Hello,

Below you will find your customizable ecourse.

To edit the course quickly and easily just copy

the code phrases below into the "find/replace"

feature in your text editor. This is usually found

under the "edit or search" menu at the top of

the page.

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**Instructions**

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- Highlight and copy the copy and paste phrases including

the quotation marks. One at a time and paste them in

to the "find what" box.

- Type your own information in to the "replace with" box.

- Click the replace all button.

You're done now just check to see if all of the information

is correct and then paste your messages in to your follow

up auto-responder and start sending it.

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**Copy and paste phrases**

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"autoresponder code here" (found in your autoresponder service)

"confirmation link" (found in your autoresponder service)

"add your name here"

"your email address"

"your URL here"

----------------------------------------------------------------

Conformation message:

Hello "autoresponder code here"

Thank you for your interest in the Facebook Business Basics .

It is very important that you confirm your subscription

so that we can start sending your messages.

Please take a minute and click the link below

to confirm.

"confirmation link"

We will send your first lesson as soon as we receive

your conformation.

Remember we value your privacy. We will never rent, share or

sell your email address.

"add your name here"

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1

Subject line: First Lesson - Facebook Business Basics

Hello "autoresponder code here",

Welcome to the first lesson in the Facebook Business Basics

Crash Course. Over the next few days you will receive several lessons

that will help you learn a few basic ways that you can build your

business and increase your profits with Facebook .

In this first lesson let's talk a little about Facebook status updates and

how they work so that you can better understand how to use Facebook

to your advantage.

Because there are so many social network terms out there, let’s

start this lesson by distinguishing early on what a Facebook status

actually is. A Facebook status is a post that appears for your contacts

to read. Whereas before, Facebook statuses were immediately

broadcast for everyone, now there are plenty of privacy settings to

protect the person by letting them choose who can actually read their

messages.

You can also interact through your Facebook status. Friends and other

contacts are allowed to comment on the Facebook status or simply

Like the status. Recently, Facebook has added a tagging feature to

Facebook statuses. Put @ in the beginning and you are allowed to tag

as many as 6 people in a post. Friends and contacts that are tagged

will be notified in the same way that they are also notified when

somebody else or the status owner has replied a status he commented

on.

How are Facebook statuses important for professionals, you may ask?

Well, Facebook statuses are what many consider as the very essence

of Facebook. Here, customers, potential customers and other

interested parties can interact on a particular piece of information in a

casual manner that is way more convenient and conversational than

email or even Twitter actually will.

With Facebook statuses also, almost everyone can join in the

conversation (that is if you want them to) which makes for a casual

promotion of your product, service or company. The Facebook status is

a powerful part of using Facebook for your business. The number of

Likes and comments for every Facebook status will help your page

climb up in its search engine position.

Facebook statuses can also help you with branding efforts. For your

Facebook marketing to be successful it is important that you monitor

your page carefully, that you keep your status posts enthusiastic and

professional at the same time.

While it's tempting to place something instantly catching, hilarious or

even shocking, you need to ask yourself first whether this will help the

business reputation in the long run or will it just server as temporary

entertainment?

It is important to optimize Facebook statuses in order to make them

more searchable for potential customers. A good feature to use is

Facebook status tagging. What makes this so advantageous for

business owners is that when you tag affiliated companies in the post, it

will also appear on their page. Therefore exposing your company to

customers who may be looking at a related site. You can also do this

with community pages. When you tag a community page, you will gain

access to millions of potential customers who may have the same

interests as your business.

While it's important to organize your Facebook status updates, it isn't

recommended that you leave all the work to organizing sites like

Hootsuite. Checking through a Profile or Fan Page that are dominated

by RSS Feeds is a turnoff for most potential customers. Clients want to

feel like they’re interacting with a real person in the company, so be

mindful of interaction.

We have a lot to go over in the next few days if you want to learn how to

use Facebook for your business, so make sure you look for your next

lesson soon. We will be talking about how you can use Facebook to

attract new customers.

Thank you again for joining, If you have any questions or need any

assistance please feel free to contact me at anytime using the contact

information below. I will be happy to help,

Until then,

"add your name here"

"your email address"

"your URL here"

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2

subject line: Second Lesson - Facebook Business Basics

Hello "autoresponder code here",

It’s time for your second lesson in the Facebook Business Basics

Crash Course. I hope you found lesson one informative and that you

now have a good understanding of how Facebook statuses work to

your advantage. In this lesson we are going to talk about how you can

use Facebook to attract new customers.

Some business owners ask, why is it important to establish online

presence through social networking sites particularly Facebook even

when if you already have an official website?

Simple, because Facebook is more accessible and to most, more

user-friendly than any traditional website will ever be. It gives a sense of

friendliness to business that puts prospects at ease and lends a sense

of credibility to businesses who have no website to speak of.

Aside from this, a Facebook page allows a business to be more

interactive with present and potential customers, getting their feedback

for everything from product reviews to testimonials. While it may seem

scary because you can be given both positive and negative feedback,

businesses should not be afraid because with Facebook it can be

easily moderated.

If you have a mind to you can retain the best feedback and hide the

rest. This way, most potential customers will be able to read the

positive testimonials of previous customers. Such feedback adds a

touch of authenticity to your business, and can entice the potential

customer reading it.

Furthermore, customers who are tired of traditional online marketing

such as email, newsletters and online ads will look to the Facebook

page to have their questions answered. Having a Facebook page will

give your business access to over 500 Million users without even

having to buy e-mail addresses like what traditional email marketing

resort to.

Interaction isn't limited to Facebook updates and wall posts though.

You can also use Apps to provide photos, notes and videos. When

using a Fanpage which is the recommended page for businesses

(instead of the more personal profile page), you can change the posting

ability of fans which allow them to post photos, videos and links to the

page. This way, potential customers will be able to see how other

customers use the product or service.

Again, this can engage the community to be more interactive as was

successfully executed by the Pampers’ Facebook Fanpage. Other

companies like Ben & Jerry’s go as far as polling customers. This

gives customers a sense of power with regards to their products, which

in turn will give them a sense of ownership and acceptance.

Facebook is also a great tool to gain audience to promos, special

prices and discounts as in the case of the company rushIMPRINT, who

use their page to feature their products for sale.

The site easily leads back to their official website as well as their toll

free number. Some even use Facebook to give exclusive deals to their

customers. This is a good way to gauge the effectively of your page.

Various incentives can be given exclusively to Facebook users which

aren't accessible by those who follow you through e-mail, Twitter or your

official website.

Other companies such as Baskin Robbins develop and use a

Facebook application to make their Facebook page more interactive

and enticing to customers. Through their account, they’re giving out a

very enticing deal, a Buy One, get one promo that most enthusiasts will

not surpass.

Facebook is an easy tool to master and can add just the right sense of

fun, differentiating you and your business from the rest in the market.

That's it for today's lesson. In your next lesson we will be talking about

how to use Facebook to advertise your business without spamming.

Until then,

"add your name here"

"your email address"

"your URL here"

PS. Don't forget that if you have any questions or need any assistance

please feel free to contact me at anytime. I will be glad to help.

----------------------------------------------------------------

3

subject line: Third Lesson - Facebook Business Basics

Hello "autoresponder code here",

It’s time for your third lesson in the Facebook Business Basics Crash

Course. Today let's talk about how you can use Facebook to advertise

your business without spamming.

Using Facebook as the means for free advertising is probably one of

the wisest movies any business person can make in this competitive

marketing age. As we have been discussing Facebook offers plenty of

opportunities for the business owners to launch develop and grow

through its influential social network.

Through Facebook, you can actually choose who to target just as easily

as a paid system such as Google Ads does. Through Facebook, you

can choose the location, interests, relationship status, gender, age and

location of your target market. What a convenient way to start your

marketing strategy online!

The best part is that it can actually be free if you want it to be.

Facebook gives you the option of running free or paid promotions. The

paid aspect is through Facebook’s formal ads.

Now, how do you run free promotions?

Why, through your personal network, of course, or through your fan

page. If you’re launching a product, service or brand, it is

recommended to have a formal fan page. Nevertheless, personal

connections such as friends, friends of friends, acquaintances and

relatives will help greatly in building your business social network.

Wall updates, photos, notes, group discussions and basically any other

posts will help the product or service stay top-of-mind. As I mentioned

in your last lesson, prospective customers want companies to have

enthusiastic and informative updates.

Tip: Don't make the mistake of barraging your customers or potential

customers with too many Facebook updates at one time, or worse,

continuously flood their Facebook walls with the same message placed

several times. Spamming is annoying no matter who does it, so take

care that you avoid doing that to your friends and fans.

The best way to avoid spamming others, however intentional or

unintentional, is to choose your target market well. Nobody wants to

receive a wall post that is a generic message of a product they’re not

even interested in.

You can control who sees your message by researching the

person’s likes or dislikes which may be apparent in their profile page or

you may also ask from a personal contact. You can even check out

organizations or groups that they are affiliated with online which are

related to your business or industry.

Another way to place a wall post in that isn't tantamount to spamming is

to place it like a personal message. The less generic the message is,

the better. You may start with something like, ‘Hi. I just saw from your

profile that you like Ice Cream and I though you may be interested in a

free sample of our Homemade Ice Cream.’

If this strategy is a bit too forward for you, then work on making

Facebook applications that can insert advertisements into them or

better yet, try Social Ads. Demographically speaking, these two are

more effective and less time consuming than having to analyze your

customers one by one.

That's it for today's lesson. In your next lesson we will talk about using

Facebook and Twitter together for your business.

Until then,

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"your email address"

"your URL here"

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4

subject line: Fourth Lesson - Facebook Business Basics

Hello "autoresponder code here",

How are you today? We're winding down to the end of this short

course. But we still need to go over a few things before you can start

taking advantage of Facebook for your own business. Today we are

going to jump right in and talk about using Facebook and Twitter

together for your business.

While some will argue that Facebook and Twitter can never work

together to achieve a common goal in terms of business, this notion is

really just a matter of professional adjustment. In online discussions,

Facebook has been constantly related to personal contacts and

updates while Twitter is more widely known for its professional

purposes. And for a time, that impression was true until Facebook

created its Fan Page.

With a Fan Page, profiles can be professional and used for

business updates. Both continue to still have their own set of

advantages of disadvantages though. As we have been discussing,

Facebook can bring a social and emotional impact to your product

much more naturally than Twitter can although it can also be subject to a

lot of unnecessary clutter.

Twitter, on the other hand, gives fast and easy updates. The concept of

microblogging can target a different market and can help you watch

what competition is doing.

Moreover, these two can actually work together in getting more

prospects. After all, there are people who still continue to use Twitter

alone and some who still prefer opening just their Facebook page. So

my question is, why not create two accounts to garner a wider market?

With both social networks, you as the account moderator should

be very careful as to what to what you post. Be mindful of posting

personal issues and refrain from talking about business problems,

disagreements and so on.

You should stick to things that your customers or potential customers

will be interested in such as project updates, product launches, useful

links, updates from the official website, any news from events,

conferences or meetings attended, sales, promos, incentives and

potential collaborations with clients are more preferable inclusions.

Remember that both are social networks and being a social network,

you should provide a politely casual but not overly personal tone when

making Tweets and Facebook posts. Respond in a proper manner

when customers ask for assistance or make product inquiries.

It is also good to infuse some personality to your Tweets and page

updates. Don’t just talk about products, services or company business

the time. This will annoy followers and will even bore them.

There are several ways that you can link Twitter to Facebook in

order to better organize your updates. Twitter has an official page

which gives you instructions with a Twitter application that integrates

the two together. Similarly, there is also a Facebook application which

helps organize Fan Page contacts directly to the Twitter account too.

This way, you can be sure of the consistency of the news given.

By being consistently with your posts you can effectively put your

Facebook and Twitter accounts to work for your business. You can use

them both to drive traffic to your website through your marketing efforts

by incorporating contests, exclusive news, articles and more. This way,

you can gain maximum coverage from both sites.

That's it for today's lesson I hope you found it helpful. Don't forget to

keep an eye out for my next email. There will be some great stuff in

your last lesson. We are going to talk about posting videos on your

Facebook wall to increase your results.

Until then,

"add your name here"

"your email address"

"your URL here"

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5

subject line: Fifth Lesson - Facebook Business Basics

Hello "autoresponder code here",

Well, we have come to the final lesson in the Facebook Business

Basics Crash Course. I sure hope you that you have enjoyed your

lessons and learned a lot about using Facebook for your business.

In this last lesson we are going to talk about posting videos on your

Facebook wall to help improve your results.

It's no secret that promoting your business through videos online is one

of the most effective ways to attract new customers. Videos are

effective for many reasons. They retain a certain novelty that websites

don't carry anymore. Whether for creative or practical purposes, videos

can help publicize your business in a positive light. You only have to see

how YouTube has turned plenty of struggling artists into overnight

sensations to understand the impact of video for business branding.

From a professional stand point, significance is the key when it comes to

posting videos. The video and its content will ultimately depend on what

the purpose you want it to serve and whether it will help your product,

service or business to be seen in a positive way in the public eye.

So, before clicking that post button, ask yourself whether the video will

help you achieve your goals. Will it generate interest? Will it help

customers learn how to use your product’s more effectively? Will it

differentiate you from other businesses? Whatever the goal is, always

be sure to validate before posting.

There is no doubt that YouTube is one of the best places to distribute

your videos. But, did you know that Facebook is also a fantastic place

to share videos on and it's relatively easy to do especially if you already

have your videos on Youtube.

If you don't then you should upload your videos to Youtube because it

will make it much easier for you to share them on Facebook. After you

have your videos on you tube all you have to do is click on the share

button and follow by clicking on the site that you want to place the video

in. In this case, that would be your Facebook wall or page. This will lead

you to your Facebook account where you will have to log in again. Then

add a message to go along with the video then click post and you’re

finished.

TIP: Short videos are more effective than long ones especially when

paired with Facebook. Even instructional videos have to be short. It is a

good idea to keep the clip down to five minutes or less. You don't want

to take the chance that your audience may not view it completely if it’s

too long or too difficult to play.

You also want to make sure that the video is high quality. It doesn't have

to be an award-winning piece. Just make sure that the audience

doesn't have any difficulty when listening to or watching it.

Most of the time your videos will sever your business well for a very long

time, but if the effectiveness of the video slows down, stops or when the

video has been overplayed, make sure to take it off of your Youtube

channel and your Facebook page too.

An overplayed, overused or outdated video can hurt your business

reputation more than helping it. This will also help avoid confusion when

customers are searching through your Facebook page.

Since there are so options for creating video there is no reason that

you can't create good marketing videos for your business and sharing

them on Facebook. By taking advantage of user-generated content and

creating your own marketing videos, you can effectively reach your

target market and brand your business quickly.

To take your Facebook marketing to the next level of success you

should start using video. You could run video contests, share product

videos and collect video testimonials, not to mention a wide variety of

other options available for clever marketers. If you aren't sure how to

incorporate video into your marketing plan then start by doing some

research and looking at your competitors Facebook pages to get some

ideas for your own business.

There is no doubt that using video on your Facebook page will

positively boost your brand and increase conversions, guaranteed.

As we close this final lesson I would like to thank you again for joining

me for this short course. I sincerely hope that you have learned a lot

about how to take full advantage of Facebook for your own business!

Even though we have finished our lesson I would like to let you know

that you can still feel free to contact me if you have any questions about

how to effectively use Facebook business. I will be glad to help

Best of luck to you in all of your Facebook marketing endeavors,

"add your name here"

"your email address"

"your URL here"

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