

# **Fast Facebook Profits**

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# Introduction



Welcome to **Fast Facebook Profits!**

My name is **David Walker** and you can find out more about me at my blog [DavidWalker.tv](http://DavidWalker.tv).

I have been involved in a number of different online ventures during my time online, ranging from the successful to the spectacular failure.

One area I am becoming increasingly involved in is Facebook. Well, if you want to succeed online these days you absolutely **need** a Facebook presence!

Facebook and more specifically **Facebook fan pages** are fast becoming valuable pieces of web real estate and there is a lot of money to be made if you build and monetise the pages correctly.

I have my own [Facebook fan page](#) where I keep my followers updated on near enough a daily basis what I am doing in my business and it is a great place to network and interact with people too!

I put this short report together to show you just how easy it is to research, build and monetise an entire fleet of fan pages on Facebook.

All you need to do is **TAKE ACTION...**

# Niche Research

The first thing to do in order to get started is to find out what niches are hot right now. Head over to Clickbank and browse all the different markets that are there. For example, if we browse the Sports section category of Clickbank we can see that there are several products that appear on the first page. These focus on Basketball, Golf, Tennis and other sports such as Martial Arts. Remember, these are huge markets and people are willing to pay a lot of money for these products to help them "improve" their game.

▶ Fiction	<b>Stats:</b> Initial \$/sale: <b>\$24.44</b>   Avg %/sale: <b>70.0%</b>   Avg Rebill Total: <b>\$78.69</b>   Avg %/rebill: <b>55.0%</b>   Grav: <b>55.78</b> Cat: <b>Sports : Golf</b>
▶ Games	
▶ Green Products	
▶ Health & Fitness	
▶ Home & Garden	
▶ Languages	
▶ Mobile	
▶ Parenting & Families	
▶ Politics / Current Events	
▶ Reference	
▶ Self-Help	
▶ Software & Services	
▶ Spirituality, New Age & Alternative Beliefs	
<b>▼ Sports</b>	
Automotive	
Baseball	
Basketball	
Coaching	
Cycling	
Extreme Sports	
Football	

<b>The Effective Ball-Handling Program (3 year best-seller)</b>	Avg \$/sale <b>\$38.51</b>
75% Commissions. Featured on Cbs Sportsline. We Are In Launch Mode! Average Affiliate Epc is \$2.23! Send your traffic now --Launch ends this Friday (March 25)! Email me at alexmaroko@gmail.com for info.	<b>Promote</b>
<b>Stats:</b> Initial \$/sale: <b>\$38.07</b>   Avg %/sale: <b>75.0%</b>   Avg Rebill Total: <b>\$45.10</b>   Avg %/rebill: <b>72.0%</b>   Grav: <b>19.40</b> Cat: <b>Sports : Basketball</b>	
<b>Basketball Scoring Secrets</b>	Avg \$/sale <b>\$53.19</b>
<b>Basketball Scoring Secrets</b>	<b>Promote</b>
<b>Stats:</b> Initial \$/sale: <b>\$53.19</b>   Avg %/sale: <b>75.0%</b>   Grav: <b>18.60</b> Cat: <b>Sports : Basketball</b>	
<b>Fyb Premium - Play tennis like you have an unfair advantage.</b>	Avg \$/sale <b>\$175.65</b>
Affiliates earn 50% monthly recurring revenue! Extremely high customer satisfaction and loyalty. We teach people the game of tennis using cutting edge Hd video online.	<b>Promote</b>
<b>Stats:</b> Initial \$/sale: <b>\$156.60</b>   Avg %/sale: <b>49.0%</b>   Avg Rebill Total: <b>\$90.62</b>   Avg %/rebill: <b>50.0%</b>   Grav: <b>7.40</b> Cat: <b>Sports : Racket Sports</b>	

For example, we can see that Basketball Scoring Secrets is one product that is on the first page on Clickbank. This product pays just over \$53.19 per sale. The squeeze page is pretty good too.



Then, head over to Facebook, type in "Basketball Scoring Secrets" and see what comes up.



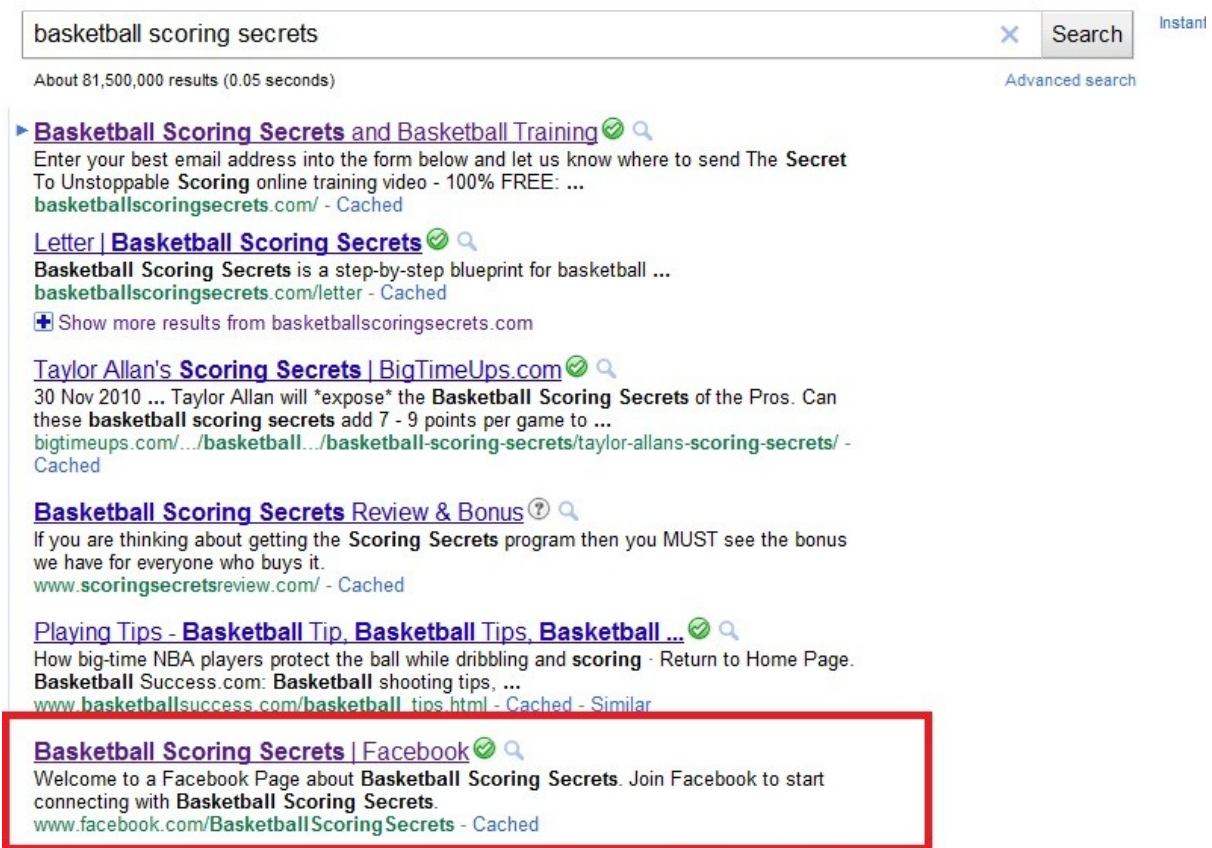
We can see that there are just three Fanpages for this main keyword and the main Fanpage is promoting the Clickbank product. And yes this is a page for the Clickbank product – the owner of this Fanpage is not the creator of the product!



We can see that this landing page welcome tab is very attractive and has lots of call-to-action features that “persuade” the user to click the like button. In this case the user will click “Like” to get their Free Gift. The link to the “Free Gift” points to the squeeze page.

So when the person clicks this link they will be taken to the Clickbank link and their cookies will be stored on their server. Which means after watching the free video they want to purchase the course you will get paid for each sale. This Fanpage itself has just over 493 Fans.


The great thing about this page is that it also appears on Google. For example, if we type "Basketball Scoring Secrets" on Google we can see that it appears on the first page. This is powerful because this Fanpage will end up getting autopilot organic search engine traffic as a result of this.



In just a few months this page has attracted quite a lot of people. So why is this important? The first thing I want you to understand is that Facebook is changing. Facebook is not just a place to make friends anymore. It is a place where you can actually promote products, get feedback

and look for products that cater towards a certain market. So for example, if we head over back to Clickbank we can see that there are literally hundreds and hundreds of different niche markets you can dominate and start promoting using your "POWER" Fanpage.

Why do I call it a "power" Fanpage? Simply because this strategy puts your Fanpages on steroids. **The idea is to create at least 50 Facebook Fanpages on different niche markets and then monetise those pages and start promoting Clickbank products.** By doing this you will dominate your niche easily before this gets too saturated. For example, let's head back to Clickbank to show you what I mean. Let's pick a category. For example, on the music category on Clickbank we can see the following products appear on the first page.

<p><b>Jamorama Learn Guitar Product - New Site! Big Earnings!</b> Number 1 selling Guitar Course in CB! Earn 75% on \$49.97 Front-end Sale! Earn 75% on \$49.97 Back-end Sale! Earn 50% on \$39.95 Up-sell! Very High Conversions. Tons of Affiliate resources. Jamorama is a Pro Affiliate Program.</p> <p><b>Stats:</b> Initial \$/sale: <b>\$31.36</b>   Avg %/sale: <b>71.0%</b>   Avg Rebill Total: <b>\$0.00</b>   Avg %/rebill: <b>1.0%</b>   Grav: <b>63.65</b> Cat: <b>Arts &amp; Entertainment : Music</b></p> <p>  2K</p>	<p>Avg \$/sale <b>\$31.36</b></p> <p><b>Promote</b></p> <p><a href="#">Vendor Spotlight</a></p>
<p><b>Rocket Piano - Learn Piano Today!</b> Conversion Rate is High and Refund Rate Has Been Below 5% For 4years. Secret Bonus to Affiliates is our Commissioned \$200 Product with Up-Sells. Join Our Affiliate Area and Msn me today for more information, Email through your Tracking Codes!</p> <p><b>Stats:</b> Initial \$/sale: <b>\$28.77</b>   Avg %/sale: <b>72.0%</b>   Grav: <b>54.04</b> Cat: <b>Arts &amp; Entertainment : Music</b></p> <p>  1K</p>	<p>Avg \$/sale <b>\$28.77</b></p> <p><b>Promote</b></p> <p><a href="#">Vendor Spotlight</a></p>
<p><b>Sonic Producer :: #1 Killer Music Production Software Converts Insane</b> Looking for tons of cheap hungry traffic? Try this: The hottest music beat machine out on the market, designed by top hip hop &amp; rap producer in Nyc. Conversions as high as 1:5. Read confessions of a 6 figure affiliate - sonicproducer.com/iaffiliates.html</p> <p><b>Stats:</b> Initial \$/sale: <b>\$21.21</b>   Avg %/sale: <b>62.0%</b>   Avg Rebill Total: <b>\$231.85</b>   Avg %/rebill: <b>70.0%</b>   Grav: <b>73.07</b> Cat: <b>Arts &amp; Entertainment : Music</b></p> <p>  2K</p>	<p>Avg \$/sale <b>\$21.72</b></p> <p><b>Promote</b></p> <p><a href="#">Vendor Spotlight</a></p>
<p><b>Pianoforall</b> Learn piano and keyboards - one of the best piano methods online - a product you can be Proud to promote - 10 ebooks, 200 Videos, 500 Audio lessons</p>	<p>Avg \$/sale <b>\$22.87</b></p>

The next thing I to do is head over to [Google Keyword Selector tool](#) and see what people are typing in relation to these niches. Type in the keyword “Guitar” and see what comes up.

Keyword	Competition	Global Monthly Searches	Local Monthly Searches
play guitar		1,000,000	110,000
[play guitar]		5,400	720
how to play the guitar		550,000	60,500
[how to play the guitar]		12,100	1,600
how to play guitar		550,000	60,500
[how to play guitar]		60,500	5,400
learn to play the guitar		90,500	12,100
[learn to play the guitar]		4,400	1,000
learning to play the guitar		110,000	14,800
[learning to play the guitar]		1,000	210
learn play guitar		90,500	12,100
[learn play guitar]		880	91
learning to play guitar		110,000	14,800
[learning to play guitar]		3,600	590
[learn how to play guitar]		6,600	590
learn how to play guitar		90,500	12,100
learn to play guitar online		6,600	880
[learn to play guitar online]		1,000	210
learn to play guitar		90,500	12,100
[learn to play guitar]		22,200	2,900

As you can see there are lots of different keywords that come up in relation to the keyword “guitar”.

**For example, “learn how to play guitar” generates 6,500 searches a month.**

If we head over to Facebook and type in this keyword we can see that competition is fairly low and no one is really taking advantage of this keyword.

Furthermore, there are not many Fanpages that are promoting any Clickbank products.

The screenshot shows the Facebook search results for the query "learn to play guitar". At the top, the search bar contains the text "learn to play guitar" and is highlighted with a red rectangular box. Below the search bar, the results are listed under the heading "Pages". Each result includes a profile picture, the page name, the type of page (all are "Page"), the number of likes, and a "Like" button.

Profile Picture	Page Name	Type	Likes	Action
	Learn to play Acoustic Guitar	Page	3 people like this.	Like
	Learn to play guitar	Page	219 people like this.	Like
	Learn to play guitar	Page	55 people like this.	Like
	Learn To Play Guitar	Page	34 people like this.	Like
	Easy Learn To Play Guitar	Page	111 people like this.	Like
	Learn to Play Guitar TV	Page	42 people like this.	Like
	Learn to play Guitar	Page	29 people like this.	Like
	Learn to play guitar	Page	26 people like this.	Like

I can also see that "Guitar" is still the most popular searches over the last 30 days according to Google Insights.



## Building Your Fan Pages

Create around five to eight fan pages on various niches from Clickbank and name them according to the phrases people are searching for on Google. For example, "how to play guitar" etc.

Use [Fast Fan Pages](#) to build interactive landing pages without the need for any prior coding knowledge or experience. **HINT:** I use this software for all of the fan pages I create!

Website

**HOW TO EXPLOIT FACEBOOKS**  
**"EDGE RANK"**  
**SYSTEM TO GET HUNDREDS OF**  
**NEW FANS**  
**FLOCKING TO YOUR PAGE**

PLACE YOUR EMAIL BELOW & **GET THIS FREE VIDEO RIGHT NOW**

Enter Primary Email

**GET INSTANT ACCESS!**

This is a great landing page design to follow. It has a lot of call to action features and makes the user “eager” to enter their email address to get the free gift. The more fan pages you have the more chances you will have of making money. For example, you could have the following format.

- 10 Facebook pages on how to play the Guitar products on Clickbank
- 10 Facebook Pages on how to play the Piano on Clickbank
- 10 Facebook pages on Weight Loss
- 10 Facebook pages on how to make money online
- 10 Facebook pages on how to create your own Iphone App

By using the Facebook “Bulk” strategy you will be creating lots of Facebook pages in a short space of time – thus DOMINATING the niche. You might want to outsource this by hiring someone from Odesk or Elance so it saves you a lot of time.

Make sure you have use a welcome page tab that can capture people’s name and email address so you can build a list at the backend. Again, [Fast Fan Pages](#) is ideal for doing this because there is no coding knowledge required.

Target niches that will have a lot of fans in a short space of time. Such as music, celebrities and movies (there are tons of movie Clickbank offers you can use).

For example, check out this Facebook page on “watching movies online”.

This page is very basic and the user is not taking advantage of the monetisation features.

**But... he has 29,496 fans!** Imagine what you could do with that sort of fan base!

The screenshot shows a Facebook page for 'Watch Free Online Movies'. The page title is highlighted with a red box. The left sidebar shows the page has 29,496 likes, also highlighted with a red box. The main content area shows a wall with posts from users like Asad Ullah and Isis Crystal Slusser. The right sidebar contains sponsored ads for 'Congrats Stoke & Man City' and 'No Faxing Payday Loan'.

You might also want to keep an eye out for Celebrity Facebook fan pages. For example, competitions such as “American Idol”, “X Factor” and “America/Britain’s Got Talent” are constantly going to be creating brand new stars.

I used to use new reality television stars as the basis for “fan websites” several years ago and monetised them using Google AdSense. These people become very popular very quickly and even though the platform has changed (i.e. websites to Facebook fan pages) the idea remains a constant.

In addition to reality television, a really cool site you can use as an aid for your Facebook pages is [Ranker](#). This shows you the popular categories that are hot right now on the web.

# Selling Your Fan Pages

The first thing you should do is firstly have set up a central hub for your page. A central hub is like the one shown below and can be as simple as a basic [Wordpress](#) website.



As you can see this Facebook page has **4,340 fans** right now and if you look at the Insights for this page we can see that the most traffic comes from Google:

External referrers?

- 19 google.com
- 2 google.com.ar
- 2 search-results.com
- 2 google.nl
- 2 google.fi
- 2 google.co.uk
- 1 google.gr
- 1 google.ro
- 1 bing.com
- More

This becomes even more powerful if you can register a good keyword rich domain both for the Facebook Fanpage and the website central hub itself. Such as:

- <http://shortemohairstyles.org/> (appears on First page)
- <http://www.facebook.com/shortemohairstyles>

The screenshot shows search results for 'Short Emo Hairstyles'. A red rectangular box highlights the following results:

- Trendy Short Emo Hair Styles Reviewed** (with a green checkmark and magnifying glass icon)  
Short Emo Hair Styles Trend reviewed & explored. Picture Gallery of cute, funky and carefree haircuts sported by the hottest emo celebrities - Alecia Moore ...  
[www.hairfad.com/short-emo-hair.html](http://www.hairfad.com/short-emo-hair.html) - Cached - Similar
- Short Emohairstyles** (with a question mark and magnifying glass icon)  
7 Aug 2010 ... Welcome to **Short Emo Hairstyles**. Short Emo hairstyles is the latest fashion and it is the new trend with many people. ...  
[shortemohairstyles.org/](http://shortemohairstyles.org/) - Cached - Similar
- I think Short Emo Hairstyles Look Sexy | Facebook** (with a green checkmark and magnifying glass icon)  
Welcome to a Facebook Page about I think **Short Emo Hairstyles** Look Sexy. Join Facebook to start connecting with I think **Short Emo Hairstyles** Look Sexy.  
[www.facebook.com/shortemohairstyles](http://www.facebook.com/shortemohairstyles) - Cached

A red arrow points to the Facebook result.

Below the red box, another search result is visible:

- Emo Haircuts And Hairstyles** (with a green checkmark and magnifying glass icon)  
Nothing but **Emo Hair** - See the latest and newest **Emo Hair** pictures. ... The **hairstyles** in the year 2010 may continue to be long, dark, **short** or a blend of ...  
[www.emohairstyles.com/](http://www.emohairstyles.com/) - Cached

Both the Facebook page and the website appear side by side, on the first page in Google – this makes it easier to sell the Facebook page on [Flippa](#) or any other marketplace.

By having a central hub website AROUND your fan page makes it easier to sell the Facebook page.

If you said to someone I am selling my Wordpress website – which appears on the first page of Google, and has over 4000+ Fans, you are most likely going to get lots of interested people. Remember you are going to sell your website at the frontend and the Facebook page at the backend.

By selling the Facebook page WITH the website itself the value of your website will automatically increase.

The best way to make money from this strategy is to snap up as many keyword rich domain names as possible and then create a Facebook page around your keyword rich domain. **Then simply flip the site + the Facebook page on Flippa.**

## Final Thoughts

The ideas in this report should be enough to get you started building and making money online with Facebook fan pages, even if you never thought about making money with Facebook before!

Facebook is where it is at online and fan pages are becoming valuable pieces of web real estate. Some fan pages have hundreds of thousands, even **millions of fans** who you can broadcast to – it's just like having an additional list waiting to be marketed to!

Fan pages used to be difficult to create and maintain but since Facebook did away with the awkward FMBL programming language, products such as [Fast Fan Pages](#) make it dead simple to build an unlimited number of pages which you can drive traffic to and monetise.

Remember, **Facebook has hundreds of millions of users**. The traffic is there! Isn't it about time you started making money with some of it!

To Your Success!



*David Walker*

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