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# **Facebook Business Tips Report**

**by Mari Smith**



- 1. Ten Steps To Getting Started on Facebook**
- 2. The 5 Mistakes Newbies Make on Facebook**
- 3. Mari's Five Success Secrets for Using Facebook Effectively to Grow Your Business**

# Ten Steps To Getting Started on Facebook

## 1. Set up ONE account in your REAL name.

Facebook are rigorous about enforcing their Terms of Use, which stipulate each member may have one user account and it needs to be in your actual name. I love



this feature as you pretty much know every professional person you interact with on Facebook is a genuine person and not a fake or duplicate account.

## 2. Set up a Facebook PAGE to give your business an additional presence.

With your profile, you add friends (up to 5,000 max). With a Facebook Page, however, you add an unlimited number of FANS. Give careful thought to the name of your Page as this cannot be changed and it forms part of your URL (link) similar to a permalink of a blog. Having a Page as well as a Profile on Facebook helps with your indexing and search engine ranking! Facebook currently has an Alexa ranking of 5! For a Page layout example, you're welcome to peek at mine:

<http://marismith.com/fanpage>.



### 3. Add friends **STRATEGICALLY** over time.

Facebook has 'bots that will flag your account if you "grow too fast." The growth limitations are not clear: it could be more than 50 friends in one day or 30 friends each day for many days in a row. Nonetheless, the secret is to proceed with caution and reach out to request friends on a regular basis so your network grows consistently rather than in spurts. For which friends to add, first upload your address book. Next, look at your bookshelf, who you admire, whose blogs you read, etc. and search for these names on Facebook.

**4. Let your EMAIL LIST know you're on Facebook, plus append your Facebook profile link to your email SIGNATURE file.**

Send out a broadcast to your regular opt-in email list letting them know you're now active on Facebook and would love to connect with them. Depending on the size of your list, keep in mind the friend limit on Facebook is 5,000 so you may want to send your subscribers to your Facebook Page instead/as well. Connecting with your subscribers on Facebook allows you to *deepen your intimacy* with them. You'll have access to their dates of birth, interests, additional contact information plus their day-to-day activities – all of which can help to improve the types of products and services you offer.

Example email siggy file (note I made my own redirect link to my Facebook profile):



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Twitter: <http://twitter.com/marismith>

- 7-Day Facebook Marketing Tips  
<http://whyfacebook.com>
- 21 Keys to Profitable Relationships  
<http://marismith.com>

## 5. Add your Facebook "BADGE" to your blog.

Scroll towards the foot of your own Facebook profile and over on the left, you'll see a link that says "Create Profile Badge."

There, you'll have several options for how to set up your badge.

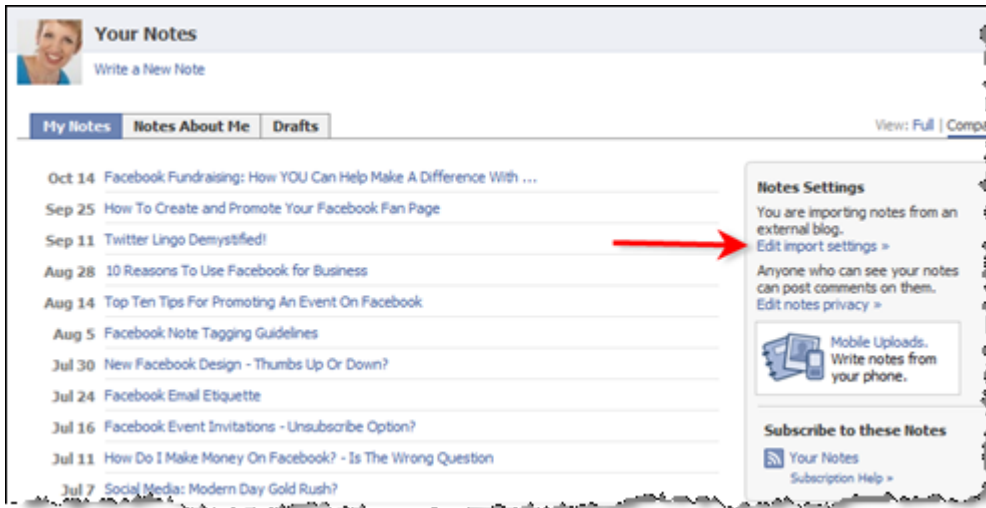
Then, copy and paste the widget code onto your blog to let people know they can connect with you on Facebook too. For examples, see my blogs at <http://whyfacebook.com> and

<http://marismith.com>.



## 6. Import your BLOG to Facebook using the Notes application.

Every time you write a blog post on your regular blog, you can gain much more mileage by importing the RSS feed into your Facebook profile. This pulls in the entire post and provides a space for your friends to add a comment. Each time a friend makes a comment, this activity shows up in their feed and all their friends' feeds, providing you with valuable additional visibility. How to: Go to the Notes application: <http://facebook.com/notes.php> and click the setting for importing a blog. (If you write more than one blog, choose the one you want to give most exposure).



## 7. Keep in mind the focus is on **RELATIONSHIPS** first, business second.

Social networks have changed the way we do business online. Traditional internet marketing tactics can fall flat. You need to focus on building rapport, reaching out to connect with others, adding value, sharing information relative to your niche and marketplace. Remember the saying, "people don't care how much you know until you show how much you care."



## 8. Create strategic **TRANSPARENCY** and visibility.

The lines between personal and professional can be very blurry, especially for solopreneurs. Nonetheless, you still want to maintain a private life. Never put

anything online you wouldn't want to see on the front page of the New York Times. At the same time, set your comfort level with how much information you'd like to share with your network of Facebook friends and other online communities. It's okay to share nuggets about your family, interests, hobbies, travels, etc. Photos and short videos are often great ways to create strategic visibility. See my related blog post: [http://snipurl.com/facebook\\_private](http://snipurl.com/facebook_private)

## **9. Limit your time and DELEGATE some tasks.**

Without a proper strategic plan, you could find yourself draining away huge chunks of time going down "rabbit holes" on Facebook and other social media sites. It's important to stay on track and be able to measure your results. There are specific actions you can take in as little as FIVE minutes a day, and delegate any additional activities to a trusted professional assistant. At minimum, update your Status several times a day, then also comment on your friends' walls, photos, and posted items. All these activities create a "story" that pushes out into your friends' News Feeds' creating valuable visibility.

See this related video on YouTube – Facebook in Five Minutes A Day:

<http://www.youtube.com/watch?v=49NET0SUur4>

**10. Remember to incorporate Facebook as part of your overall strategic marketing PLAN.**

“How do I make money on Facebook?” is one of the most popular questions I get asked. However, my answer is usually to press the pause button on that question and let’s take a look at your business model, your revenue model, your products and services, your other marketing channels, your available time and resources, and how social marketing fits into your overall plan. Facebook should be viewed as another tool in your marketing toolbox, another distribution vehicle – albeit a very important one. For more Facebook support, see my products and services at:

<http://www.marismith.com/coaching-consulting-services/>

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# The 5 Mistakes Newbies Make on Facebook

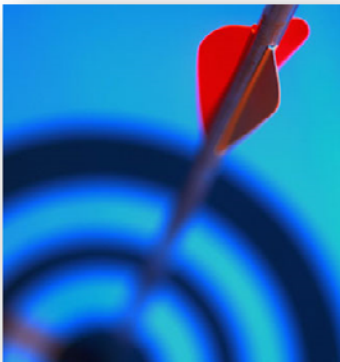
## 1. Time sink.

Facebook offers a vast array of playful applications. You may find yourself playing Scrabble® with people on the other side of the world, or testing out all kinds of other applications. Be sure to limit your time on



Facebook; or at least distinguish between business time and personal time. And know how you're going to measure your results.

## 2. Lack of focus, clarity, direction.



This goes hand-in-hand with #1 above. However, it's not necessarily unique to Facebook. Many thousands of people sit in front of their computers every day implementing one tactic after another from the latest internet guru, attempting to make money. I suggest you pick one to three excellent mentors whose results you particular admire and emulate their strategies. Also, don't fall in to the "multiple-hat syndrome" where you do a bit of everything. People won't take you as seriously. Make sure yours is the voice that is

remembered out there, not just heard. And you'll be remembered by have a CLEAR and concise message.

### **3. Growing too fast.**

Facebook has limitations on how many friends you can add at once. There are also limitations for sending too many messages at once, posting on too many walls, joining excess groups and more. As and when any or all of these limitations are exceeded, you actually run the risk of having your entire Facebook account deactivated. Sometimes Facebook sends a warning, often they don't. So, my advice is to always proceed with some caution and yet with deliberate intent to persistently grow your network – ideally every day. Even just taking five minutes each day to reach out and add a few more friends will make a difference over time. Just be sure the friends are a good fit for your network.

### **4. Spam-like activity.**

Social media has changed the way we do business online. Traditional internet marketing techniques may not work as well, certainly not on Facebook. For example, plastering a big signature file with all your web links on your friends' walls is seen as a spam-like activity. Joining Groups only to post your own links on the discussion board is spammy. Of course, professionals know better. But just be aware when you see this type of activity – such people may not be a good fit as a

friend for you. Besides, with continued spam-like activity it won't be long before that person's account will be deactivated by Facebook.

## 5. Getting stuck.

Often people will join Facebook and then get completely stuck as they don't know what to do next. Or they'll add some friends and use Facebook for a little while, then let their profile lie dormant for a while. This simply looks like a broken down store – like someone who “opened for business” then didn't bother to manage the store. Make sure you're allowing yourself ample time in the beginning to get set up properly – I usually recommend around 45 minutes in the first sitting to add important content, import your blog, upload some photos and/or videos. Then import your address book. Then set aside minimum five to ten minutes a day in the first few weeks to start to build a consistent presence.

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# Mari's Five Success Secrets for Using Facebook Effectively to Grow Your Business

## 1. Have a strategy.

Most people go on to Facebook and other social media sites and quickly get confused, stuck, or chase endless possibilities. You simply must have a strategy and be able to create measurable results, otherwise you'll only be using Facebook for personal play. One strategy might be to only use your Facebook profile to share tidbits about your personal life to help build intimacy with your prospects. Another strategy might be to segment your friends into lists and stay in regular touch with the top 20% of your friends. There are ways you can see at-a-glance the daily activities of groups of specific friends. For more info on these types of techniques, see <http://marismith.com/facebookforprofessionals>. One strategy that's worked well for me is I consistently create what I call "radical strategic visibility" such that many high level people notice me and contact me to speak at their events, be a featured guest on their radio show and teleseminars.

## 2. Select friends carefully.

I recommend reaching out to high level professionals on Facebook. Look at your bookshelf, review whose books and blogs you read, ezines you subscribe to, seminars you attend, people you admire and aspire to. Once these people become your friend, you might reach out to request a short interview then put into a product to sell.



## 3. Be active regularly.

Set aside time daily if you possibly can to at least log in to Facebook and create a few areas of visibility such as your status update, commenting, posting items. If you're not on the microblogging site, Twitter, I strongly suggest registering <http://twitter.com>. For support with how to get started, see this blog post I wrote: <http://snipurl.com/twitterbuzz>. Then you can pull in your "tweets" as your Facebook status update by installing the TwitterSync app.

## 4. Always add value first.

Be careful of being too promotional. Instead, look for ways to add value to your network with no agenda. For example,



I recommend setting up Google alerts for specific keywords related to your industry and when you come across useful blog posts, articles, news items use the Posted Items app to share with your Facebook network.

## **5. Be consistent, authentic and congruent.**

Make sure your message is consistent with what it is you do, the clients you help, and the results you help create. Speak with sincerity and authenticity. You want to be sure how you show up all across the internet, plus in the offline world, with 100% congruency. For example, just because MySpace is more informal and LinkedIn is on the formal side and Facebook is somewhere in-between and Twitter is quite casual... you should adjust your authentic you. Certainly you can moderate your conversational style a bit if necessary – but you want to have a seamless connection between all social network sites you choose to be on, plus your website, blog, and who you are in real life (in the offline world, I mean!)

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To learn more about how to integrate social media – especially Facebook – into your marketing plan and generate a significant increase in your profits, visit these sites:

- Main site/Relationship marketing blog:

<http://marismith.com>

- Facebook blog: <http://whyfb.com>

- Facebook for Professionals complete multi-media system:

<http://marismith.com/facebookforprofessionals>



To contact me, Twitter or Skype are often the best ways:

<http://twitter.com/marismith> - follow me and I'll follow you back and we can DM (direct message).

Skype ID: marismith\_sandiego

Cheers!

A handwritten signature in pink ink that reads "Mari" with a flourish underneath.

Mari Smith