

# "The Robert Plank Show"



## Episode #017

### [Make Money Using Facebook Traffic, Ads and Fan Pages](#)

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When it comes to marketing online, why is it that some people are doing better off than you?

Why is it that they're eating your lunch, doing a better job at marketing? I'll give you the answer right now. The answer is: traffic.

Other people have more traffic than you do. Get more traffic and you'll get more sales. Whether sales for you means more people coming into your store, more people buying your coaching, more people buying your Kindle book or your physical book or your home study course or your membership site - whatever it is, you need to have more traffic.

For several years, I never realized that was my problem. I spent 80% of my time creating information products, training, content, things to sell and only about 20% of my time getting people to see what I created.

The reason why I jumped from making under 10,000 dollars a month to well over 10,000 dollars a month, that thing happened because I switched it around. I spend about 20% of my time figuring out what content, what things I was going to sell, and 80% of my time selling it. 80% of the time getting joint ventures, telling affiliates to promote me, setting up free traffic coming in and most importantly getting that paid traffic.

## Mathematical Traffic

If your competitors, for example, let's say that in the past they've got maybe 1,000 to 2,000 visitors to their sites per day. Maybe they put out articles, blog posts, podcasts like this one, they had an affiliate program going and they went out on to Google AdWords, they've gone on to Facebook, they ran re-targeting campaigns and they paid for people to come to their site. And it all totaled up to 1,000 or 2,000 visitors every single day.

They converted them into what's called a squeeze page or an opt-in page. If you're collecting 1,000 opt-in email leads per day, your business is going great. And these are all 1,000 people who are super-targeted. If it's a local chiropractor, these are all people in the area who are interested and possibly getting appointed with the chiropractor. If your niche is getting in shape, maybe you have 1,000 people a day who are interested in getting your supplement or your workout plan or your diet plan or whatever your product or your solution is.

1,000 opt-ins a day, let's say that went on for 100 days. 100 days of paying for these ads, getting people to them and so you had a list of 100,000 subscribers, right? Now what it comes time to promote something, to sell something, you're going to expect about 2% of your list, if it is well maintained, 2% of the entire list to click on a link in your email.

If you send out an email, out of 100,000, what does that come out to? That comes out to about 2,000 people clicking over. If you do that for 10 days, when I had 20,000 clicks to your site and let's say that your site that you're sending the people to let's say that's a 100 dollar product and it converts at 2% on

its own. Doing the math once again, that means that you would have about 400 sales at 100 bucks, that's about 40,000 dollars.

Whether the numbers that you're dealing with are larger or smaller than that, you need to be thinking in those kinds of terms as how many leads are coming in per day, what size is my list. Based on that, now I have some idea of what I'm doing a promotion, I'm doing a week long product launch, how many eye-balls can I expect to land on that sale letter and buy whatever that offer is, and now I know where the problem is. If I don't get those numbers, maybe it means that I need to train my list to click, maybe I send better emails or might need to make the sales that will convert better. But either way, you're dead in the water unless you are building a list, unless you have traffic.

That's why what I want to talk about today is Facebook traffic. I'm nervous, because a lot of the topics you talked about in previous episodes have dealt with evergreen topics. The way that sales letters are written or articles were written five, ten years ago, I think are the same with the way they will be in five or ten years from now.

At the time you're reading this, Facebook has over a billion users and they all are on the site at least once a day. They are on the site on their phones, they are at work and there is a tab open, they're on the site constantly. At the time we're recording this, this is the best and the fastest way for you to build a list and get sales.

At first I laughed at all this social media stuff, because people were talking about making money off Twitter. And what's Twitter? For many years it was just a way to - you'd add everyone else as a friend, did all to add as a friend - and at 20,000 friends or 20,000 followers, they would follow you back and hopefully, within that big noise, some of them would click and make money in. It worked for a little trick of the traffic, but not a lot. I know people who - even affiliates - who said "Yeah, I'm your traffic person, I have this huge Twitter list". They send out one twit and they send about 20 clicks and if you do the math from that 2%, I think we maybe got one sale, if that, but it wasn't that flood of thousands and thousands people that we need in order for us to have enough money to be worthwhile.

Even when MySpace was popular, people said, "I'll join a list on MySpace group, I joined a group on Knitting, the group on Clarinets, the group on Two-buzz and then send them my offer." But people are there just to interact, to hang out, and it's mostly young people. Why are they going to want to buy your course on how to write articles? It doesn't make sense.

But now it makes sense, because people are always around Facebook, a lot of people are on Facebook to do business and to network and everyone's on, so this is the most high traffic site except for Google for you to make money on.

## Google Traffic

Let's talk about Google. Google is a great place for traffic, but it's fickle, isn't it? You could get free traffic, you could put out a bunch of articles, you could put out 100 articles and the articles directory would link back to your site, you could blog every day, you could keep creating all this content, you

could get links back and things like that. And that's great, except for it's slow and you can't depend on that and you might build up, build up, and then you get Google-slapped.

You think okay, you know what, I'll put a few things out there, just to get some free traffic, but while I'm waiting for it to pick up, I'm going to go for paid traffic. I'm going to pay for ads. I'm going to pay for some Google AdWords ads. First of all, if you're in certain niches, even like Internet marketing and you make money online, then they will delete your account.

I was selling a pop-up plug-in for WordPress, pop super thing, and ask for someone's name and email address. Just because I advertised that, Google closed my AdWords account. Because I said things like "If you put this plug-in on your page, you can quadruple your sales", which I was able to verify, "and you can quadruple your money because you convert when people are coming to your site." And they said "You're promoting with making money online." I'm like "It's a WordPress plug-in." But still they said "You're out." And you have to play by the rules.

The thing about Google that no one notices is that they hate customer support. It's almost impossible to talk to a real person in Google. You send them an email, about a few hours later a fake reply comes back that pretends to be a person, but you cannot appeal any of their decisions.

Goggle - we still have to deal with them because they are a huge site, they do send in a lot of traffic, but you might get Google-slapped, you might get deleted. Even if you get lucky and you can advertise on AdWords, the problem with AdWords is that you're dealing with drive-by traffic. You make an ad saying "Buy my golf training course." "Buy my real estate flipping course." And you target people who maybe search the word "real estate". The problems with that: first of all, very competitive and if someone is typing in the term "real estate", we don't know if they're looking to buy a real estate course, if they're researching the competition, if they're looking into figuring out themselves, looking at real estate prices in the area, you're guessing.

You can do these things, like having long keywords on things like real estate course or real estate training, but the problem there is that they see your ad once. They go to Google, search something, they see all these free results, they see our paid ads off at the side and if they don't want to buy right then, they click on something else, then we've lost them forever.

## Facebook Traffic

Now Facebook makes a lot more sense, because like we said, people are on Facebook all the time. The other thing about Facebook is that we can almost read people's minds, because everyone on Facebook has liked certain fan pages. If someone on Facebook has liked for example Robert Allen or if they've liked Carleton Sheets, we can target people who have already liked those fan pages and we can say that this person must be in the real estate or maybe they've bought a real estate course in the past and now you can talk to them every single day.

Because they're always on Facebook, so even if our ad only gets shown once a day for 30 days and they eventually click, and - we'll talk about it in a little bit - even if they can click over to our website from

Facebook or they can like our fan page and they're basically on our list. But we can wear them down over time. It might take 10 days, 20 days, 30 days, but we can build this consistent list of people on this site called Facebook.

Let's talk about that really quick, because we run these things called Facebook ads and it can be as simple as what I've just told you. If you have a real estate course, then figure out what are the top 10 real estate personalities out there. And what are the top 10 real estate books. And what are the top 10 real estate courses. Then advertise to all those things. You don't want to advertise for the term real estate, because who would really want to put that in their profile, right?

You want to figure out our perfect prospect, what exactly have they clicked the Like button and what they have voted on, and we can advertise to this group of sometimes 500,000 people or sometimes millions of people. If you want to narrow down by location, by men and women, by a certain age group, like for real estate maybe you want to target people who are 30 and up or 40 and up and maybe people who live in the United States. Then we can really narrow it down and really talk to those people.

Whether you have an opt-in page you want to send them to, a sales letter, you have a webinar coming up, you can send traffic off of Facebook to these external web-pages and you can do it very quickly and send a bunch of traffic at once. If you even create this thing called the fan page, which means that you can say - Real Estate Brokers - people can like that page, then you can put out content and updated information about real estate brokers.

Or you can have your local pizza place, right? If you are going to setup a web presence for them, you could advertise to everyone in your town, and once again, a certain demographic. Do more young people or old people would like pizza? Or men and women? I know that everyone likes pizza, but do you have more of one group than anything else? Or can you go and create an ad and target people who have clicked the Like button on the other pizza places around town and you run that ad and you build up your own fan base.

The best part about all these is you can click on one button and set this up with that, it keeps advertising your fan page to them. But as soon as they click the Like button, the ads stop. So you only pay - first of all, you can only pay for the people who click, so you can be showing ads all day long, but you only pay when they click. And you only are running ads to people who have not yet liked your fan page.

Lots of possibilities here. And you can join us over at [setupafanpage.com](http://setupafanpage.com) to see all these in action. Right now on this call we can only talk about it, because it's audio only. But in our [Setup a Fan Page](#) course we show you how to create a fan page, how to add content to it, how to run ads. Lance and I have setup quite a few fan pages and we have a few open right now. He has one on the Boston Red Sox, the baseball team, and during the time we're recording this he's got 59,000 likes.

I setup a fan page about cats, and on that one I promote Amazon products, like automatic cat feeders, cat litter, magazines like CatFancy, there are laser pointer cat toys. That one has 15,000 likes. And I have a country music page which right now has 25,000 likes. On that one I can promote things like signed guitars, I can link it to one Amazon as an affiliate, there are signed autographs, there are songs that you

can buy, digital downloads like single songs, DVDs, documentaries, CD's, a lot of possibilities. But it all comes down to using Facebook for traffic.

And even if we don't have a product of our own in this particular niche, we have so much traffic that we can send the people to these affiliate links, to these Amazon web-pages and take a commission of that and still make money without us having to do all this extra effort and without having to spend 80% on creating the offer and 20% on the traffic. Instead, we spend 80% of our time and effort on the traffic and 20%, if that, on locating the best offers and looking up what's selling and promote more of that.

## Fan Page Process

What's the process? Okay. On Facebook, creating a fan page is free and it takes about 5 or 10 seconds. On Facebook, you can go to the fan pages area and there is - I hate saying this - there is a green button and chances are it will change by the time you will listen to this, but there is a button that says "Create a Fan Page".

And they'll pretty much ask you two questions. They'll ask what category is the fan page and what's the name of the fan page. There's pretty much two options. They give you all these choices, like should this be an entertainment thing or a celebrity thing. Pretty much it comes down to: Are you setting up a fan page so someone can like your brands? or Are you setting up a fan page and someone can like a general interest, like I've just said cats or country music, as a general interest. That's called a community page.

You're setting up a Facebook fan page and it's a community page, which is a general interest, or your personal brand, which might be a TV station or local restaurant or a service business, like an accountant, things like that. Let me take a second to explain the three kinds of fan pages you would setup.

The first one would be a brand page. In my case, Lance and I have a company of our own, called Double Agent Marketing and we have setup a Facebook fan page for that company, so that people can basically subscribe to us on Facebook. Now why would they do that? Because, yeah, we do send out emails, but emails will only get you so far and everyone is sending out emails. If people are on Facebook all day long, I would rather send emails and advertise on Facebook in addition. And I started thinking in this way when I started buying off Facebook.

What would they buy off Facebook? Things where someone might have been sending the emails about it and I almost bought, but for some reason didn't quite buy. Maybe the timing wasn't right, maybe I was busy right then, there was no time, whatever the reason was. But if I saw another ad later on Facebook whether it was an update on the fan page or something on an ad, then I ended up buying.

The great thing is that when someone clicks the Like button on your fan page and you post to that fan page's wall, that update appears on their news feed. If you post an interesting picture or a video or a link to your site or something like that, that appears sandwiched in between all the other things that their friends are talking about. And if that person clicks the Like button, not on the whole fan page, but on that post you made on that fan page, that message that you had will then appear on their time-line and their friends will see it. If they click and leave a comment, same deal.

We have some of these posts on our fan pages that just grow and grow and grow. I'm looking right now at a post that Lance made on his fan page about 24 hours prior to this, and he posted a score of the Boston Red Sox, put an Amazon affiliate link and right now I'm looking at it and it's just under 10,000 likes, so 9,969 likes, 2,280 shares, so people have shared on their own wall and I'm seeing 293,376 views. That size that's a pretty good size city has seen his one blog post.

That's the power of sites like Facebook. People are trained to click, like and share different posts. If you have something good to say, it will grow and grow, as opposed to an email list, which is okay to have, but email takes a long time to send out, on Facebook it's instant. With email, we experience about a 1% decay rate, every single day with our emails. Which means that - remember how we talked about having that list of 100,000 subscribers. With that list, every single day you're going to lose about 1,000 of your subscribers.

They will either unsubscribe on their own or their email will go out of date. But either way, that list of 100,000 people you might build that up on say January 1st, but on January 2nd you're down to 99,000. On January 3rd, it gets to 98,000. Of course it will slow down because it still is 1% of the list that you have, but unless you're building that back up to the place that you've lost, then your business is shrinking.

There is no such thing as your business maintaining where it's at. It's either growing or it's dying. With Facebook fan pages very few people actually unlike. When was the last time you unliked a page? Maybe if they were posting all garbage over and over, but if it is updated once a day, you really don't unlike a fan page. And if anything, the fan page grows because, as you like things or you share things, your friends see that and if they see that, they join the fan page as well.

Types of Facebook fan pages. You can have a page for your brand. I even have a fan page for this show, The Robert Plank Show, which you can go and like by going to [robertplankshow.com](http://robertplankshow.com).

## Brand Page

Brand pages. You can make a page about your company or your product, like I can make a page about Backup Creator. There is a place and make sure when you're doing to make a page about your brand, not a general interest, not a community page. Because when you make a page about your brand, they will allow you to in fact import your entire email list. Even if you have a list of 1,000 people or if you have a list of 100,000 people, there is a special area - I think it's Build Audience - where you can upload a text containing an email address of every single person that's already on your email list. And if they happen to have a Facebook account, under that same email address, they will send them an email saying click on Like button and like the page.

What you can also do is - even if people don't immediately like that page - you can create what's called a Custom Audience. Inside [Setup a Fan Page](#), we show this exactly. But you can dump your whole email list and in a special area of Facebook, say I want to advertise to this group of 50,000 people. All the people who already know you. Run an ad to them and inviting them to like your page. Yeah, you might have to

pay a little bit, you have to pay like a few cents for each person, maybe 20, 30, 50 cents, but they are building your fan base and that's one more way for you to contact them and that will lead to more sales.

Then what you can do with that brand page is look at your competitors, whether you're competing people, brands, companies, products, books, courses and run ads to people who have already liked, who have already voted that they are interested in those topics. Then, depending on your niche, you might actually pay something like 1 dollar per like or 50 cents per like. Run this for just put in a 10 dollar a day budget.

The way that Facebook ads work is that if your ads convert very well, they will bring down your ad cost, they will bring down what's called your cost per click, therefore your cost per like, because they want to reward you for creating relevant ads.

On Facebook, a 0.1% conversion rate, which means one of every 1,000 people who see that ad in the sidebar who clicks, that is good. And I've had some ads that are at 1%, 2%, but the point is that if you can have an ad running, if it's running like 0.0 something percent, that's not good. The cost is never going to drop. And you should pause those ads. But if you have an ad that's converting at 0.1%, 0.3%, 0.8% that's very, very good on Facebook and the longer you run each ad about a week, you should see that ad cost going down. You might start running ads at a dollar per click, then it goes down to 50cents, 30 cents, 20 cents, 10 cents, and you can consistently be building your list and talk to people who are interested in your brand.

## Local Page

You can create a fan page like that. The second type of fan page is a local page. If you're a local business with an actual address, an actual office, a place people can come in, then this local fan pages are great. Let's say that you are a dentist's office or you want to approach a dentist's office and help them out, getting some new business from Facebook. You could first of all make it so that when someone types in the term "dentist" in Facebook and they're in your local town, you will come up one of the first results. They can go to that page and instantly see the address, the hours you're open, the phone number, pictures of the inside and the outside, read the update you've made. If you're a dentist office, you can post maybe once a week some tip about how to keep your teeth white or how to keep your gums healthy or how to reduce bad breath or how to make your dentist visits very easy, whatever that thing is, you can create a local business fan page, where there are special places to add, there's your address, there's a map to your business, it's almost like having your own special website.

You can do a whole lot of different fan promotions or rewards, like if you click the Like button on this page we'll give you a coupon for free tooth whitening or however you want to run this. It's a lot of fun to create a local fan page, especially when most businesses are clueless about social media. They don't have anything setup.

One time, I went to my accountant a few years ago and he had setup a page on yelp.com, it's a place where you can review local businesses. He said "Can you go there and leave a review telling people how I am as an accountant?" And I said "Sure". I went home, looked him up on Yelp and he hadn't filled

anything in. And Yelp said this person hasn't filled anything in, but here is another accountant in the same town who has. Basically, people might have been looking for him on Yelp, but because he didn't actually fill anything in, Yelp sent me over to his competitor. It's a little devious that some of these sites do that, but all you have to do is put aside ten minutes and fill it out and now you don't have to lose your business to other people.

There was a pizza restaurant in town. I looked them up on Facebook and they themselves had not filled anything in, but people were leaving bad reviews about this pizza restaurant. And it's a great place, everything about this place is awesome, but a couple of people who were disgruntled said bad things. If only they'd filled out a few things, added some pictures and encouraged people who liked the restaurant to click the Like button and leave a good review to balance out this couple of complainers, they would have extra visits without having to do very much.

## **Umbrella Page**

With a brand page, which is your company, you can have a local page, which is a local business in town or something that you can come in to, and then we have an umbrella page, which is most of the focus of our [Setup a Fan Page](#) Course. An umbrella page is a page where potentially it could be about 50 different brands or people all combined. If you're in a page called I love dogs, I love poker, Wedding Advice or Golfers, you could really build this up to hundreds of thousands if not millions of people.

Let's say you made a fan page about golf, where you could post a picture or post a video about golf every single day. If someone is a golf enthusiast, a golf fanatic, a golf nuts, they are going to want to see golf stuff, right? Not just golf tips, but pictures about golf, ideas about golf, for them it's all golf all the time. If we add to Callaway golf clubs, who run ads to different country clubs where people play golf, who run ads for - I don't know if Tiger Woods would be a good example, but other people who compete in the PGA Tour who are not too mainstream, we can run an ad and target 50 or 100 different brands and build up this huge fan page. And guess what? You can drop in affiliate links to golf DVDs, golf courses, golf books, golf tees, golf equipment, golf clubs. If you happen to be able to tie this into your own golfing business, even better.

Let's say you have a sporting goods store or a golf store in town. You could setup a local page for your business and an umbrella page and then post different promotions. Basically you have two groups of people: people who are in town and people who are in the rest of the world. What's great about this Facebook is this thing called EdgeRank. They will reward interesting posts.

If you post to your Facebook fan page, if you post one update a day - you don't want to post every hour, but once a day or once a week it's fine. If you post to that fan page once a day, as opposed to most people who would only post once a year, once a month, that's the first part of EdgeRank. Then they will reward you for posting frequently and posting regularly.

The next thing EdgeRank does is - if someone is into golf and we take this example - cases are they have a few friends that are into golf. If someone's friends all like your golf fan page, then that person who has

all the golfing friends is more likely to see your updates. Another piece of EdgeRank is they will reward, they'll give you a post more priority if their friends also like your fan page.

And if only the biggest one is likes and comments. If I post to my golf fan page and you're one of my millions of fans of that page and you read and look but never comment or like, Facebook is going to say you're only a casual observer, you're not a fanatic. But if you click the Like button on every single post and picture and video and you comment on things, Facebook is going to give me a boost as far as what you see, because they will say this person is very much into golf and they will want to show more relevant content.

My point about all this is that even if you only have a local business, if you only have a local accounting type of firm and if you have this umbrella page, you can get people to like both your local page and your umbrella page, you post an update and the rest of the world, people in Australia and Japan and Africa and Europe, they will click the Like button and you might post something - like I have shown you some numbers earlier - if you get 1,000 likes on a post, then most people in town - the ones you really want to talk to - are going to see your post more often. Because by the way, just because you post on your fan page or you post on Facebook does not guarantee that people will see it, because Facebook is so crowded and they want to show just the most popular, the most interesting posts.

## Now What?

I hope that cleared a lot of things up there about Facebook fan page. You can make one about your brand and about your local business. With those, if you have 1,000 likes, you're doing okay, if you have 10,000 likes, you're doing great. Those are some really hard earned likes, so this might be 1 dollar per like, 50 cents per like. But with the umbrella page, you can build this up with 100,000. With the umbrella page I would say if you're getting 10,000 likes you're doing okay, if you got 50,000 likes you're doing great.

And with these umbrella pages, because of this huge audience you can market to, you should be able to get your cost down to 1 cent to 5 cents per like. You can build this huge mass of audience and make money from people who buy from you directly and if they don't, you can make money from affiliate links, like from Amazon and even if they don't buy, they will still help you, because they will give you a boost in your EdgeRank.

Back to the process of setting up a fan page: you create a fan page, you figure out what type of these pages I'm creating, the name of it and you post content daily. What I like to do with these umbrella pages is I go into this called meme sites, go on to Google images and even look on my competing fan pages and look for interesting pictures to post, like cute cat pictures or in the country music one, pictures of different country music celebrities or in the golf one pictures of Tiger Woods or whoever else is famous in the golf niche.

I have a few instances of people who have fan pages in the wine niche and they post pictures and reviews of different kinds of wine. There is the guitar niche, there is the gun niche, there are those kinds of pages where they show you how to buy pieces of guns and get them and put them together. Like

paintball, learning a language, all these possibilities. You grab these interesting images, you go to YouTube and get interesting videos and you can even schedule these ahead of time.

What I personally do is I like to grab about 30 of these and go on and schedule the whole month. It takes you about 30 minutes. I work in my affiliate links and we showed you this in [Setup a Fan Page](#), so that it all builds on its own because of the ads and they put offers in front of them on a timer, because of the scheduled posts.

We have the page going, we have the content scheduled to go and we run these advertisements, right? And like I keep saying a bunch o times, we target your competing fan pages, people who have other golf pages and the brands, like celebrities or equipment or products in your niche. Some of them will pay off and some won't. In [Setup a Fan Page](#), we have a 5 point criteria for the kinds of fan pages that will work out and which ones won't.

Then we run these ads for a few days, because like we said, Facebook rewards you for high converting ads, for 0.1% of higher. So you have to let these ads run for about a week to prove that you convert very well. If you convert above 0.1%, the cost will drop and drop and drop. If you can drop below 10 cents per click and per like, you are doing great and now you know that's a good niche and it will grow on its own every day for 10 bucks a day.

If you get lucky, you can actually get 1 cent likes and what that means is if you get a like for 1 cent, and your ad budget is 10 bucks a day, every day you're increasing your likes by 1,000 fans. So you have 1,000 fans, 2,000 fans, 3,000, 4,000 and grows and grows until you can get enough traffic back to Amazon or back to whatever link you're promoting to make it all worthwhile.

This means that if you're selling a golf training or you're selling a real estate training, when it comes time for you to run a webinar or run a promotion on one of your products, you can run ads and you should run ads, directing them to your URL. But if you've trained this Facebook fan page, the people, to click Like and to even buy affiliate products, if you drop the link to your own products in this fan pages, those are all free clicks, it's all free traffic, gets you free extra sales that you can claim right now.

Inside [Setup a Fan Page](#) we show you all these advanced strategies like how we split-test our ads or how I can run an ad to just one person, I can narrow it down really targeted and if I want to talk to just one person, I can put in their name and their picture in the ad. And I can do all kinds of fancy stuff like stop advertising a certain product to someone if they've bought, lots and lots of advanced strategies, but after all, easy to implement.

And it's a lot better than - and I don't want to trash-talk any competitors, but a lot of people who sell Facebook training they teach you how to make an iframe-tag or how to make this thing called the like-gate or pay for fake likes or invite your friends to your fan page or send them off to an opt-in page - all these things that simply don't work. Facebook is just one other traffic source that you should be using.

When you email to your list, you should also be promoting on Facebook in addition, because you have some overlap. You have some people who are on your list and they're just not buying right away, but

because you follow up with them and there's other channel that they're not used to, then you can make extra clicks, traffic, opt-ins and sales from Facebook. It comes down to list, traffic and offers, it always comes down to list, traffic and offers. Offers could be your products or could be affiliate links, but either way you have things for sale, that people can buy. And you want to find targeted prospects, targeted leads who are interested in that and send them over.

How do you do that? You have a list. It's good to have an email list, but a Facebook fan page and your fan base on that Facebook site, that's also a list. If you have 100,000 fans, that's as good as a 100,000 email subscribers, because they're always on this site and they share with their friends and some of these things go viral to hundreds of thousands of people if you do it right.

The middle part we talked about is traffic. Facebook is the most social site at the time that we're recording this and there are people on there all the time. It wouldn't be very smart if you ignore Facebook for very much long.

You need to do it, you start running Facebook ads and to setup a Facebook fan page and adjust and see which ads are converting well, which offers are converting well and use it to make more money.

I hope that helps and I hope that opened your eyes and got you started with Facebook fan pages. At first, I didn't get it either, at first I thought isn't this one here to socialize? Why would people even buy things? Or why would anybody want to pay me money on Facebook? Well, because everyone's on there and you can target the biggest fans of golf, real estate, guitars, wine, whatever niche you are promoting in.

I hope that everyone listening at least has a Facebook fan page setup, at least is running a Facebook ad. I'll see you inside the members area of [setupafanpage.com](http://setupafanpage.com), which is an entire home study course where we show you all of our video training on how to get this page setup, how to choose the niche right, how to get the ads going, how to make them profitable, how to make money, how to promote the affiliate links.

I'm Robert Plank, this has been the Robert Plank Show. And I want you to like our Facebook fan page, subscribe to us and join us for next episode, which is [Episode 18: How to Setup Your Very Own Income Machine](#), including a blog, an opt-in page, follow-up sequence, sales letter, membership site traffic and more, that makes you money while you sleep.

That's all from me, Robert Plank, [setupafanpage.com](http://setupafanpage.com), have a great day!