



GET STARTED WITH A FACEBOOK FAN PAGE – MINI COURSE

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PART THREE – PLAN THE PAGE

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STEP 3 PLAN YOUR FACEBOOK FAN PAGE

Now you know your goals for your Facebook Fan Page and you're comfortable that you have an audience, it's time to get into the fun stuff – planning your Facebook Fan Page.

What subpages do you want on your Facebook Fan Page?

You can create a number of subpages. Each one will be designed to help you achieve your goals.

For example, a Welcome subpage is a common choice for any successful Facebook Fan Page . You can adjust your settings so that it is the first page anyone sees when they come to your Facebook Fan Page.

What Do I Want On My Facebook Fan Page?

- My Facebook Fan Page will have these subpages (tick the ones that apply).
 - Welcome
 - Opt In
 - Product/Services
 - Questionnaire/Survey
 - Video
 - Discussions
 - About/Information
 - News
 - Contests
 - Promotions/special offers
 - Twitter and other social networking links
- Other _____

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As you're planning your Facebook Fan Page, consider what content you can offer that will provide the most value to your prospects and visitors.

Provide content that:

- Is relevant to your industry
- Is insightful or entertaining
- Motivates people to interact, comment and take action.

Add pages that offer value to your prospects and customers.

For example,

- If you're a professional coach you might have a subpage that offers assessments and quizzes.
- If you have products, perhaps one subpage will be dedicated to "reviews."
- Contests and sweepstakes are also a great way to motivate people to participate on your page and become part of your community.

Create an outline for your Facebook page. Include all of the links you're going to have on your page. Note that you don't have to create all of them before you launch. Part of creating an engaging page is adding content and that includes adding new links as your page grows and evolves.

Start with a plan for what you want to launch your page with. Make sure your page and subsequent links support your goals. For example, if your goal is to build your list you'll likely want:

1. Welcome page with an opt-in form
2. Info/About page

Tomorrow you will learn how to get on Facebook and start the creation process.

THE NEXT STEP

This introductory mini-course gives you an overview of how to set up your Facebook Fan Page, but if you need more detail or more help, we have...

FACEBOOK PAGES MADE EASY

This is a comprehensive, four-lesson course written for business people. It is teeming with information on:

- When and how often to release updates and posts (and how to find your own, unique, comfortable Facebook flow)
- A secret formula that 90% of your competition doesn't know.
- Where to find the tools you need, to cut down the work and increase results
- Why you need to embrace Facebook's unique traits, rather than following the herd
- What to set up, to make sure you're tapping into its incredible business power

While your competition is still stumbling along, speaking only to a small, closed group, and feeling happy if they get half a dozen notifications, you can turn your Facebook experience around, in four short lessons, to master:

- **Simple tactics to instantly reach and help the people who need you find you – and follow**
- The secret, specific Facebook Page spot to place your most important call to action (in order to see consistent click-throughs time and time again)
- **How to growing your list organically and painlessly through natural Facebook interaction you'll enjoy more than you thought possible**
- How to create a bond with your followers that leads to lifetime loyalty and respect
- **Simple ways to master the art of social network conversation while spending less time on Facebook than ever before**

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- How to make sure they never forget you and can find you, the instant they need you.
- **How to make sure they think of you first – the next time they've got a question that you can confidently answer**
- Always knowing the best time to post, if you want to reach your followers
- **How to integrate all your networking so there's no awkward "gaps" you lapse over and miss again**
- When, and how to **challenge the myths and win the race**

You'll also learn to think in original ways, taking your cue from a strategy that Hollywood movie directors learned long ago – one they still use with guaranteed effect to this day.

- **4 basic, simple strategies to help your Facebook Page go viral**
- 2 instantly failsafe ways to get any discussion going
- **6 priceless tactics to inspire your Facebook fans to interact**
- The surprising reason why you should never be worried again about posting too many times... or too little
- **How to find out ahead of the pack what's coming down the pipe with all the new Facebook changes**
- How to effortlessly integrate Facebook with outside sources to drive traffic to your Facebook page, and vice versa
- **The real and simple secret to creating fans who care**

There's a lot more – but it would take longer to read about it than to simply download the first lesson and find out for yourself. Read about the course here:

[FACEBOOK PAGES MADE EASY](#)

But don't join from there. Because you are a member of this course, I can offer you a very special price with **64% discount** on the price. Use this link here:

[FACEBOOK PAGES MADE EASY SPECIAL DISCOUNT](#)

So if you'd like to learn how to really grow your business with Facebook join me at:

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