

Make \$500 per Month with Facebook and Twitter

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Earning \$500 a Month with This Strategy

Make \$500 Per Month with Facebook and Twitter

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Facebook and Twitter are two of the fastest-growing and most popular social networks on the internet. Facebook alone has over 800 million daily active users, and 1.3 billion monthly active users at the time of this writing. That is a huge potential audience for any number of things that you can use to earn some extra money online.

Twitter also has over half a billion users, again a huge potential audience.

Now, obviously you're not going to be able to reach all those people, nor would you want to. But whatever subject you choose to pursue, chances are there are lots of people on both networks that will be interested in the topic.

People who are active on these sites are really active. They log in daily (as mentioned above, over 800 million users log in at least once daily), often multiple times per day. That means you can create a very engaged audience, who you are able to reach virtually every day.

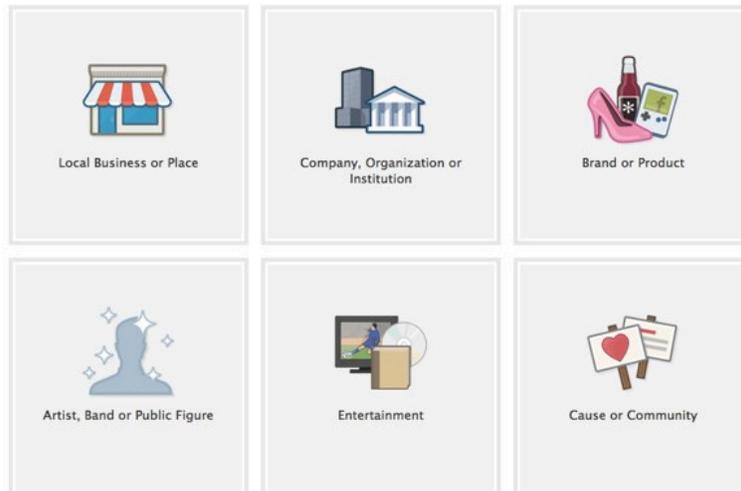
These websites are simply the medium to reach people, however. Don't get caught in the trap of thinking there's some magic bullet that will let you make money just by being there. It's all about building relationships with real people and offering them something that's going to be of value to them.

And don't worry if you're just getting started and don't have a lot of technical skills. There's really very few skills required, even less so than building a website of your own.

Let's get started...

Facebook Pages

A Facebook Page is probably the most effective way to earn an income with Facebook. Facebook Pages can be focused on a number of different things:



You can choose the type of page based on what your topic is going to be about, but for the purposes of the strategy we're going to cover in this report the best choice is Brand or Product.

What we're going to do is set up a Facebook Page that's based on a specific brand or a general category of products. On that page, we're going to promote products as an affiliate as well as post other things that will be of interest to the people who become "fans" of the page. Ideally, you'll focus mostly on getting people to sign up for your email list. From there, you can build relationships with them and market to them.

You can sign up as an affiliate with literally thousands of companies. Once you sign up you get a special link that is coded for your account. Whenever someone clicks through on that link and winds up buying the product or service, the sale is credited to you and you earn a commission for the referral.

This commission can range anywhere from a few cents to hundreds of dollars, depending on the market and the product(s) that you're promoting.

For the strategy that we're outlining here, we're going to use [Amazon.com](https://www.amazon.com) to find products to promote.

You can get more information and sign up for the Amazon Associate Program here:

<https://affiliate-program.amazon.com>

That link will take you to the US Amazon site. If you're in another country and want to promote your local Amazon site instead ([Amazon.ca](https://www.amazon.ca) or [Amazon.co.uk](https://www.amazon.co.uk) for example) they normally have a link to the Associates Program towards the bottom of the home page.

The reason we're going to focus on Amazon in this guide is because they sell many thousands of products in all kinds of different categories, so you have a huge catalog to choose from. Please make sure you read Amazon's rules and regulations when it comes to where you post your affiliate links. As a general rule, they prefer that you keep your affiliate links on your own web properties. That's why it's such a good idea to focus on building your list and marketing to them on your website rather than placing your links directly on your Facebook page.

Just keep in mind that there are many other companies that offer affiliate programs, so you're not limited to Amazon. As you get more experience, or if you already have another alternative in mind, these strategies will work equally well for other vendors.

Choosing Your Niche

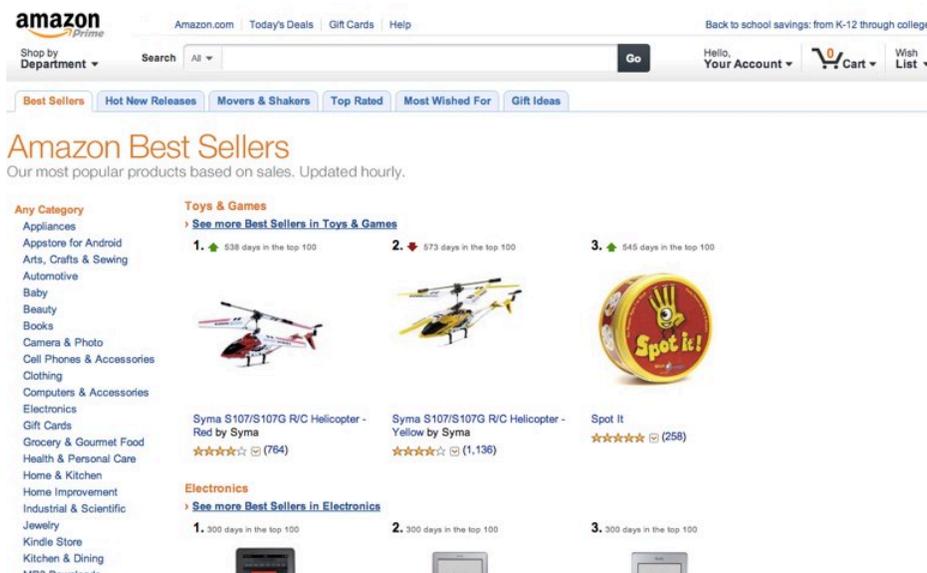
Once you've signed up for an Amazon affiliate account, the next step is decide on what types of products you want to promote to your fans and those who go on to join your list. If you already have a topic in mind, you can narrow down your search right away.

But if you're not sure which of Amazon's departments you want to start in, there are a couple of resources that can help you decide.

The first is Amazon's best sellers page:

<http://www.amazon.com/Best-Sellers/zgbs>

This page shows you the top 100 sellers in each of the categories on Amazon's site.



There are several ways to look at this information. The first tab, best sellers, will simply show you the products that are selling the best.

Amazon also gives you several other lists on this page:

- Hot New Releases
- Movers & Shakers
- Top Rated
- Most Wished For
- Gift Ideas

You can select the different sections by clicking on the tabs at the top of the page. The Hot New Releases list is particularly useful once you have

your Facebook Page up and running, because it will give you a handy list of things that you can post about when they're new and interest is high.

The second place that you can to get ideas for products and brands to promote used to be eBay Pulse, but eBay discontinued that page in 2012.

Since then, a great service has appeared, called WatchCount:

<http://watchcount.com>

WatchCount shows the most popular eBay items in real-time, as voted by eBay users. eBay continuously tracks votes (when users click "Add to Watch List") and WatchCount reports the results, revealing actual live Watch Counts (number of people watching), showing info and rankings you won't find on eBay itself.

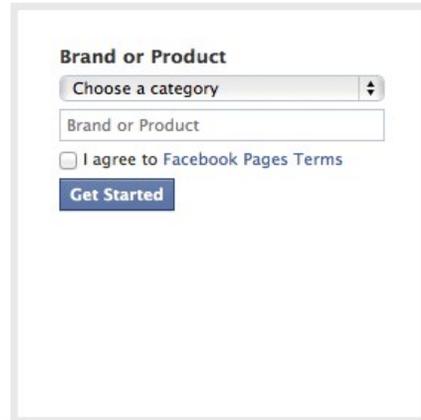
With unique search capabilities, WatchCount offers improved tools over the former eBay Pulse pages.

Between these two resources, you shouldn't have any trouble finding ideas for things to promote.

Setting Up Your Facebook Page

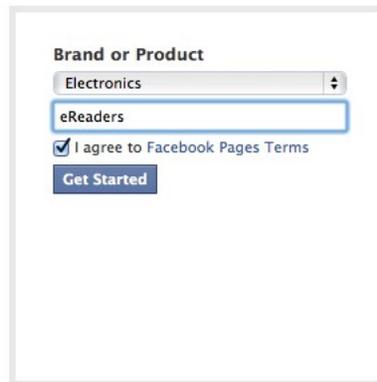
Once you've got your niche picked out with some ideas for products to promote, the next step is to create a Facebook Page. Log into Facebook, and look for the "Create Page" link. Facebook keeps changing things around, it might not be in the same place when you look, but as I write this, it's in the left sidebar towards the top.

After you click on the link to create your page, you'll see the six types of pages to choose from. Click on the "Brand or Product" box and you'll see this:



The screenshot shows a form titled "Brand or Product". It contains a dropdown menu with the text "Choose a category", an empty text input field labeled "Brand or Product", a checkbox labeled "I agree to Facebook Pages Terms" which is currently unchecked, and a blue "Get Started" button.

Choose the appropriate category for your page and then enter the product or brand in the second field:



The screenshot shows the same "Brand or Product" form, but now the dropdown menu is set to "Electronics" and the text input field contains "eReaders". The checkbox "I agree to Facebook Pages Terms" is now checked, and the "Get Started" button remains visible.

Check the box to accept the Facebook Page Terms (you should click through and read them first) and then click the Get Started button.

Since Facebook is changing things constantly, you might not see the exact same sequence of events, and/or in the same format as pictured here, but the steps to set up your page will be fairly intuitive to follow.

On the next screen, you can enter a short description for your page. It doesn't have to be anything fancy, but you should enter something here. You can also enter a link to your website, your Twitter account or any other web pages you have that are related to the Page.

Set Up Electronic readers

1 About

2 Profile Picture

3 Add to Favorites

4 Reach More People

Tip: Add a description and website to improve the ranking of your Page in search.

Fields marked by asterisks (*) are required.

Add a few sentences to tell people what your Page is about. This will help it show up in the right search results. You will be able to add more details later from your Page settings.

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*Tell people what your Page is about...

Website (ex: your website, Twitter or Yelp links)

Choose a unique Facebook web address to make it easier for people to find your Page. Once this is set, it can only be changed once.

<http://www.facebook.com/> Enter an address for your Page ...

Is Electronic readers a real business, product or brand?

This will help people find this business, product or brand more easily on Facebook.

Yes No

Need Help?

Save Info

Skip

This screen also lets you choose a unique address for your Facebook Page. This will be the address for your page, so try to come up with something that is easy-to-read, relevant to the topic and not too long. Be sure you like what you choose, and type it in carefully, because it can't be changed once selected.

This step can take a bit of thought because the address you choose might already be taken by another page. If so, you'll have no choice but come up with another name.

After trying several different combinations www.facebook.com/ebooksareawesome was available.

Here's a tip that you might want to consider when figuring out your page's name...

We're going to be using Twitter as part of this process as well. If you don't already have a Twitter account set up, or you want to create a new one specifically for this strategy, it can be helpful to find a name that is available on both Facebook and Twitter. It will probably take a little more thought, and you'll probably find some that are available on one and not the other, but having them the same can help "brand" you a little better.

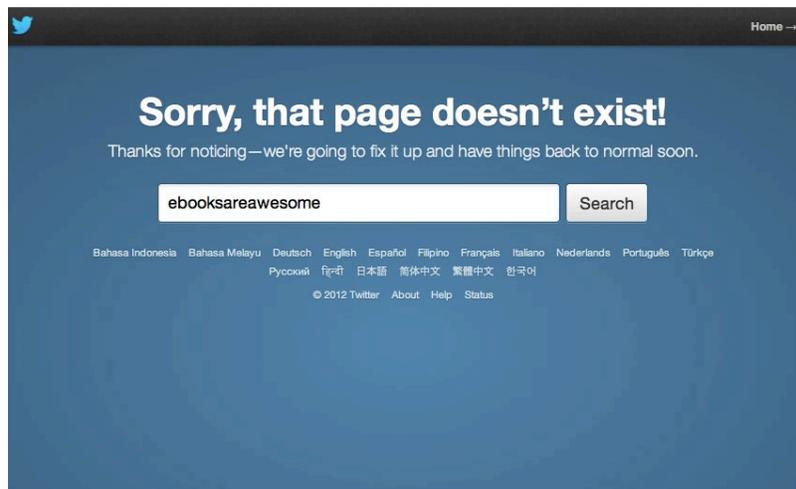
To check if a name is available on Twitter, you can use the following format for the URL:

<http://twitter.com/yourusername>

So in the case of our example, you would try

<http://twitter.com/ebooksareawesome>

If the name is already taken, you'll see that user's page with a list of their posts. If it isn't already taken, you'll see this:

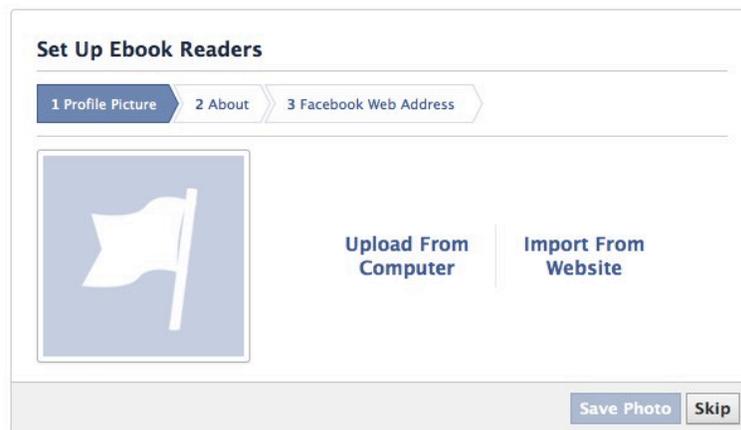


It was pure luck that the name I wound up choosing on Facebook was also available on Twitter. Don't be discouraged if that doesn't happen right away for you!

If you don't have a web address to enter here, don't worry - we'll add that later in the process.

Once you've chosen your address, your page is up and running, but there are other steps that you can do to configure your page (if you don't want to do them right away, you can skip them for now.)

The next screen lets you upload an image to use as the "cover" graphic for your page. You can just click Skip for now - you can add the image later.



The first thing Facebook will prompt you to do after creating your page is to "Like" it. Don't do this yet. We want to get some content posted and finish setting up all the page information before liking it. When you like it all your friends will see that in their news feed. If they click through to check it out, you don't want the page to look like it's "under construction."

The same goes for inviting your friends and email contacts, which are the next things Facebook prompts you to do after skipping the like button. We'll do this later, once your page looks lived in.

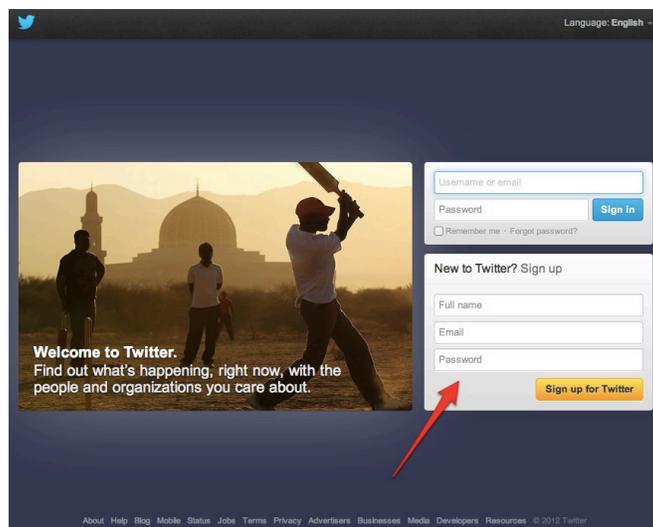
Finally, you'll be prompted to share something. Feel free to post whatever you want here. It's not going to be seen by anyone right now, so something like "Getting started on my new page!" is fine.

Filling In the Details

Now that your Facebook Page is basically set up, it's time to fill in the details that we skipped over while creating it.

The first thing you should do is to add a webpage (or multiple pages) to your profile. This can be your own website, a page that you've created on another website such as Squidoo.com or Hubpages.com or your Twitter address.

If you have any pages already set up, you can go ahead and add them. If you don't, now is a good time to set up your account on Twitter. Go to Twitter.com and sign up - there's a spot right on the main page where you can sign up.

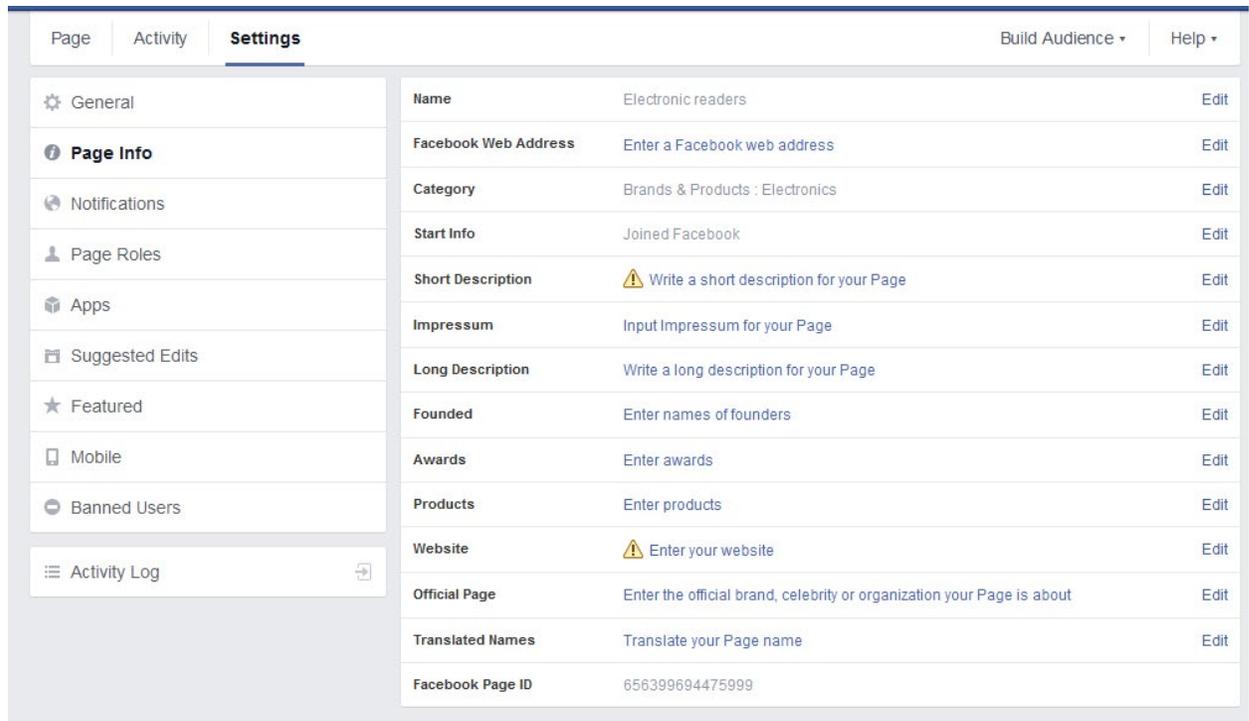


After you enter your name, email address and password you'll be able to choose your Twitter username on the next page. This is where you can enter the name you chose on Facebook if you want them to match. If not, choose whatever you want. You can use your name or you can use something that's related to the types of products you're going to focus on - it's up to you.

Once you choose your name, your Twitter account is created. Your Twitter URL will be:

<http://twitter.com/yourusername>

Using our example, the URL would be <http://twitter.com/ebooksareawesome>. This is what you enter in your page settings. To add the details to your page, click on the Settings link near the top, then on Page Info, and then you'll see your settings, including Website Address:



The screenshot shows the Facebook Page Settings interface. The 'Settings' tab is selected, and the 'Page Info' section is active. The left sidebar contains various settings categories, and the main area displays a list of fields for editing page information.

Field	Value	Action
Name	Electronic readers	Edit
Facebook Web Address	Enter a Facebook web address	Edit
Category	Brands & Products · Electronics	Edit
Start Info	Joined Facebook	Edit
Short Description	⚠ Write a short description for your Page	Edit
Impressum	Input Impressum for your Page	Edit
Long Description	Write a long description for your Page	Edit
Founded	Enter names of founders	Edit
Awards	Enter awards	Edit
Products	Enter products	Edit
Website	⚠ Enter your website	Edit
Official Page	Enter the official brand, celebrity or organization your Page is about	Edit
Translated Names	Translate your Page name	Edit
Facebook Page ID	656399694475999	

So click on edit for the Website field, then enter your Twitter URL in the spot provided, and click on Save Changes.

The next thing we're going to update is the profile pictures.

There are two images that you can add to your page - the profile picture and the timeline cover. The profile picture is the smaller of the two, and it's best to use an image that is related to the topic of your page.

There are several places that you can find an image to use here:

- www.sxc.hu (free)
- www.fotolia.com (paid)

- search.creativecommons.org (free)

Don't grab your image from Amazon or an image search like Google Images, even though it would be easier. Those images are copyrighted in most cases, and you don't want to use copyrighted images. While the owner may never notice that you're using it, it's still not a good idea. If you're ever caught, you could wind up losing any affiliate earnings that you have made - most affiliate programs will forfeit your earnings if you break their terms of service.

The Timeline Cover image is a larger graphic. There are lots of free cover images available on the web - a simple Google search for "free timeline cover image" will get you lots of results.

Once you've got your images uploaded and your profile information added, you're ready to start posting to the page - and finding fans!

What to Post

The goal of your Facebook Page is to earn \$500 per month, so you're going to write promotional posts recommending various products from Amazon (or any other affiliate program you've chosen).

But that's not all you're going to post.

If all you post is links to stuff for sale, nobody is going to follow you for long. At least, they're not going to pay any attention to you even if they don't "un-like" your page.

There's an old cliché that people are all tuned into the radio station WIIFM - What's In It For Me?

The people that like your page do so because they're interested in getting more information about whatever the topic is. So you need to give them what they want.

Here's a little secret about Facebook - most of the people who use it do so for entertainment purposes. They may not always realize it, but it's really all about keeping entertained, whether through games, interacting with their friends, finding cool and interesting things, or whatever else they're looking for.

You want to mix things up a bit. Post funny videos, cool news and other general-interest stuff as well as things that are directly related to your topic. Keep your fans entertained, so they get used to reading what you post. That way, when you do write a promotional post, they're more likely to see it.

This is important for two reasons:

1. You want your fans to get used to reading what you post, so they're sure to see the stuff that has the potential to make you money.
2. The more people read your posts, the more of your posts will show up in their news feeds. Facebook's algorithm adjusts the posts that show up in your feed based on the people and pages that you're most active with so it's kind of a snowball effect.

Posting things that people are going to like will also help you reach new fans with your page. Whenever someone clicks like or shares one of your posts, the people in their network are going to see it. Some of those people might visit your page to see what it's all about, or they might share the post to their network, reaching more and more people beyond your own connections.

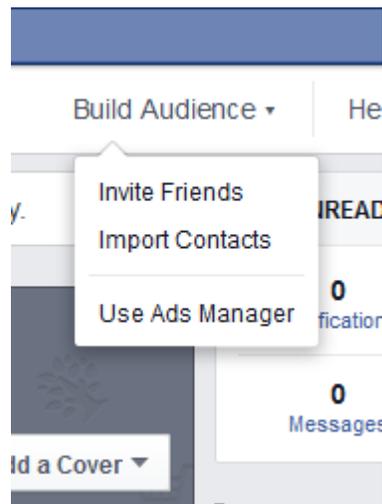
Posting to your page is no different than posting to Facebook through your own profile. Just visit the page and post in the update box at the top of the page. When you post from your page, the post will automatically be made from the page rather than from your personal profile.

Getting Fans

This strategy is completely based on reaching fans with your page, so you're obviously going to have to get people to like the page. Otherwise you'll be the only one reading your posts!

There are several ways you can do this without spending a dime.

First, you can invite any or all of your friends to visit and like the page. Just click on the “Build Audience” link at the top right of your page. You can then invite friends and/or email contacts.



Inviting friends will send an invite to your friends on Facebook itself. You can choose to send it to all of them or you can pick and choose certain people only.

Invite email contacts will grab all your contacts from Gmail, Yahoo Mail and other such services, and send them all an email inviting them to your page.

Second, you can interact with other pages and people who are about the same or related topics. To do this effectively, you need to switch to be using Facebook as your page instead of your personal profile.

Normally when you are viewing your page, you'll be posting as your page name, and Facebook will remind you with a message at the top:



If you like a post, it shows that your page liked it. If you share something, it shows that your page shared it.

Just remember to switch back to using Facebook as yourself when you're done, otherwise people are going to wonder why they're getting responses from a page instead of you!

Then just search for things related to your page

Product names

Brand names

General subjects

People

Like other pages, comments on other posts, like and share other posts - basically, do things that other people will notice. Some of those people will visit (and like) your page, and become part of your network.

This is why Facebook is known as a "social" network. It's all about being social and networking with other people, just like you would do if you were meeting people in "real" life.

As your network grows, it tends to accelerate and take on a life of its own because of the "viral" nature of Facebook. As more people become fans and start to interact with you, their extended networks will see it in their feeds, and some of those people will then become fans.

And so on.

Of course, there are other ways to get fans as well. The next method we're going to use is Twitter.

Building A Network On Twitter

Building your network on Twitter is similar in many ways to doing it on Facebook. It's all about being social - responding to people, following them, commenting on their posts and so on.

When you first join Twitter, you won't have any followers. You can let your friends and family know that you've joined if you want, but that will only get you so far.

The best way to build a network is to look for other people who are posting - known as "Tweeting" - about similar subjects to your niche. Just do some searches on Twitter for things that will help you find those people:

- Product names
- Brand names
- People
- Market-related keywords

When you find people, follow them and start interacting with them. It doesn't take a huge amount of time - just reply to some of their tweets when you have something to say (even if it's just to say thanks for something interesting). You can even send them things that you think they might be interested in.

When you post something on Twitter, you can send it to someone by including @theirusername in your post.

For example, you could post something like this:

@ebooksareawesome Thought you might be interested in this - <LINK>

All your followers can see these messages, but the people you "@" with them will be notified that you sent it to them.

You can send direct messages as well, which are private, but the person has to be following you before you can "DM" them. If you're trying to

connect with someone, they probably aren't following you (yet!) so sending the public @ message will work better.

Fitting Twitter into This Strategy

There are two ways you can use Twitter as part of this strategy:

1. Post your affiliate links directly to Twitter (only if this is okay with your affiliate company)
2. Refer people back to your Facebook Page

The fact is, using a combination of the two is going to be the most effective. Posting links on Twitter will target people who may only be following you there, but referring them to your Facebook Page will help grow your network there - increasing your chances of being noticed.

Just remember to take the same approach with Twitter as you do with Facebook - post lots of different things that will appeal to your followers, not just promotional stuff.

Getting Fans through Forums

Forums are another good source of fans for your page. Virtually any topic that you might be writing about will have several popular forums where people talk about the topic and all sorts of related stuff.

You can find these forums by searching in Google for things like:

- <market keyword> forum
- <product name> forum
- <brand name> forum

Once you find a couple of forums that are active - lots of posts, and recent posts - join and start to take part yourself. Post interesting stuff, answer questions, ask questions of your own and so on. (Are you starting to see a pattern here? This is all about building relationships with people.)

One thing is a little different about forums than Twitter and Facebook - you're not going to post promotional stuff directly. Most forums frown on this, and many have rules specifically not allowing it.

But most forums will let you create a "signature" that gets added to the end of every post you make automatically. And they usually let you include a link to your website or some other page.

This is where you can put a link to your Facebook Page.

All you need to do is create a signature something like this:

Come and check out my Facebook Page about <topic> - <http://www.facebook.com/yourpagename>

It doesn't have to be fancy. If you're an active member of the forum and people start getting to know you, some of them will click the link and become fans of your page.

Note: Make sure you check the rules of the forum before you do this. Every forum is a little different, and you don't want to break the rules.

It's a good idea to wait for a bit before you add your signature, so people can get to know you a bit first. If you add your signature immediately, it will look like that's the reason you're there - not to be part of the community.

Posting Your Affiliate Links

When you post your affiliate links, don't treat them like a sales pitch. As we already discussed, people use Facebook and Twitter to be entertained as much as anything. If your post sounds like a late-night infomercial (But Wait, There's More!) it's probably not going to get much in the way of results.

Instead, make the posts sound like you've found something cool and you're just sharing it with your fans. Again, that's why it's so ideal to have

an opt-in form set up, giving something away for free on your website. You can link your Facebook and Twitter fans right to your list. That way, you can market to them and build a relationship with much higher earnings.

Using our ebook reader example, I might post something like this:

I'm SERIOUSLY thinking about pulling the trigger and ordering one of these
- <LINK>

Note that you may need to set this link up so it's coming from your website and not a direct affiliate link. It really depends on which affiliate network you are working with.

The link would be an affiliate link to something like the Kindle Fire ebook reader. When your fans see something like that, they'll click on the link to see what you're talking about.

If it catches their attention after they click through, they might wind up buying one - generating a commission for you.

The same approach works on Twitter as well. Just keep in mind that Twitter has a 140-character limit for your posts, so you might need to a little more succinct than you are on Facebook.

Expansion

One Facebook Page can bring in \$500 or more per month, but chances are you're not going to hit that mark with your first page. Some topics will be more popular than others, and sometimes it can even depend on the time of year.

For example, a page about costumes is probably going to do a lot better in September and October than it would in April or May.

The best way to improve your odds of success is to build pages on multiple topics, in various markets. You could even build some pages that are seasonal - costumes, Christmas decorations, etc.

You can build as many pages as you want, and once they're set up it's really just a matter of posting to them on a reasonable schedule. You're obviously going to have a limit on how many you can manage, from a pure time perspective, but you can manage quite a few in just a few hours a week.

If you really want to accelerate your growth, you can even choose topics that complement one another and then work on cross-promoting the pages. Comment on one page while using Facebook as another, so that page's fans are exposed to the second page. Share links from one page to another.

Your pages' fans don't see who the Page Admin is so they won't necessarily realize that the same person is managing all the pages.

Facebook Notes

Another technique that you can add into the mix is writing longer posts as Facebook Notes. Instead of posting a short update, you can write longer articles, such as a review of a product you're promoting. Notes can include links, so you can put your affiliate link right inside the article itself.

You can post a link to the note on your page to get it in front of your audience, but these types of posts have another benefit - they get picked up by Google and other search engines and can get traffic from people searching for your topic.

When someone searches for something in Google, a result that is on Facebook.com will often get more clicks than a result on some website they've never heard of before. Just the fact that it's on Facebook gives it a certain level of trust.

Plus, you get the viral effect we've already discussed. If those people who find your note via the search engines click the like button, that goes out to all the people in their network, some of them might wind up liking the page, and so on.

To access Facebook Notes, go to your profile, and below your cover photo there is a tab titled "More" so use it to click **More > Notes**. If you don't see Notes, click **More > Manage Sections** and then check the box next to **Notes**. You can also search for "Notes" in the search bar at the top of the page, and then on the resulting page, click on "My Notes".

Earning \$500 a Month with This Strategy

This strategy is relatively easy for anyone to undertake, even if you know nothing about building a web site of your own. As long as you know the basics of how to use Facebook, you can do this.

But over the long term, it's a good idea to build your own web site and start to use Facebook to send traffic there.

Facebook is a huge website with nearly a billion users, but the bottom line is that it's controlled by someone else. If they decide to change something on the site or change the rules about what you're allowed to do with your pages there, you don't have much recourse.

Building your own website puts the control back in your own hands.

So take advantage of all the power Facebook gives you, but don't rest on your laurels. Expand your offerings to your own website and you'll be able to watch your earnings continue to grow.



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That You Can Actually Afford and Profit From
www.PLRContentSource.com**