



# FABULOUS FACEBOOK FAN PAGES

With Karen Clark of [www.MyBusinessPresence.com](http://www.MyBusinessPresence.com)

## Facebook Marketing for Speakers, Coaches, Consultants:

- 1) Gives you another doorway into your business via the search engines
- 2) Separates your personal and your business social media activity
- 3) Allows you to continue engaging in conversations with clients or audience members
- 4) Creates a sense of community around your topic, which fosters loyalty and referrals
- 5) Is highly customizable with additional apps/tabs that create a mini-website presence
- 6) Can be managed in 10-20 minutes per day using Social Media CPR

**Start a Fan Page/Business Page here:** [www.facebook.com/business](http://www.facebook.com/business) See my [Fabulous Facebook Business Pages DVD](#) or [Take Action Social Media](#) online course (see page 3) for step by step instructions, or you can follow Facebook's prompts to set up a basic Page.

**Add your Page as your "employer" in your personal profile About/Info area:** Visit your business Page and copy the Title of it with your mouse. Visit your personal Profile/Timeline, then click Update Info on the right. Paste the Page name into the "Where have you worked?" box, and add additional details and Save. It will call up your Page. You can then X out any others you may have inadvertently inserted before – like "self employed" or "speaker" etc.

**Act as your Page/Business on Facebook:** When on your Page, click Use Facebook as... on the top right next to Home, or in the Admin Panel under Manage Page. Then search for and like other Pages that serve your target market while still logged in as your Page. Spend some time each day commenting/liking posts as your Page. Note that Pages cannot interact with individuals/Profiles, so your Page can't "friend" people, it can only Like other Pages. When you are done, go back and click Use Facebook As your name.

**For highest engagement, use my 90/10 rule:** This means 90% of your posts should be non-marketing messages so the 10% of the time when you do market, you have built trust and rapport, so they're more likely to take action. Post useful, helpful, relevant items

people can benefit from whether or not they do business with you, and you'll create raving fans! Grab my free **50 Ideas for What to Post to Facebook** here: <http://eepurl.com/kwqvX>

**Create a sense of community by asking questions and being authentic:** The more your readers feel you care, the more they will look forward to your posts. Give them a chance to shine, give their opinions, or give you feedback. Let them see the personal side of you once in a while, and let them get to know you and others on the Page so they feel truly connected.

**Add additional tabs or applications under your cover photo:** Here are just a few of my favorites:

- Static iFrame Tab – Create apps that redirect to your other websites such as your speaker site, product pages or blog. <https://apps.facebook.com/iframehost/>
- Payvment – Paypal shopping cart app allows you to sell product on your Facebook Page (free) using Paypal. <https://apps.facebook.com/payvment>
- Schedulicity - Clients can book appointments with you (free or fee based) with this app that connects to an online calendar. <http://www.schedulicity.com>
- Involver – This company creates several useful applications and you can use 2 basic apps for free, including the YouTube channel tab or the RSS feed (blog) tab. <http://www.involver.com>
- Find more apps at App Bistro – a directory of custom Facebook Page apps: <http://www.appbistro.com>

**Manage your time on Facebook:** Use my Social Media CPR strategy to get on, get off, and get noticed! CPR when performed daily creates a powerful presence in less time.

1. C = Comment daily on others' posts, either as your Profile or Page
2. P = Post 1-3 times per day, mostly non-marketing messages (my 90/10 rule)
3. R = Reply to any comments directed to you. Aim for being the last to comment.

## KAREN'S TAKE ACTION SOCIAL MEDIA ONLINE COURSE SHOWS YOU HOW TO GET ON, GET NOTICED, AND GET OFF!

With Karen Clark's fun and friendly expert assistance, you will see greater results while spending less time online, since you will have optimized your social media presence for efficiency and effectiveness.



Find out **exactly** where, when and how to do social media the right way so you can build relationships that last!

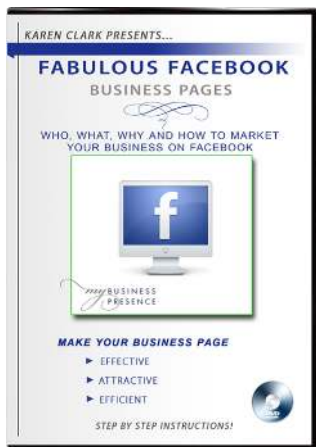
- Imagine being walked through high tech topics in a simple, **easy to implement** way
- Imagine always having **up to date** information on the latest changes in social media
- Imagine having access to a social media expert to **address your questions**
- Imagine being part of a **community** of other entrepreneurs on the same journey

Join Karen in her **Take Action Social Media** Online Course and experience social media training that is empowering, educational, and that gets results! [www.TakeActionSocialMedia.com](http://www.TakeActionSocialMedia.com)

Claim your **free preview call** at [www.TakeActionSocialMedia.com/call](http://www.TakeActionSocialMedia.com/call)

*Use code WSA for a generous 50% Discount off the regular \$197 price when you register!*

## CREATE YOUR FABULOUS FACEBOOK BUSINESS PAGE LET KAREN WALK YOU THROUGH THE PROCESS STEP BY STEP IN THIS DVD



With over 850 million people on Facebook, it makes sense to **create a powerful presence** there, so you can meet **more clients**, create a sense of **community**, and be of **service** to your customers.

In this informative and fun **DVD and PDF workbook**, you will discover:

- 8 reasons why your business needs a Facebook Page
- **Step by step instructions** for setting a business **Timeline** Page up
- Little-known **tips and tricks** for building an effective Page
- How to customize additional apps, creating a **mini-website**
- Watch Karen Clark actually perform these tasks online on this **DVD**
- Accompanying PDF **workbook** allows you to easily implement the steps

Learn who, what, why and how to market your business on Facebook and make your business Page **effective, attractive, and efficient** so you can bring in more business and spend less time doing it!

*Available at [www.MyBusinessPresence.com/FBDVD](http://www.MyBusinessPresence.com/FBDVD) Use code WSA for 50% off the regular \$47 price!*

## ABOUT YOUR INSTRUCTOR



Taking her own sales business to the highest level of the compensation in less than seven years was just the start for Karen. As the Director of Consultant Development for the corporation, she created training programs for the entire field before founding My Business Presence.

Now a sought after speaker and author, Karen is dedicated to helping all independent distributors, self-employed business owners and entrepreneurs master the world of social media, including effective blogging and leveraging the search engines.

Karen has co-authored two books – [Incredible Business](#) and [Direct Selling Power](#). Her information packed, interactive presentations are guaranteed to help enhance the relationships you have with your customers by integrating person-to-person contact with smart Internet Marketing strategies.

Her wealth of practical knowledge, her ability to simplify even the most advanced social media concepts and her fun, friendly style makes Karen a standout resource for online presence training. Visit her website at <http://www.MyBusinessPresence.com> for more information and to receive ongoing education through her blog, virtual courses, and hands-on workshops.

If your organization or sales team is in need of professional, expert, approachable training in ethical online marketing, visit Karen Clark's speaker site to review her qualifications and request more information: <http://www.karenmclark.com>



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