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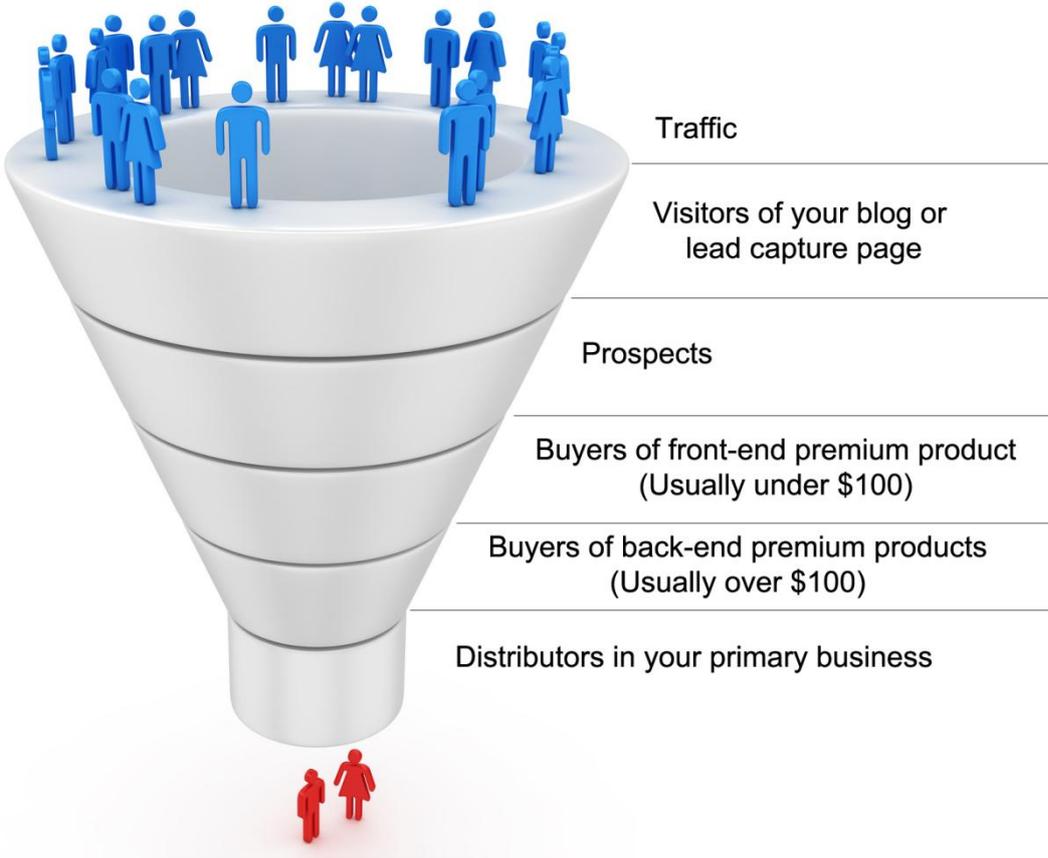
Introduction

In this step-by-step guide you are going to learn how to set up every part of a profitable sales funnel, and how to drive targeted traffic to it using only free and low cost social media marketing.

I'm going to focus specifically on Facebook marketing, but the same sales funnel can be used on any social media platform.

So what is a sales funnel and why is it so important to have one?

Basically, it's a series of steps that you take your prospects through in your sales process. Each step has one purpose only: To qualify your prospect to take the next step.



At the top, you have all the visitors of a specific website (e.g. Facebook). A small percentage of these visitors are interested in what you and your competitors are offering.

Some of them click on YOUR ad. This takes them to the first level of your sales funnel – your blog or lead capture page where you present your free product offer.

A certain % finds your offer interesting. They enter their names and e-mail addresses to get access to it.

The conversion rates on your blog and lead capture page depends on how targeted your visitors are, and how compelling your offer is. In my opinion a decent conversion rate on a lead capture page ranges from 15-30% depending on how targeted your visitors are. With a really good offer and highly optimized page you can approach 40 or even 50%. The conversion rate on your blog will be lower as your visitors have many more options there.

At the "Free Product" level, it's time to introduce one or more premium products. The reason for these offers is two-fold:

1. They filter out the people who are not interested in spending any money, making sure you're only spending your valuable time with proven buyers.
2. They generate an upfront retail profit which covers your expenses, and allows you to invest in more traffic.

The people who buy one or more of your premium products are qualified for the final step where you introduce your primary business opportunity and/or high-end products.

In the coming chapters I'm going to take you by the hand and teach you step-by-step how to set up each part of your sales funnel including your blog, products to promote, autoresponder, lead capture pages, and Facebook fan page.

You'll also learn how to generate free and low cost Facebook traffic, how to get a steady stream of new fans to your page, and how to convert them into prospects and customers.

Step 1: Your Blog

Your blog is your online real estate. Here you present yourself and your offer to your target market. It's also the place where you set up your lead capture page as I'm going to show you in a later step.

Here is a basic guide on how to set up your blog in less than an hour:

First, you need to set up your hosting account. I suggest that you go with [HostGator](#). They have an excellent service and affordable price plans. I recommend the Baby plan or the Business plan.

When choosing your domain name, include your first and last name (with or without a hyphen), like <http://www.yourname.com> or <http://www.yournameonline.com>, or use a keyword phrase related to your niche.

Once you have your hosting account and domain name up and running, it's time to install the blog platform - Wordpress. Log in to your HostGator cPanel and choose Software/Services > QuickInstall.

The first you thing you need to do when you've logged in to your Wordpress account is to choose a theme for your blog. You can either buy a premium one from [Woothemes](#), [StudioPress](#) or [Thesis](#), or go with a free one from [Wordpress.org](#). Alternatively, you can Google "free wordpress themes".

Once you have found a theme that you like, you first need to download it to your hard drive. Log in to your Wordpress account, go to Appearance > Themes. Click on "Add New" followed by "Upload Theme". Choose the theme's zip file and hit "Install Now" followed by "Activate".

Now, we should go through a couple of settings to give your blog a professional look and feel.

Go to Settings > General. Set your site title and tag line. These will appear in the header of your blog.

Click on Settings again and choose Permalinks. Under Common Settings, choose "Post name". Now the title of each of your blog posts and pages will appear in the URL, which looks better and make it a lot easier to rank high on Google.

Next, I highly recommend that you install some key plugins, which you find under Plugins in the left menu. I'm not going into details about these here, but you can read about them in the list you get when you search for them.

For SEO (search engine optimization), I recommend "All in One SEO" and "Google XML Sitemap".

"WP Socializer" inserts share buttons for Facebook, Twitter, Google+, and the biggest social bookmarking sites.

"BackupWordpress" automatically creates daily back-ups of your blog.

Finally, you need to set up your main pages. Here are your must have ones:

- Welcome page with an introduction
- About Me page
- Work With Me page

Go to <http://www.perkinnander.com> to see how I have structured these pages.

Wordpress shows your latest blog posts on your front page by default. I recommend that you show your Welcome page here instead.

For your blog posts, create an empty page called "Blog". Go to Settings > Reading. At Front page displays, choose "A static page". As Front page, choose your Welcome page. As Posts page, choose "Blog".

We will come back to your blog in Step 3 and 4 when it's time to set up your autoresponder and lead capture forms for your free product offer.

Step 2: Your Free Product Offer

Your prospects are not looking for just another representative of your business opportunity. They are looking for a *solutions provider*.

That's why you should sell information products of high value to your prospects before you introduce them to your business opportunity. Not only do you get a chance to recover your advertising expenses; you also get *proven buyers*. These are much more qualified for your business opportunity than non-buyers are.

But how do you convince your visitors to make their first purchase from you when they don't have a clue about who you are and what you can do for them?

Here's where your *free product offer* comes into play. It gives your visitors a taste of what you have to offer in exchange for their contact details so you can follow up with them.

Start by listing every possible problem your prospects are dealing with and ask yourself how you can solve some of these with your knowledge and experience.

Next, visit discussion boards, blogs, magazines, and "how to" websites. Watch for unfilled needs and think about how you can fill those needs.

Once you have set your niche, it's time to decide what type of product you are going to create.

It's easiest to promote a digital product as your prospects will have it delivered instantly. It can be an e-mail training series, a PDF report, a webinar, video or audio. Make sure that your product is highly relevant to your niche market, and that it solves a problem.

If you would like to design your own product cover, I highly recommend [MyEcoverMaker](#).

Another option is to hire a professional designer. I would go with [Absolute Covers](#). They offer an excellent service at affordable prices.

Creating your own product is highly recommended, and something you definitely want to do sooner or later. But if you don't feel ready for this just yet, you can promote a pre-made product branded with your name. You can get one at a very affordable price at [Master Resale Rights](#). It's a digital catalog with thousands of e-books, videos, and articles from hundreds of different niches.

A third alternative is to promote an affiliate product. If you're in the network marketing field, I highly recommend Ferny Ceballos's [10-Day Attraction Marketing Formula Bootcamp](#).



There are two ways to become an affiliate for this course:

- Grab a copy of the [Attraction Marketing Formula e-book](#). Keep your eyes peeled on the page you land on after opting in to get a 72% discount!
- You can join our marketing system [Elite Marketing PRO](#) where you get top-notch training from industry experts, highly converting lead capture pages, a bunch of other valuable products to promote, and up to 100% commissions on your sales.

Step 3: Your Autoresponder

An autoresponder is an e-mail management system that hosts your growing list of prospects and customers.

You can create a series of follow up e-mails set to go out automatically to your new subscribers at the time interval you choose.

You may also send stand alone broadcast messages whenever you want. This feature can be used to promote additional products, services, and events.

The autoresponder service I use and highly recommend is [Aweber](#). They offer a reliable and easy-to-use service with many great features.

In this chapter, I go through the basics of setting up the main components of [Aweber](#) - The sign up form and the e-mail follow up series.

The sign up form is where your visitors give you their names and e-mail addresses in exchange for your free product. I recommend that you create two separate forms – one that you place in a text widget on your blog, and another for your lead capture page. (See Step 4)

To create a form, log in to [Aweber](#) and click on the "Sign Up Forms". Choose "Create A Sign Up Form". Here's the form I created for my blog, promoting my free report *7 Secrets of a Highly Attractive Fan Page*:



The screenshot shows the Aweber form builder interface. At the top, there are several control buttons: PREVIEW, HEADER, FOOTER, PRIVACY, COUNTER, POWERED, IMAGE, DIVIDER, and TEXT. Below these is a "Templates" section with a "Show Templates" dropdown. The form configuration bar shows "Form Type" as a dropdown, "Type" set to "In-Line", and "Width" set to "282 px".

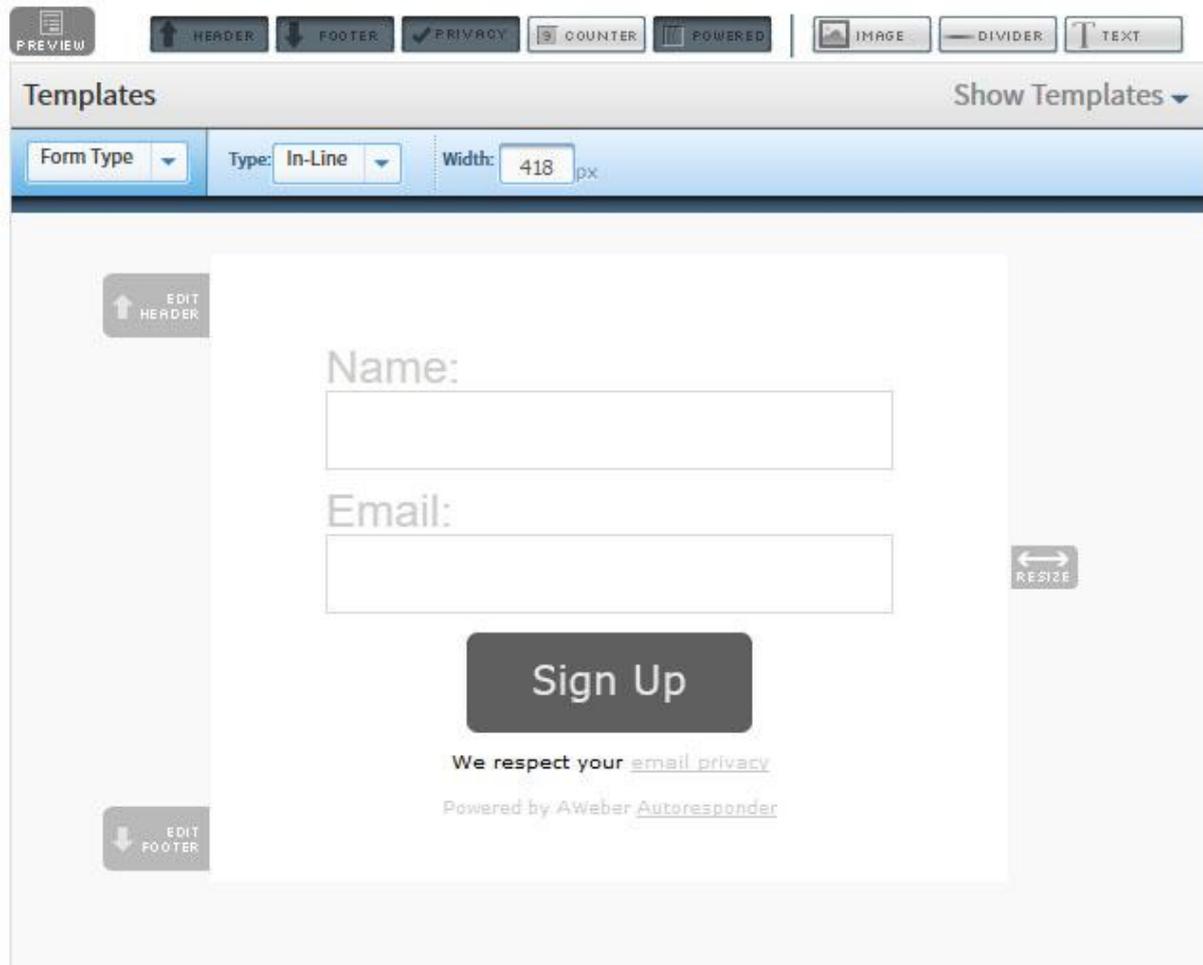
The main content area displays a sign-up form with the following elements:

- An "EDIT HEADER" button with an upward arrow icon.
- A headline: **Promoting Your Business Opportunity On Facebook With Little Or No Results?**
- Sub-headline: **FREE** report reveals 7 crucial steps you probably haven't taken yet, causing you to miss out on at least 5-10 qualified prospects daily and multiple sales every week...
- An image of a blue report cover titled "7 Secrets of a Highly Attractive Fan Page" by Per Kinnander.
- A "RESIZE" button with a double-headed arrow icon.
- A "Name:" label followed by a text input field.
- An "Email:" label followed by a text input field.
- An orange button labeled "GET INSTANT ACCESS!".
- A footer note: "We respect your [email privacy](#)".

Before you add a picture to your form you need to upload it to your Wordpress back office. Click on "Media" and choose "Add New". Once uploaded, copy the file URL. Go back to [Aweber](#). At the top of the Sign Up Form wizard, click "Image" and paste your file URL. Click "Preview" to see how the form will look on your blog. When you're done, click "Save Your Form".

Before you insert the form on your blog you need to create your Thank You page and Download page. We'll cover this in Step 4.

Now, let's look at the form I created for my lead capture page:



The screenshot displays a form builder interface. At the top, there is a toolbar with buttons for PREVIEW, HEADER, FOOTER, PRIVACY, COUNTER, POWERED, IMAGE, DIVIDER, and TEXT. Below the toolbar is a 'Templates' section with a 'Show Templates' dropdown. The form type is set to 'Form Type' with a dropdown arrow, and the type is 'In-Line' with a dropdown arrow. The width is set to '418 px'. The form itself is a simple lead capture form with two input fields: 'Name:' and 'Email:'. Below the input fields is a dark grey 'Sign Up' button. Underneath the button, there is a line of text: 'We respect your [email privacy](#)'. At the bottom of the form, it says 'Powered by AWeber [Autoreponder](#)'. There are also 'EDIT HEADER' and 'EDIT FOOTER' buttons on the left side of the form, and a 'RESIZE' handle on the right side.

Yes, this form is much simpler. It's basically just a piece of code that you'll insert on your lead capture page in Step 4, where the form will get an entirely different and much fancier look! For now, just click on "Save Your Form".

Next, you need to write your follow up e-mail series. Hover over the "Messages" tab and click on "Legacy Follow Up Series".

The first message is sent right after your new prospects fill out the form. Here you give them an introduction to your free product, and the link to your Download page. (You'll create this page in Step 4.)

Here's the top half of the first message in my follow up series for this report:

(Open up) Your special report is inside! Personalize ▾

Verdana 12 **B I U S A- A-**      

- Headline
- Paragraph
- Article
- Image
- Video
- Button
- Follow Me
- Product
- Coupon
- MY LOGO Logo
- Signature
- Divider
- Share

Hi {!firstname_fix},

Thanks for requesting my free report "**7 Secrets of a Highly Attractive Fan Page**"!

Inside you're going to learn how to set up a successful Facebook fan page from scratch OR take your existing one to the next level!

To download your report simply click [here](#) or on the graphics below.



Make sure that you read through the material thoroughly and, more importantly, that you really *take action* on all the steps outlayed for you.

Ready to take the next step and totally CRUSH it with your Facebook marketing?

In *7 Secrets of a Highly Attractive Fan Page* you learn the basics of a successful fan page and how to get a step ahead of your competition.

But if you really want to CRUSH it on Facebook and be among the most successful 2%, you also need the cutting edge strategies I share in my premium e-book [The Fan Page Marketing Formula](#).

I use the next three messages in my follow up sequence to promote my premium e-book *The Fan Page Marketing Formula*, focusing on one module per message. Later on, I introduce a couple of affiliate products, and my business opportunity.

So how many follow up letters do you need to write and how frequently should they go out?

I would say that five letters are a minimum. Go for ten or more if you can. Set them to go out daily for the first five days. If you create a longer series, you may want to send every 2nd or 3rd days after the first five days.

Step 4: Your Lead Capture Page

A lead capture page is a simple web page with one single purpose: To get the visitors to fill in their names and e-mail addresses in exchange for your free product.

The system consists of three pages:

1. Lead capture page
This is the page with the sign-up form asking for the visitor's first name and e-mail address.
2. Thank you page
This is the page your new prospect lands on right after opting in.
3. Download page
Here you give the prospect access to your free product.

I'm going to show you how to set up each of these pages, and how to connect them to [Aweber](#). You'll also learn how to insert the lead capture form you created for your blog. The visitors that opt in here will land on the same Thank you page and Download page as the visitors who opt in on your lead capture page.

Lead capture page

Here are the three main parts of a good lead capture page:

1. Headline (plus an optional sub headline)
2. Product presentation
This can be benefit-oriented bullet points, a picture of your product and/or a video.
3. Sign-up form with a strong call-to-action.

The content on your lead capture page shall convince your visitors that your offer can fulfill one or more of their needs. Notice that I said *can* fulfill, not *how to* fulfill. If you give them all the information on the lead capture page, they have no reason to opt in.

As headline, you can use questions that speak to your audience' problems, e.g. "Struggling to get XYZ?" or "Frustrated with your XYZ?".

Another good approach is to use a big promise that you can deliver on in your free product, e.g. "Discover how to..." or "Learn the powerful strategies..."

The fastest and easiest way to build a lead capture page is to use a Wordpress plugin called [WP Optins Elite](#). It comes with four great looking templates with a lot of customization options.

Here is a lead capture page I created for *7 Secrets of a Highly Attractive Fan Page*:

Struggling To Get Likes And Engagement On Your Page?

Learn the powerful strategies I used to get 3000+ targeted fans and 100's of qualified prospects for my business in less than 12 months!



Get FREE Access Now!

↓ ↓ ↓

Enter Your Name

Enter Your Email

Get Instant Access!

The form is set against a light green background. At the top, the text "Get FREE Access Now!" is written in a green, handwritten-style font. Below this, three green arrows point downwards towards the input fields. There are two white input fields with thin grey borders: "Enter Your Name" and "Enter Your Email". Below the input fields is a large, yellow, rounded rectangular button with a blue shadow and the text "Get Instant Access!" in a bold, black, sans-serif font.

🔒 We respect your [e-mail privacy](#). You may unsubscribe at anytime.

[Privacy Policy](#) [Terms of Service](#) [Earning Disclaimer](#) [Contact](#)

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Once you've installed WP Optins Elite, click on Pages > Add New. Design your lead capture page just as you like it.

In the privacy statement below the form I link to Aweber's privacy page:

"We respect your e-mail privacy. You may unsubscribe at anytime."

Before you hit "Publish/Update", look under "Page Attributes" to your right and select the "WP Optins Page" template.

To set up your legal pages located in the footer, click on "WP Optins" in the left menu in your Wordpress back office and choose "Legal Pages". Here I recommend that you leave the field "Support link" blank. Your "Contact" page fills its function.

To add your address and phone number, there is an extra step required. In your Wordpress back office, go to Appearance > Editor. Click on "WP Optin Page Page Template" in the right column.

Find this row near the bottom:

Copyright <?php echo \$year;?> <?php echo get_option('wpoptions_company');?>. All rights reserved.

Include the following code right after the row above:

```
<br />  
STREET ADDRESS, CITY ZIP CODE, COUNTRY | PHONE NUMBER
```

Example:

```
Copyright <?php echo $year;?> <?php echo  
get_option('wpoptions_company');?>. All rights reserved.<br />  
Skogslyckegatan 78, Linköping SE-58727, SWEDEN | +46 737 088 106</font>
```

Click "Update file".

Now your address and phone number will appear on every page you create using WP Optins Elite.

Thank you page

The Thank you page is where your new prospects land right after they have filled out the sign-up form on your lead capture page.

Here you thank them for opting in and instruct them to check their inboxes for your welcome message. Ask them to open it and click the link in it to be taken to the Download page.

Your prospects are at a high level of responsiveness when they land on your Thank you page. That's why I recommend that you open the door to the next level of your sales funnel – your *front-end premium product* – already on your Thank you page. (We'll cover premium products in Step 5.)

Click on Pages > Add New. Design your Thank you page just as you like it. Before you hit "Publish/Update", select the "WP Optins Page" template.

Here's the top part of the one I created for *7 Secrets of a Highly Attractive Fan Page* with the sales letter for [The Fan Page Marketing Formula](#) below the instructions:

Thanks for requesting a free copy of...



In a moment you will receive an e-mail with the title
“(Open up) Your special report is inside”.

**But before you leave this page, I have an important message for you!
Because whether you are aware of it or not...**

“You Are Missing Out On 100’s Of Targeted Facebook Fans Every Single Month”

**So Let’s Look At What You Are Doing Wrong And What You Should Be Doing
Instead To Not Only Make Your Fan Page Sizzling With Activity...**

...BUT ALSO Convert Your New Fans Into Loyal Customers...

I recommend that you make your Thank you page hidden so that only your subscribers have access to it. Install the Wordpress plugin "WP Hide Post". It gives you the option to make any of your posts or pages invisible to your regular visitors.

Once installed, click on Pages and click "Edit" next to your Thank you page. Go to Page Visibility on your right. Choose "Hide everywhere pages are listed" and uncheck "Keep in search results". Click "Update".

Download page

On the Download page, you give your prospects access to your free product.

First you need to upload your product to your Wordpress blog. Click on Media > Add New. Once uploaded, click "Edit" and copy the File URL.

Next, click on Pages > Add New and design your Download page just as you like it.

The most important part of this page is the product image and its link to your free product.

Click on "Add Media" and choose your product image. In the right column, choose "Link To Custom URL" and insert the file URL to your free product. Click "Insert into page".

In addition to your free product, you can also give away unadvertised bonus products on your Download Page.

Use the plugin "WP Hide post" to make your Download page hidden to regular visitors just like you did with your Thank you page.

Select the "WP Optins Page" template, and hit "Publish/Update".

Make sure that you include the link to your Download page in your welcome e-mail.

Here is the top half of the Download page I created for *7 Secrets of a Highly Attractive Fan Page*:

Thanks for downloading your free copy of...



Right-click the picture and choose
"Save link as.../Save target as..."

UNADVERTISED SPECIAL BONUS



Connect your lead capture forms to your Aweber account

Finally, you need to insert your lead capture form on your blog. Then you need to connect both your blog form and your lead capture page form to your [Aweber](#) account.

The form on your blog

Login to [Aweber](#), go to the "Sign Up Forms" tab, and click on the form you created for your blog. Scroll down and click on "Go To Step 2".

Under "Thank You Page", choose "Custom Page", and type in the URL of your Thank you page. Click on "Save Your Form" followed by "Go To Step 3".

Click on "I Will Install My Form" and choose "Javascript Snippet". Copy the code.

Log in to your Wordpress account. Go to Appearance > Widgets. Activate a new Text widget. Paste your code and click "Save".

Want to be able to show this widget only on specific pages of your blog? Install the plugin "Display Widgets" and you'll get options for this on each of your widgets.

The lead capture page form

Login to [Aweber](#), go to the "Sign Up Forms" tab, and click on the form you created for your lead capture page. Scroll down and click on "Go To Step 2".

Under "Thank You Page", choose "Custom Page", and type in the URL of your Thank you page. Click on "Save Your Form" followed by "Go To Step 3".

Click on "I Will Install My Form" and choose "Raw HTML version". Copy the code.

Log in to your Wordpress account. Go to Pages and find your lead capture page in the list. Click "Edit". Scroll down to "Optin Form Settings" and paste your code under "Autoresponder Form Code".

Scroll to the top and click "Update".

Aweber Confirmed Opt-in

When this function is activated, your new subscribers will need to confirm that they want to join your list by clicking on the link in a confirmation message sent immediately after they've filled out the sign-up form.

By using Confirmed Opt-in you will get a higher quality list, as you can be sure that everyone that confirm their e-mail addresses are truly interested. The drawback is that you "lose" the subscribers that don't confirm. Many subscribers (around 1 out of 4) unfortunately never do.

Personally, I prefer not to use Confirmed Opt-in. Every message that is sent out contains an unsubscribe link at the bottom. Prospects that are interested in receiving my messages usually stay on my list, while the “colder” prospects usually unsubscribe after a while.

You find the settings for this in your [Aweber](#) account under the “List Options” tab. Click on “List Settings”.

Finally, I recommend that you sign up to your list yourself to make sure that everything works like it should.

Step 5: Premium Products

Before you introduce your prospects to your business opportunity, it’s highly recommended that you first offer them a low-cost (under \$100) *front-end premium product* that is related to your free product. The main reasons for this offer are that you want to recover the money you spent on advertising, AND get *proven buyers* that are more likely to be interested in joining your primary business.

Think about your free product as the “appetizer” that makes the reader want more. Your premium product is the “main course” containing your best content.

You should introduce this offer on the Thank you page, where your prospects land after opting in. The prospects’ level of responsiveness is at its highest peak here, so this is the perfect place for your first offer. You should also promote it in your e-mail follow up series.

You can either create your own product or go with a pre-made one branded with your name. You find a wide range of products from hundreds of niches at [Master Resale Rights](#).

You also need to setup a shopping cart system so you can accept credit card and PayPal payments. I recommend [WordPress Simple Paypal Shopping Cart](#). It has a wide range of features and an easy-to-follow installation guide.

Use WP Optins Elite to set up a download page for your product just like you did earlier for your free product offer. Remember to make it hidden to regular visitors using WP Hide Post.

I also recommend that you edit the permalink to something that’s hard to guess. E.g. <http://yourblogname.com/your-product-name-52274>.

In addition to your *front-end premium product*, you can also create one or more *back-end premium products*. These shall be of higher value than your front-end product and be sold at higher price points (usually above \$100). This way you qualify your prospects further and strengthen their bond to you even more.

An alternative to creating your own products is to promote someone else's products as an affiliate. With this option you don't need to set up your own shopping cart, and all the payments and customer support are handled by the product owner.

If you are in network marketing, a great choice is Ferny Ceballos's e-book [Attraction Marketing Formula](#). It has highly valuable content and converts very well at its price point.

There are two ways to become an affiliate for this e-book:

- Sign up for the [10-Day Attraction Marketing Formula Bootcamp](#) and purchase the e-book. Get it on the page you land on after opting in to get a 72% discount!
- You can join our marketing system [Elite Marketing PRO](#) where you get top-notch training from industry experts, highly converting lead capture pages, a bunch of other valuable products to promote, and up to 100% commissions on your sales.

You can also check out [Clickbank](#). It's one of the world's largest affiliate networks with thousands of digital products from every niche you can think of.

Step 6: Your Primary Business Opportunity

At the last level of your funnel, it's time to introduce your business opportunity. The prospects reaching this level have bought one or more premium products from you, which prove two important things – they are interested in building an online business, AND they are willing to spend money. In other words, this group of prospects is much more qualified compared to those that only picked up your free product offer.

So when is the best time to make this introduction and how?

Start by sending them a personal e-mail around 3-4 days after they've bought one of your premium products. Ignite a conversation by asking them what they thought about the product and its content. Let them know that you are there if they have any questions. Furthermore, show a genuine interest in their story and background. Ask them about their business, what they are promoting online, and how it's going. You can also give them your Skype ID or phone number and offer them a free consultation.

When you introduce them to your business opportunity, focus on what it can do for them – the *benefits* of joining. How it can solve a problem they have. Adjust the conversation based on the information they give you.

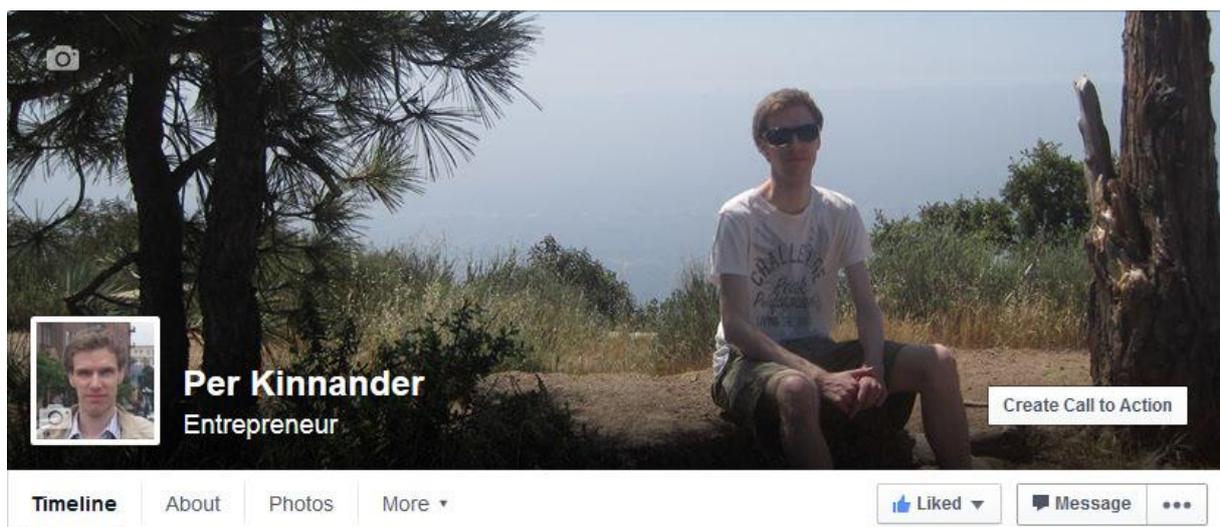
If their main interest is to make money, talk about recruiting strategies, the compensation plan, and the earning potential.

If they show a specific interest in the type of products your company offers, you should focus on the benefits of buying and promoting these.

Step 7: Facebook Traffic Generation

Now when you have your funnel ready, it's time to start driving targeted traffic through it. Like I said in the beginning, I'm going to focus on Facebook marketing here, but the same funnel can be used for traffic from any social network.

The best way to market yourself and your products on Facebook is to create a fan page (also known as a "Like page").



Here I show you how to set up an attractive fan page in less than an hour, and how to drive targeted visitors to it.

Log in to your Facebook account and click on "Like Pages" in the left menu. On the next screen, click "Create Page". Follow the guidelines.

The page title can be your full name if you want to brand yourself along with your products or services. It can also be the title of a product or service; for example the free product you created in Step 2. The profile picture could be a photo of you, your product, or your logotype.

When you're done you are taken to the admin area of your new page. Here I recommended that you also add a cover photo.

Next, click on "About" in the left column to go to the page info settings. Here you find two fields where you need to fill in information about your page - "Short Description" and "Bio".

The Short Description is shown in the About box in your left column. Write a one sentence description of yourself, your page, and/or your product. When clicking on the "About" link, your visitors are taken to your Bio. Here you provide a few paragraphs with information about yourself and your offer(s).

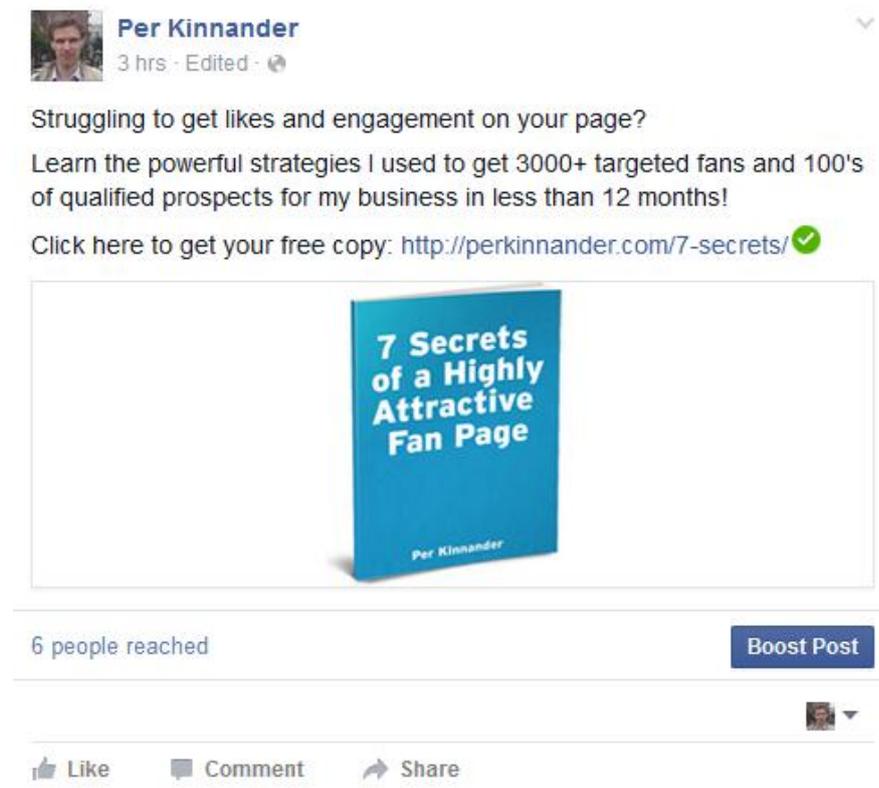
Fan page marketing is a huge topic, so it's not possible to cover everything in this report. To learn more, check out my free report [7 Secrets of a Highly Attractive Fan Page](#), and my premium e-book [The Fan Page Marketing Formula](#).

Now, I'm going to show you three effective ways to get targeted visitors to your fan page, and how to encourage them to enter your funnel.

Facebook Ads

The easiest way to reach your target audience is to use Facebook's pay-per-click advertising platform – Facebook Ads. Here I'm going to cover my favorite advertising option – Page Post Engagement. With this option, you boost the traffic to one of the posts on your page.

I highly recommend that you use a photo together with an eye-catching headline and a link to your lead capture page. Here is an example of a promotional post I created for *7 Secrets of a Highly Attractive Fan Page*:



Per Kinnander
3 hrs · Edited ·

Struggling to get likes and engagement on your page?

Learn the powerful strategies I used to get 3000+ targeted fans and 100's of qualified prospects for my business in less than 12 months!

Click here to get your free copy: <http://perkinnander.com/7-secrets/> ✓

7 Secrets of a Highly Attractive Fan Page
Per Kinnander

6 people reached Boost Post

Like Comment Share

To center the image you usually need to increase its canvas size to make it wider. This can easily be done in Adobe Photoshop, or most other photo editing programs. The dimension of the image I use in this Facebook post is 792 x 293 pixels.

When you're ready, click "Publish". I also recommend that you pin the post to the top for your page. Click the down arrow at the top right of the post and choose "Pin to Top".

To create your Facebook Ads campaign, click on the down arrow in your upper right and then "Create Ads". Choose "Boost your posts". Select your page and the post you want to promote.

In the first step, you create your ad set where you set your target audience. You can target gender, age groups, countries, states, cities, work places, interests and much more. In addition, you can include your current fans only, non-fans only, or both.

Create your ad set with your target audience, budget and pricing. At "Optimization for Ad Delivery", choose "Post Engagement". I suggest that you go with a manual bid amount in the beginning.

Next, you choose where you want your ad to be seen. I usually go with "Desktop News Feed" and "Mobile News Feed".

The screenshot displays the Facebook Ads Editor interface. The main heading is "What text and links do you want to use?". On the right, there is a "Help: Editing Ads" link. The interface is divided into two main sections: configuration on the left and ad preview on the right.

Configuration Section (Left):

- Boosted Page Post:** A note stating "Your ad will boost this Page post. You can preview your ad on the right."
- Hide Advanced Options:** A dropdown menu currently set to "Hide".
- URL Tags:** A field containing "1024".
- Conversion Tracking:** A section for "Facebook Pixel" with a "Create a Pixel" button and a "Learn More" link.

Ad Preview Section (Right):

- Ad Preview:** Shows "1 of 1" ad.
- Desktop News Feed:** A preview of the ad in a desktop news feed layout. It includes:
 - Profile:** Per Kinnander, Sponsored.
 - Text:** "Struggling to get likes and engagement on your page? Learn the powerful strategies I used to get 3000+ targeted fans and 100's of qualified prospects for my business in less than 12 months! Click here to get your free copy: <http://perkinnander.com/7-secrets/>"
 - Image:** A blue book cover titled "7 Secrets of a Highly Attractive Fan Page" by Per Kinnander.
 - Interactions:** Like, Comment, and Share buttons.
- Mobile News Feed:** A preview of the ad in a mobile news feed layout.
- Desktop Right Column:** A preview of the ad in a desktop right column layout.

When you're done, click "Place Order". Once your ad is approved it will immediately become active and you'll start getting traffic in about an hour.

In addition to the traffic to your lead capture page, you'll also get post likes, comments and shares. In other words, if your post is appealing to a lot of people you can get extra traffic (for free!) when they share your post.

Fan Page Parties

Attending fan page parties is a very effective method to get a lot of new targeted fans to your page for free. I host a party too every week on [my fan page](#):

You find many more hosts in the resources section of my blog:

<http://perkinnander.com/resources/>

Most parties start on Friday mornings US time and the activity usually continue throughout the entire weekend.

To participate, just leave a comment on the party post with a link to your fan page together with a short introduction of yourself and your page. Here you should also encourage people to leave you a message on your page so you can return the favor.

Go through the list of comments. Visit and like as many pages as you want. Also like and/or comment on a couple of posts on the pages. Click the message button and leave a message telling the page owners that you have liked their pages, and that you've liked/commented on some of their posts.

Ask them to return the favor with a like on your fan page, and some interaction on your posts. Include the link to your page.

In [The Fan Page Marketing Formula](#), I show you how to structure these messages to maximize the response.

Finally, I want to stress the importance of using your personal Facebook profile (not your fan page profile) when you like pages, and those attendees that like your page do the same. Only likes from personal profiles count towards total number of likes. Pages liking pages don't. You find this setting under the down arrow at the top right.

Invite Your Friends

Last but not least, you should invite your Facebook friends to become fans of your page. Click on "Invite friends to like this Page" in the left column of your page.

Alternatively, you can send PM's to your friends with a personal invitation message. Include the link to your page, and encourage them to check out your free product offer.

Learn More

Want even more training on fan page marketing and how to utilize your page's full potential? Check out of my premium e-book [The Fan Page Marketing Formula](#).

Here you'll learn...

- How to get the most out of every fan page party you attend
- How to further optimize your Facebook Ads campaigns to boost your number of page likes, post likes, comments, and shares.
- How to convert your new fans to e-mail subscribers, prospects, and customers for your business
- ...and so much more.

[Click here to get your copy of The Fan Page Marketing Formula NOW!](#)

Thank you for reading. If you have any questions, don't hesitate to get in touch with me.

Yours in Mastery,



Per Kinnander

<http://www.perkinnander.com>

Facebook: <https://www.facebook.com/PerKinnanderOfficial>

Skype: perkinnander

Twitter: PerKinnander