

# Fan Page Millionaire



**Maximize Your Websites Exposure And Make  
More Money With A Powerful Fan Gate!**

## Creating Your Facebook Fan Page

In order to create your Facebook Fan Page, you will need a Facebook account. Create one at <http://www.Facebook.com>

If you already have an account, log in to your main page and click on “Create A Page”, or visit <http://www.Facebook.com/pages> to begin.

The first screen that you’ll see will give you the option of choosing the type of Fan Page you wish to create. On this page, you’ll see that Facebook categorizes Fan Page in 6 different groups, including:






- Local Business or Place
- Company, Organization or Institution
- Brand or Product
- Artist, Band or Public Figure
- Entertainment
- Cause or Community

Depending on what your Fan Page will be about, you want to choose a category that best represents your focus and overall topic.

In my case, I am creating a new Fan Page around my upcoming membership program, and so I choose **“Brand or Product”**.

 **Create a Page**

Connect with your fans on Facebook.

 <p>Local Business or Place</p>	<p><b>Company, Organization, or Institution</b> Join your supporters on Facebook.</p> <p>Choose a category <input type="text"/></p> <p>Company Name <input type="text"/></p> <p><input type="checkbox"/> I agree to Facebook Pages Terms</p> <p><b>Get Started</b></p>	 <p>Brand or Product</p>
 <p>Artist, Band or Public Figure</p>	 <p>Entertainment</p>	 <p>Cause or Community</p>

**Note:** Sometimes your fan page may very well fit into multiple categories, however Facebook only allows you to choose one type of Fan Page. Since there are no limits on the number of Fan Pages you can have within your account, just create multiple pages and direct link them to your main one!

You will need to enter in a bit more information about your Fan Page before it's created. In my example, when choosing the "Brand or Product" category, Facebook asks me to choose a sub-category, a page title and to agree to their terms before moving onto the next step.

When entering in a title for your Fan Page, you want to really use this option

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effectively, by choosing a title that incorporates the **keywords** you are targeting.

Since Fan Pages tend to rank quickly in the major search engines, choosing appropriate keywords will help you gain better positioning and more exposure.

In my example, since my Fan Page is about a new Private Label Membership site, I chose the title “White Label Reports Private Label”, targeting both the keyword “Private Label”, and my domain/product title, “WhiteLabelReports.com”.

After choosing your page category and title, you will be taken to the main administration area for your Fan Page. You will now spend time customizing your page to include information about your website or product.

The screenshot shows the Facebook Fan Page administration interface for "White Label Reports Private Label". The page title is "White Label Reports Private Label" with a "Get Started" link. There is a "Like" button and a "Website" link with an "Edit Info" option. A "Welcome" message is displayed with a "[?]" icon. The main content area is divided into three numbered steps: 1. "Add an image" with a large question mark icon and an "Upload an Image" button labeled "From your computer". 2. "Invite your friends" with the text "Start building your fan base by suggesting this Page to friends who might like it." and a "Suggest to Friends" button. 3. "Tell your fans" with the text "Let your current customers and subscribers know about your new Page." and an "Import Contacts" button. On the right side, there is an "Admins (1)" section with a "See All" link and a profile picture of a woman. Below that are several action items: "Use Facebook as White Label Reports Private Label", "Promote with an Ad", "View Insights", and "Suggest to Friends". A "Quick Tips" section follows, with the text "Get more people to like your Page with Facebook Ads today!" and a "Get More Connections" button. At the bottom right, there is a "Sample Ad" section titled "Sample Ad: White Label Reports..." with a question mark icon and the text "The text of your ad will go here." Below the ad is a "Like" button and the text "Kate Anderson likes this."

The first thing I do is add an image that represents my product. Images capture

attention, and help to demonstrate what your page is about.

Click “Upload Image” from your main Fan Page, choose an image from your computer and upload to your page. If you don’t have an image that represents your product or website, you can use stock photo from sites like [www.Dreamstime.com](http://www.Dreamstime.com) or [www.BigStockPhoto.com](http://www.BigStockPhoto.com)

Or, you could hire a graphic designer to create an e-cover that you can use in all of your marketing campaigns, as well as your own website or blog. I recommend <http://www.Minisite911.com> or <http://www.madetoconvert.com>

After uploading your image, Facebook will suggest a series of steps including “Inviting Friends”, “Tell Your Fans”, and “Post Status Updates”.

Before you start advertising your Fan page however, you should complete the page “profile” which includes a brief description.

Click on “Edit Info” which appears directly underneath the title of your Fan Page as shown below:

## **White Label Reports Private Label ▶ Get Started**



Website  Edit Info

You will see all sorts of form fields, including Address, About, Company Overview, Description, Mission Statement, and even an area for you to include a direct link to your website.

When creating my Fan Page, I pay close attention to:

**Name** – this is the title of your Fan Page and again, you want to incorporate keywords that are relevant to your page theme, and will help you attract targeted visitors directly from the search engines.

**Address** – I skip this, because my business isn't local. If you are creating a Fan Page around a local business or service, you will want to add your company address and telephone number in the appropriate fields.

**About:** Enter in a brief description about what your page is about (just 1 line here). Example: Private Label Resources, or Dog Training Tips.

Depending on what your Fan Page is about, you might not need all of these profile fields, so just skip the ones that you don't feel are necessary. Make sure to include a direct URL in the "Website" field, and a 3-4 line description of what your product, service or website is about within the "Description" box.

**Description:** This is where you can outline what your page, website or product is about. In my example, I use this area to describe my private label membership site, including keywords that will help my Fan Page gain a higher ranking in the search engines for my targeted keywords.

**Mission** – While most people leave this blank, I take advantage of the opportunity to incorporate a strong message that really connects with my target audience.

In my example, my mission statement includes: *Our mission is to provide exceptional value to our members with our premium private label releases that help our customers build targeted email lists in a variety of profitable markets.*

**Awards** – Leave blank if your website has not received awards.

**Products** : Use this space to include product titles or services that you are offering.

**Email** – This email will be visible to all your fans, so make sure to include an email address that you don't mind people using!

**Phone** – Providing a phone number will help to build trust within your market. If you are uncomfortable providing your home or office number, I recommend setting up a toll-free account with <http://www.Grasshopper.com> (formerly, GotVMail.com). I've been using this service for a number of years and not only is it very easy to use, it's very affordable. You will have your very own dedicated toll free phone number within a few minutes of creating your account.

**Website:** Include your website URL here.

Remember to save your changes!

**Note:** You can return to this area at any time should you want to modify the details, or add more information about your Fan Page. In addition, you can edit your category from this page, and will be given access to additional sub-categories that weren't available when first creating your Fan Page.

You should also spend time adding a bit of content to your page so that those landing on your fan page are able to evaluate what you are offering. The key to a successful fan gate is to offer something of significant value that is clearly targeted towards a SPECIFIC audience.

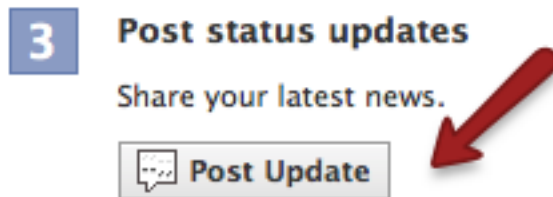
For example, if you are involved in the work at home industry, you could offer

those who 'like' your fan page with a free list of work at home job opportunities, or a condensed report or guide that helps them find out more about telecommuting jobs and opportunities.

Just make sure that your incentive offer is relevant and is something that your target audience will be interested in!

We'll start with a single introduction that welcomes visitors to your page, and gives them a bit more information about what your page is about.

To write a post for your Fan Page, click on " Post Update".



You will see a few different options on the next page, including the ability to post a status update on your Fan Page wall, add additional Photos, Videos and links. Begin by clicking on "Link" and adding your website URL. Facebook will generate a screenshot that includes a thumbnail image of your site, and a brief description.

You can click "edit page" to gain access to additional management tools, such as managing admins, in the event you want to give partners access to admin controls, and more. You can even restrict access to your fan page by country, or age.

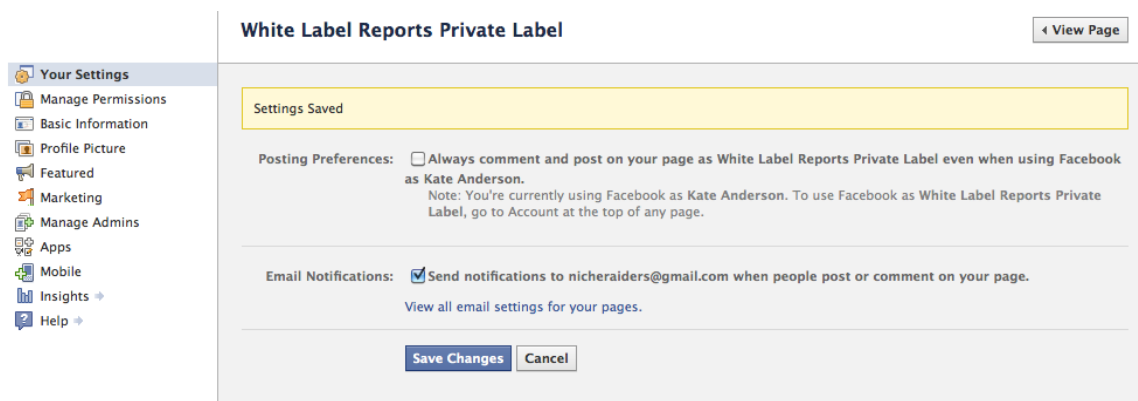
One thing that you might want to do is restrict visitors from uploading images and

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videos, which by default is set to allow this feature. You can edit permission settings from the main settings page at: <https://www.facebook.com/pages/edit>

You will also want to set email notifications, so that you receive an email whenever someone comments or posts on your Fan Page. If your Fan Page becomes really active, you'll want to deactivate this feature as you'll end up receiving a ton of emails! You can access email notifications from the "Your Settings" page as shown below:



**Side Note:** When your Fan page has at least 25 fans (people who clicked "like" on your page), you will be able to assign a username to your fan page.

Usernames help people find (and remember) your fan page's URL, and are great marketing tools for future campaigns, such as by including your Fan Page URL on business cards, on your website or blog.

You must get a minimum of 25 'likes' before you are able to access this special feature.

## Setting Up Your List Building Machine

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For years, marketers used the “FBML” application to capture leads, build mailing lists and funnel fan page visitors into their marketing funnel. However, last summer Facebook announced that the FBML application would be phased out, encouraging developers to create iFrame based applications.

With iFrames, you will be able to create HTML pages that feature your opt-in box, giveaway or incentives! Plus, you will be able to create a “fan gate”, where people who wish to gain access to special content or downloads must ‘like’ your page before being directed to your offer!

Here’s how to set up your fan gate:

Step 1: Add the Static HTML Application To Your Fan page

Visit: <http://www.facebook.com/apps/application.php?id=190322544333196> and click on “Add To My Page” as shown below:

Static HTML: iframe tabs

App

★ Static HTML

## Make a custom iframe tab in one step

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**Step 1: add the app**

This app was **NOT** developed by Facebook.

Add to My Page

Block App

Contact Developer

**You now have an iframe tab. Cool!**

To edit your tab, go to the "Welcome" tab on your page and you'll see the editor.

**You can use many FBML tags!**

You've now added the HTML iFrame application to your Fan page, and it's time to set up your "reveal tab" so that those visiting your page must click "like" before gaining access to your free giveaway or offer.

Start by visiting your Fan page and click on the "Welcome" link in the left hand sidebar panel. You will be able to create 2 different text boxes, one that appears before someone "likes" your page, and the second box that appears after they have clicked on the "like" button.

If you aren't familiar with HTML, you can simply type in your message directly into the text boxes on the app page, or if you are able to use Frontpage, Dreamweaver or another HTML editing program, you could create your HTML text boxes in there, copy the code from the "Source View" and then paste it into the text boxes on your Fan Page.

Here is an example of a simple HTML "before and after" fan system, where those visiting my Fan Page are invited to click the "like" button in order to download a free report on Facebook List Building.

★ Static HTML

Tweet  807 Save and view tab...

No scrollbars  Enable FBML

```
Click "like" to gain access to the "Facebook List Building
System" report, free! <br><center>


```

#### [Optional] Fans-only content

If you leave this area blank, fans and non-fans will both see the page you created above. Content added here will only be visible to fans.

```
Download the "Facebook List Building System" report from
http://www.MarketChick.com/FB-List-System.pdf <br><center>


```

There are a few things to keep in mind in order to increase the number of "likes" to your page:

#### **Integrate images**

Images help to capture attention and stand out. You can create a square image around 400px by 500px in size, and upload it to your own hosting. Then, embed the image into your HTML text box by using the following link format:

<img src=<http://www.link-to-your-image.com>>

*Here's exactly how I do it.*

I personally use Photoshop, but you can use Gimp, or any other image-editing tool that you choose.

*Here are a couple of free Photoshop alternatives:*

Gimp – <http://www.Gimp.org>

Krita - <http://www.koffice.org/krita/>

Paint - <http://www.getpaint.net/index.html>

Picnik - <http://www.picnik.com/>

You want to start off with a blank 400x500 image. So, from within your photo editing program click “File” and then “New” to open a blank canvas.

If you have an ecover that represents your giveaway, you can open the cover image in your photo editing program and drag it onto the blank canvas, or if you don't have an ecover, you can simply use the text tool to include a title and explain your giveaway or incentive.

You will need 2 images. One that people see BEFORE they click the “like” button, and the secondary image that people see AFTER they are a fan of your page.

Here's an example of my “before” image:

Uncover Our Secret Discount Code

*Click the LIKE Button Above!*



**LIMITED TIME OFFER**

Gain Access To White Label Reports  
For Only \$4.95 Per Month!

Once someone has clicked the "LIKE" button, the second image is unlocked and appears on the Fan Page. In my example, I am offering a discount code into my private label membership site, available only to Facebook fans. Once someone has clicked the "like" button, the code is revealed as shown below:

## You've Unlocked The Discount Code!



*Save Money!  
Get 30% off!*

**CODE: 4A1**

[Click Here To Get Started!](#)

Enter the **coupon code** into the order form and save money, instantly!

As you case, the image is simple and direct. I want people to **immediately** see the coupon code so I've enlarged the font, and to increase conversion rates, I've hyperlinked the image to direct visitors to my sign up form.

If you want to link your image to a page on your website, you will want to use the following HTML code, replacing the links with a direct link to your image, and a direct link to your site:

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<a href="http://www.link-to-your-page.com"></a>**

You will also want to edit the size of the image in the code above so that it matches the size of the image you are using. That way, your image doesn't look distorted or stretched on your fan page.

You also want to make sure to include a **call to action** in your image so that people are directed as to what their next step should be.

In my example, I created a **“Click Here To Get Started”** link in my image just by making the font blue and underlining it in Photoshop.

If you are interested in revealing a different type of content, such as a video, you would simply embed the video code into the “after” page. One of the easiest ways to do this is to upload your video to YouTube and then copy and paste the generated code into your HTML text box.

Note that Facebook does not allow auto-playing media, so you will want to create your video so that visitors have to manually press “play” for the video to start.

There are many different ways to take advantage of the power of Facebook Fan pages. While I've used them to successfully promote discount offers, you can also use them to:

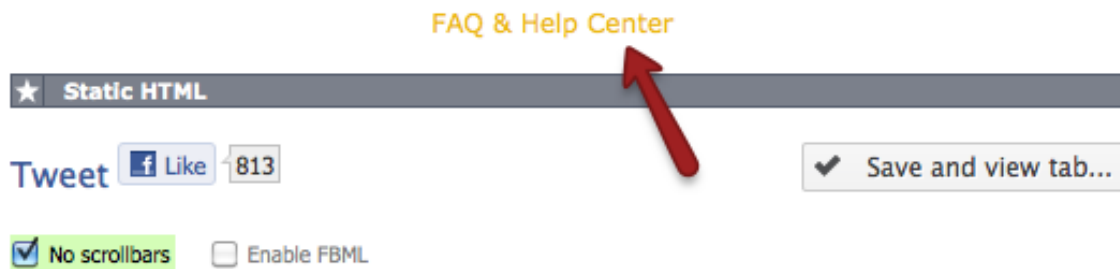
Build a list – Instead of an image on the ‘after’ page, copy and paste your opt-in code to generate a signup form. By placing it on your after page rather than your before page, you can generate a new fan AND a new subscriber!

For example, on your “before” page, you would highlight your offer, such as a free report or video. Then, on your after page in order for your new fan to



download your incentive, they have to fill out their name and email address, becoming part of your mailing list. Then, your autoresponder immediately kicks in and delivers your offer via email.

You can also choose to include pages from your website or blog in your fan gate. Click the “Faq & Help Center” link above the application for details.





Think of the different ways that you can include Facebook Fan Pages in your advertising campaigns, and get started!


## Final Tips

You can add a “like box” to your website by generating code from within your Fan page admin panel. Click on “edit settings” and choose “Marketing” from the side navigation bar – then choose, “Add a Like Box to your Website” as shown below.

**There are many ways to Promote Your Page**

 Advertise on Facebook

 Tell your Fans

 Get a Badge

 Add a Like Box to your Website

 Send an Update

You can edit the size (width) and color scheme of your like box widget, and can also choose to show the avatars and faces of those who are part of your Fan Page community.

If you want to make your Fan page more interactive, be sure to check out available apps that can help you interact with your community. You can find the app directory at: <https://www.facebook.com/apps/directory.php>

You should also create a memorable web address for your page. This makes it easier for you to use in advertising channels, and for your fans to remember.

Direct link to application:


<http://www.facebook.com/apps/application.php?id=4619579915>

**Request for Permission**

**Memorable Web Addresses for Profile, Page or Group** is requesting permission to do the following:

Apply these settings for: **White Label Reports Private L** ▼

 **Post to my Wall**  
Memorable Web Addresses for Profile, Page or Group may post status messages, notes, photos, and videos to my Wall

→   
**Memorable Web Addresses for Profile, Page or Group**  
★★★★☆

By proceeding, you agree to the [Memorable Web Addresses for Profile, Page or Group Terms of Service](#) · [Report App](#)

Logged in as **Kate Anderson (Not You?)** **Allow** **Don't Allow**

Once you have given permission for the application to work with your page, you will then be able to assign a customized URL to your page as shown below:

Please select one of these domain names:

- <http://band.to/YourName>
- <http://artist.to/YourName>
- <http://companies.to/YourName>
- <http://politician.to/YourName>
- <http://facebook.dj/YourName>

Please choose your page web address name:

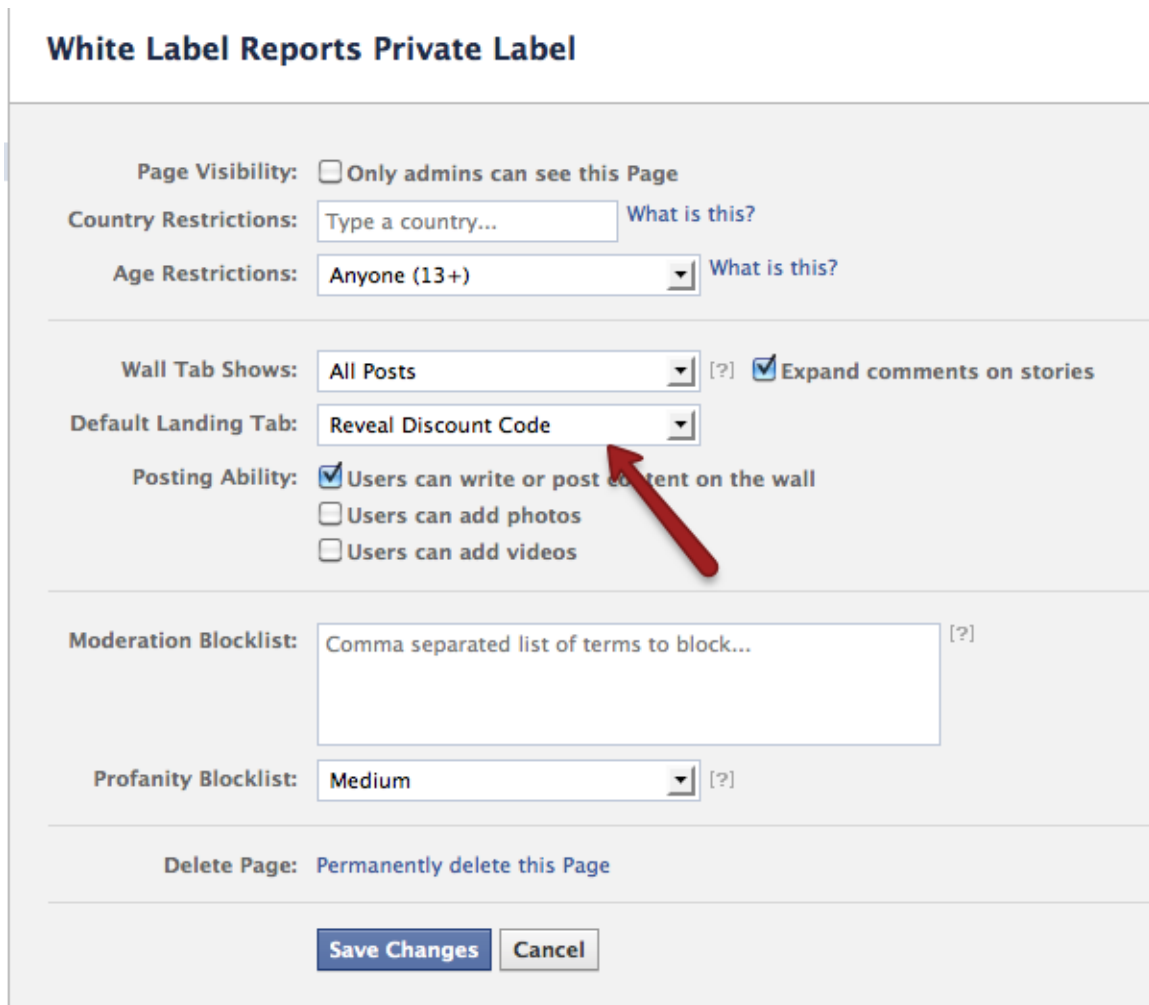
Please enter your email address if you would like us to keep you updated on things which might be of interest:

**Create my web address**

My new profile web address for my fan page is <http://companies.to/whitelabelreports/> which automatically redirects people to the main page at <http://www.facebook.com/pages/White-Label-Reports-Private-Label/200919366603558>

If you would like your fan gate or 'reveal tab' to be the default page that people see when visiting your fan page (and I recommend doing this), here's how to set it up:

Click on "Edit Page " at the top of your fan page. Click on "Manage Permissions". You will see a field called "Default Landing Tab". Choose your 'reveal tab' or fan gate from the drop down menu and save changes.



The screenshot shows the Facebook page settings interface. At the top, it says "White Label Reports Private Label". Below this, there are several sections of settings:

- Page Visibility:**  Only admins can see this Page
- Country Restrictions:** Type a country... [What is this?](#)
- Age Restrictions:** Anyone (13+) [What is this?](#)
- Wall Tab Shows:** All Posts [\[?\]](#)  Expand comments on stories
- Default Landing Tab:** Reveal Discount Code [\[?\]](#) (A red arrow points to this dropdown menu)
- Posting Ability:**  Users can write or post content on the wall  
 Users can add photos  
 Users can add videos
- Moderation Blocklist:** Comma separated list of terms to block... [\[?\]](#)
- Profanity Blocklist:** Medium [\[?\]](#)
- Delete Page:** Permanently delete this Page

At the bottom, there are two buttons: "Save Changes" and "Cancel".

Note: You should create your before & after pages first, and then assign your tab as the default landing page.

It's time for you to create your very own Fan Page!

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