interested in your fan page while making you some money. This offer pays around 1.40 per sign up. All they have to do is register on the site with their email and I make that money. Relevant offer + bored people = money!

I will also once every few days post a status update that says something like this. "Thanks for being great fans of Being Bored Sucks! We want to spread the word of our page. If you could suggest us to all of your friends that would make our day! Thanks." You will normally see a jump in fans because of this method. Again, do this every few days so the new fans will see the message. Building, Building Building !

## **Take This to the Next Level**

**Create as many separate “traffic bins” in distinct niches from your original fan page.**

The one thing about our fan base that we know right now (and I realized at this stage of the game) was that it was a very broad demographic. Yes, we know that they are bored in general and we have provided a platform for them to become less bored with our arcade site and our fan page. Now we want to use our other “Traffic Bin” at this point to bring out the niches. Now hopefully you have created a pretty good fan base. (at this point we did) We started to think outside of the box.

Ok, how do we better monetize what we have in front of us. Almost a million and a half fans we have the attention of. This is where we started to create niche “traffic bins” or groups. The first one we created was for the TV. show “Family Guy“. (we have absolutely no connection with “Family Guy” at all just love the show) We did a poll on our fan page to see what TV. shows were popular out there and “Family Guy” came up the most. So we created a group about the show “Family Guy” and posted the group as a status update on our giant fan page. Guess what? In a matter of an hour we now had 2,000 members in our “Family Guy” group.

Now I have a captivated audience that LOVES this show. Now I had to figure out a way to promote things related to the show. I am an Amazon affiliate so I just found lots of relevant items and started to show them to the members of the group...Sales happened! I am also currently putting together a small mini site about “Family Guy” to capture even more sales and interest. We have done this multiple times with many different niches. In most cases, you will see the same results. Be creative with your niches. I am not telling you to go out and do a “Family Guy” niche but do what you feel would benefit your knowledge and skill set.

This is also where you start to create groups that directly relate to YOUR niche. The niche that you have the most knowledge about and where you have the most expertise.

Another example of a “traffic bin” we created was a group about T-Shirts... This group picked up around 4,000 members in a couple of days just by

posting it on our large fan page. We then created a store through CafePress and promoted T-Shirts. Again, money to be made!

**Remember** what I said in the introduction. A group cannot have more than 5,000 members or you will lose the power to directly message your fans, hence losing the marketing power of the group. BE AWARE OF THAT. You do have control as an admin as to who you want in your group and who you do not. So you could potentially “trim” or “cut” members to keep the number below 5,000. I always like to keep them around 4,000 or so.

## **Building Relationships with your Groups**

### **Leads to more members and fans overall**

Now, just like I spoke earlier about regarding building the trust of your fan page, I strongly urge you to really build trust and relationships through your groups. You have an option as a group admin or owner to appoint anyone and how ever many you want to become an “officer” of the group. All this is is a title. They do not have any extra privileges except a title in your group. This makes it more personal. This leads to a trusting relationship. How I typically do this is as follows.

Send a message to all of your members that you are going to be selecting a number of them to become honorary officers of the group. Have them post a message on the group page that they are interested in becoming and honorary officer. You will see a large amount of people that will post to this message. Then you just randomly select and appoint them.

The cool thing for them is that their name is highlighted on the left side of the group page as being an officer. These people now psychologically are attached to the group. In the beginning I will then send the officers messages asking them to suggest the group to their friends as well as our original large fan page. They will feel obligated because of their title. So this is another way to drive new traffic not only to your group “traffic bin” but you large fan page “traffic bin” as well.

## **BONUS: Facebook Applications**

### **How these can make you even more money**

If you have ever been on Facebook I am sure you have played an application, taken a quiz, sent a gift or anything that a Facebook application has to offer. Did you know that people make money and in some cases a lot of money off of these seemingly simple applications? Well I do. Going back to our original intent of our fan page. To create a place where people that are bored go. This is why our external site is an arcade.

Now, let's give them even more things to do to keep them entertained. Let's create viral Facebook applications that spread like wildfire. Don't have any skills in creating them? That's ok neither did I. My first 20 or so applications were built by a designer and he did an amazing job with them. I then discovered a program that you could actually create a ton of them in not a lot of time. I love this program and the designer of the program is extremely supportive if you need help. I highly suggest getting this [Facebook Gift Application Generator](#).

This generator will create endless amounts of unique applications for you that you can monetize through social ads such as rockyouads and through offer sites such as Super Rewards and OfferPal. Once you have your application set up. Then post away in all of your "traffic bins". Again, I am not an expert in setting up the applications just promoting them.

If you need help with building or setting up applications in any way please email me and I'll get in contact with the right people. When creating these applications make sure you in some way shape or form have a link going back to your main fan page.

You can do this by creating a simple banner and placing it in your application with a link to your fan page or by directly placing a link somewhere on your application. If your application really goes viral, you want to make sure that people can find your bored fan page or fan page from your application.

Final word about applications: You do not have to think HUGE with apps. What do I mean by that? You do not have to spend \$5-\$10 thousand on a super role playing application to make money. Yes, those RPG apps such as

Mafia Wars and Farmville make a LOT of money but you will make money off of the smaller apps if they become viral. Personally, I own one very large RPG app that makes me money but all of my small apps do very well on their own. So don't think you have to go big right away.

## **Bottom Line**

### **Helping You Succeed**

What this tutorial is about is creating a very large "traffic bin". I am showing you the exact way I created my fan page "traffic bin" and how I create group "traffic bins" from it and how I monetize them. I am sure there are many, many ways that I have not even discovered yet but I will keep searching and studying. I will keep you updated with any marketing methods that I discover that will help you monetize further. But the hurdle is creating the "traffic bin" first...then worrying about the money later.

Simply put, we are going through the process of creating a large fan page based off of people being bored to create a large "traffic bin" for us to create many small niche "traffic bins"

Please make sure you [email me](#) to keep receiving my updates on this topic as this tutorial is not over. I will keep adding to it as we go forward, so do not miss out. In the subject line please put "subscribing to Facebook tutorial".

Please also email me if you need some help with your current fan pages that you have and getting traffic.

I honestly hope you got some good ideas out of this tutorial and I wish you all the best!

[IHateBeingBored.net](http://IHateBeingBored.net)