

Rapid Action Commissions



-By G. Pall

Welcome to the members area. You are doing well because you are a action taker. I really love them who take action to do something. I wish all the best of your bright future.

The purpose of this guide is to give you the exact mindset, thought process and step by step actions I personally have used to make a nice monthly income from Affiliate Marketing. The idea is to build on what you already know and QUICKLY get going, not to confuse you and overwhelm you with lots of unnecessary information that is used to sell you more unnecessary information. So this guide is fairly short and to the point. Of course it goes perfectly with Newbies to Experienced Marketers. This is a bullet-proof strategy I use to make this process lightning fast and super easy.

I sincerely wish you the best of luck, this is exactly what I do, and exactly what works for me.

Now this is the time to pay Attention of this step-by-step training session.

The Super Simple Facebook Marketing:

You're probably pretty broke and you don't have a lot of money to invest. So I want to show you how you can make \$100 per day on [Facebook](#) with absolutely no money at all. And this is no trick, this is no hack or anything like that. I know many people that are making \$100 per day with this and it's a very easy way to start from completely scratch. I think it's a lot easier.

The Valued Traffic:

When we talk about an online business and the first step is always going to be traffic. traffic is basically sending people to an offer where we sell something and that is very important as well.

Traffic don't come from Facebook only, it can come from [YouTube](#), can come from [Instagram](#), it can come from paid traffic sources like [YouTube ads](#), [Facebook Ads](#), [Adwords](#), [Instagram ads](#).

The Funnel:



A lot of different traffic sources that we can use to send people to the offer or this funnel. This might be a little bit technical for a lot of people. But this is basically called a funnel and this funnel is set in place to get people that don't know you at all. They go through the funnel and then buy one of your products that is all we want to do with this funnel and there's a lot of things that goes into this.

The first step is always going to be get their email address. If you don't get their email you're an idiot

because an email is so important. You can help out so many people through your email list and it one of the most important things you can do in your business. You've probably seen a ton of website have all these pop-ups everyone is prompting you to get your email. Because it's very very profitable.

Autoresponder:

This is not entirely free but yes you can get a lot of free options out there like a [MailChimp](#) is one that has free one thousand email signups and that can help you out. But basically this tool costs like \$10 per month and it's the best investment you're ever gonna make because you can send automated emails or emails on autopilot.

Basically when anyone signs up their email, an email will be sent out for you on autopilot. You'll send in an email out the next day and the next day and the next day to make them buy your product and hopefully this product is aligned with your customer making

them once the product as well. So we take some traffic, we send them to an email opt-in page and after that we're going to try to sell them something.

This doesn't have to be your own product. I recommend that you do affiliate marketing which is selling other people's products.

Create Landing Page:

I've previously used Unbounce, Instapage, LeadPages, and Landing Lion. When I saw the announcement from Mailchimp, I had to give it a whirl. If you already use Mailchimp for your email marketing, you can stop reading. Making a landing page is exactly as easy as creating an email, and the UI is nearly identical. If you don't use Mailchimp or you're new to it, this is for you.

Step by Step:

1. Login to [Mailchimp](#).
2. Click on “Create Campaign” button in the top right of the screen. Mailchimp now defines “campaign” as an email, an ad, or a landing page.
3. On the popup screen, click “Create a Landing Page”.
4. On the next popup, choose Signup Page or Product Page. To note the difference, a Signup Page is a really simple way to collect email addresses. A Product Page is ideally suited to be connected to your ecommerce store; however, that is not a requirement. For this exercise, I am building a landing page to offer a download of the eBook version of “Practice Your Pitch.”
5. I chose “Product Page”, and then we are directed to the ever so familiar Mailchimp editing interface. It’s exactly like editing a Mailchimp email newsletter. Drag & Drop, add images, text, video, etc.

Design your landing page from top to bottom:

1. Add a background, because gray is boring. Maybe use something cool like the SpaceX landing pad (see what I did there?) image from the top of this page. Nah, probably something relevant to your brand.
2. Add your logo at the top. This is a personal preference, but instead of just a logo, I prefer to add a full width header across the top, but that totally depends on your visual branding.
3. Add the product. This piece is almost just like the product page in your ecommerce store. However, in some cases, this WILL be your product page.
4. Call to Action. What do you want visitors to do? Whatever it is, make it crystal clear, e.g., “Buy the book” or “Download the PDF”.

5. Contact info. Don't want to look spammy, so give folks a way to contact you just in case your landing page isn't perfect.
6. Save and Continue. The next page is a summary of the title of your page, the list to which new contacts will be added, and a simple link to edit your landing page.
7. Finish Later or Publish. That's it. You're done, but you can always, always edit it later. You will have to "unpublish" when you want to edit a page. Not a big deal, but don't freak out that your page will be unavailable during that time that you're editing.

More Information To Create A Landing Page:
<https://mailchimp.com/help/create-a-landing-page/>

Simple Wins:

What I like most about Mailchimp's landing pages is that they are purposely simple, clean, and to the

point. Many marketers get over zealous about “selling” on a landing page. A landing page, unlike a website, should have one purpose and one purpose only.

What Mailchimp can (and undoubtedly will) improve about its new landing page campaign creator: A/B testing, more layouts/templates because one size doesn't fit all, and directly built in download capability for eBooks, though you can still do that using Mailchimp and these instructions.

I recommend Mailchimp landing pages. Very simple for now, but you know they'll be beefing it up on a regular basis.

Utilize Facebook:

The question really becomes how can we utilize free traffic from Facebook to send the people to our email list to get the emails?

Then also how can we sell them an affiliate product that they are interested in buying?

I'm gonna teach you in this guide and it's one of the most important things that you have to do in your business. You have to learn how to do email marketing and affiliate marketing because it's always going to be a big brunt of your income.

The first thing that you should do is to create another Facebook account. not the one that you already have. Now you need to make a new one because we're gonna send out a lot of texts that are not really going to be interesting to your regular audience or your regular Facebook profile audience.

We need to build up our friends lists so first start out in the various group with “**Hey, what are you gonna sell,**” to your audience. That is gonna be the first thing. “**What is your business gonna be about,**” “**What are you gonna sell products about.**” Now this can come in a lot of ways.

Choose Product From Clickbank:

I always like going into Clickbank and checking out their marketplace. Let's go into affiliate marketplace and on the left side right here you can see all the affiliate marketing items and products.

CLICKBANK.

AFFILIATE MARKETPLACE

SUPPORT W

CREATE ACCOUNT

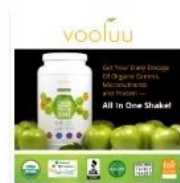
LOGIN



Categories

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- Business/Investing +
- Computers/Internet +
- E-Business & E-Marketing +
- Education +
- Employment & Jobs +
- Fiction +

Featured Products





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▶ BUSINESS / INVESTING

▶ COMPUTERS / INTERNET

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▶ E-BUSINESS & E-MARKETING

▶ EDUCATION

▶ EMPLOYMENT & JOBS

▶ FICTION

▶ GAMES

▶ GREEN PRODUCTS

▶ HEALTH & FITNESS

▶ HOME & GARDEN

▶ LANGUAGES

▶ MOBILE

▶ PARENTING & FAMILIES

▶ POLITICS / CURRENT EVENTS

to search by keyword

To view the vendor's Pitch Page, click the listing title. Stats show you how much you can earn for referred sales. Click Promote to create a HopLink and start referring sales!

To learn more about how the Marketplace works click here:



New to Affiliate Marketing?

The ClickBank Knowledge Base will help you to get started.

- Not sure what an affiliate is or does? Learn the basics of being a ClickBank affiliate.
- Follow the easy steps in this guide to get started promoting ClickBank products.
- How does an affiliate earn commissions and get paid? This article will show you how your earnings are calculated.



Advertisement

www.PennyStockProphet.com
Avg Comm 75%: Promote Now

You can sell to an audience and you make about 50% of the commission for that sale. So the three biggest niches is [health](#), wealth and relationships. So health is basically workout products, diet products.

How to get a lot fitter wealth is **make money online investing real estate, investing stock, trading options and stuff.**

Relationships is **how to get laid, how to have a better relationship with**

your girlfriend. A lot of books are in that niche but also there have information courses.

Let's for this example that we're going to [health and fitness](#) and we're going into [diets and weight loss](#).

So we want to sell a diet and weight loss program that we can sell to our audience. We're starting to build on Facebook.

So let's sort this by gravity. Always sort between gravity and what you want to sell is something that has between 30 to 60 gravity.

MARKETPLACE

Choose from thousands of great products to promote

Find Products:

All Categories Current Category

STILL DREAMING ABOUT SUMMER VACATION?
It starts with your first sale.
Learn How to Make It!
CLICKBANK UNIVERSITY

Advertisement

Resources

Reset Filters and Attributes

Filters

Gravity
0 100+

Avg \$/sale
\$0 \$150+

Initial \$/sale
\$0 \$100+

Avg Rebill Total
\$0 \$200+

Avg %/sale
1% 75%

Results

[Marketplace Help](#)

Displaying results 1-10 out of 260 (pg. 1 of 26)

Results per page: 10

Health & Fitness : Diets & Weight Loss

Sort results by:

Popularity

Low to High

High to Low

The Red Tea Detox - Huge New Weight Loss Offer For 2018! June Launch! (view mobile)

Avg \$/sale
\$25.74

PROMOTE

Created By 2 Of The Highest Performing CB Vendors (red Smoothie Detox & 2 Week Diet) Comes A New Weight Loss Phenomenon. Fully Tested Vsl Proven To Convert. Jump On The Multimillion Detox Tea Craze! 4 Upsells & You Get 75% On All! Get Tools At Rtdaffs.com

Affiliate Page: <http://www.redteadetox.com/affs>
Affiliate Support Contact: affiliates@redteadetox.com

Stats: Initial \$/sale: **\$20.00** | Avg %/sale: **85.0%** | Avg Rebill Total: **\$18.01** |

Avg %/rebill: **26.0%** | Grav: **261.82**

Cat: **Health & Fitness : Diets & Weight Loss**



Flat Belly Fix

Avg \$/sale
\$34.89

PROMOTE

Fresh Vsl. Commission Bump Available For Media Buyers. \$66.00
Av. Preferential Commission Up To 90% Available For Serious
Affiliates. Contact Support@theflatbellyfix.com. Note: Check Fbfix
And Organifi For Commissions

Affiliate Page: <https://alphanation.com/affiliates/>
Affiliate Support Contact: service@theflatbellyfix.com

Stats: Initial \$/sale: **\$34.89** | Avg %/sale: **80.0%** | Avg Rebill Total: **\$0.00** | Avg %/rebill: **1.0%** |
Grav: **56.9**

Cat: **Health & Fitness : Diets & Weight Loss**



You see the red tea detox. So if you want to sell this product you would start gathering friends that loves detox. You need to go to Facebook groups about detox, about the weight loss and detox and all the stores sort of the things like that and you will start sending friend requests to people that want to have a detox.

You'll go into the diet niche and start getting friends like that and start building your friends list with people that actually want to lose weight.

You can identify a product that you want to sell and just click promote you make [an account](#) with Clickbank.

The screenshot displays the Clickbank affiliate program interface for 'decimator'. It features a sidebar with filters for 'Avg %/sale' (1% to 75%), 'Avg %/rebill' (1% to 75%), and 'Date added to marketplace' (2018.1.30 to 2018.5.30). The 'Attributes' section includes 'Required Product Type(s)' (Shippable Media, PitchPlus) and 'Required Language(s)' (German, English, Spanish, French, Italian, Portuguese). The main content area shows a list of products with details such as 'The 2 Week Diet - Launch For 2018 By Proven Sellers!', 'Lean Belly Breakthrough', and 'Fath Diet'. Each product listing includes an 'Avg \$/sale' value and a 'PROMOTE' button. The interface also shows a 'CREATE' button for account creation and a 'CLOSE WINDOW' button.

This product is selling very very well and if we sell this product to someone we will get an average sale of **\$24.90**.

Now we have an offer **The detox** that is the product that we're gonna sell.

The second thing we need something that we can give away for free.

Basically we're going to say in our Facebook feed, **“You can get 10 free detox recipes right here if you just click the link.”**

They'll be taken to the optin page just like this.

Get my 10 free best recipes for detox. ✕

*I lost ten pounds of weight and got
skinny in seven days!*

Enter your name here...

Enter your email address here...

YES! I Want It.

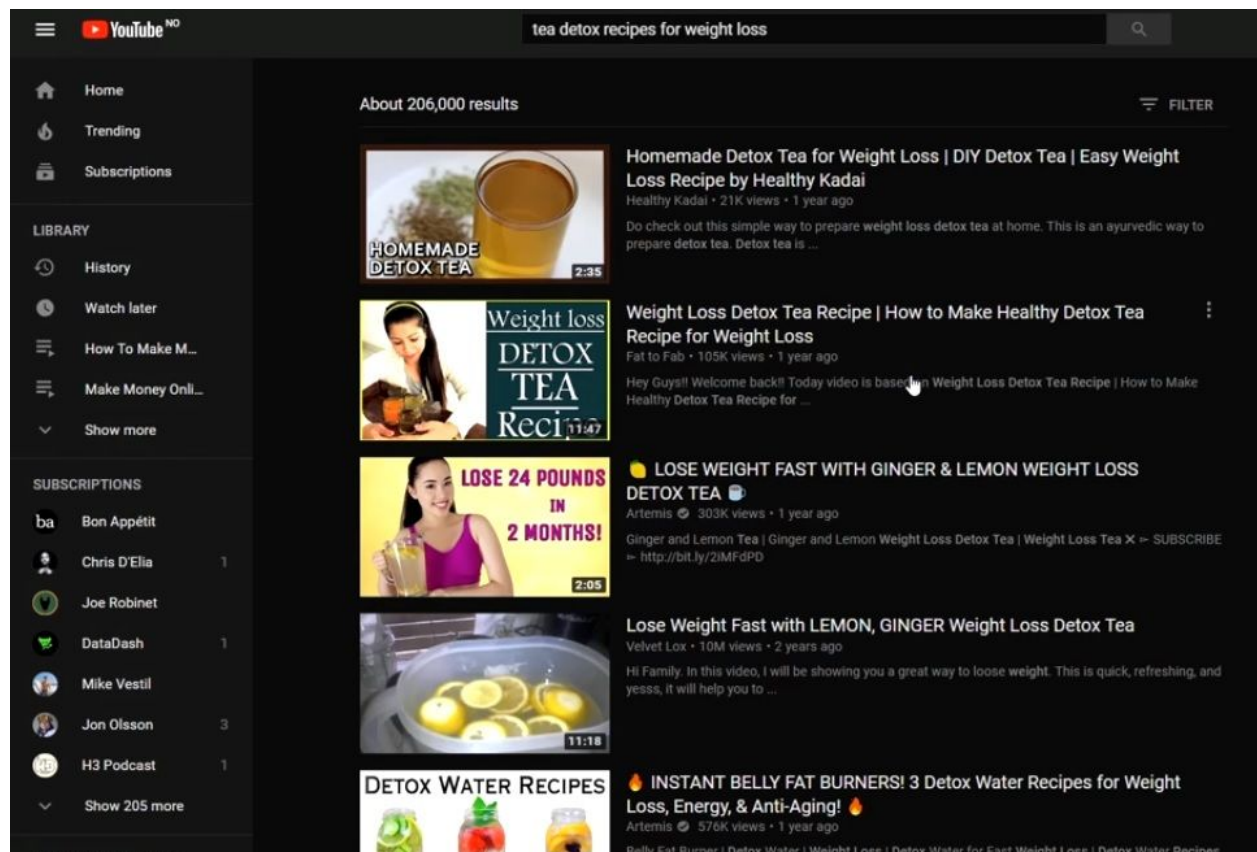
We promise not to spam you. You can unsubscribe at any time

Don't lie. Don't be an unethical marketer. You basically want to say the benefits and want the the customer can accomplish with these **10 free recipes.**

Create An Giveaway:

Now you need a free giveaway item. This is called a lead magnet in the marketing world.

Just search **Tea detox recipes for weight loss** on youtube. If you want to do this really fast just watch one of these videos, take their recipes, write them down into a PDF document and then just give that PDF document away.



Now we got our free giveaway item, lead magnets that we can give away to people. We also have an affiliate product. Now it's the time to build our Facebook profile and start sending people to this amazing funnel.

Build Up Facebook Profile and Get Leads:

We would go into facebook and search “**tea detox**”. We will find groups like below:

Facebook search results for "tea detox". The search bar and the "Groups" filter are highlighted with red boxes.

Filter Results

SHOW ONLY

- Any group
- Public Groups
- Closed groups

MEMBERSHIP

- Any group
- Friends' groups
- My groups

The Red Tea Detox Members [Join](#)
565 members · 5 posts a day
Welcome to Official The Red Tea Detox Members Group! Feel free to ask any questions you have about the detox program, share tips and tricks
👤 Robert Gaziano and Abbaba Af are in this group

Healing Through Detox [Join](#)
3.2K members
The Purpose of this group is to share valuable Detox tips and the members can get tips and hints from other members of the group. Also
👤 Robert Gaziano is in this group

12 Day Smoothie Slim Detox [Join](#)
11K members · 10+ posts a day
This is a members only group. To join this group you must first download the 12 Day Smoothie Slim Detox eBook from the link below https://

The Beauty Detox Foods [Join](#)
24K members · 6 posts a day
Welcome to the official Beauty Detox Solution /Beauty Detox Foods Book Club. Post questions, comments, and share your ideas! The Beauty

Detox Tea 🍵 With Chantelle 🍵🍵🍵 [Join](#)
171 members
Buy and Sell Group

IASO DETOX TEA [Join](#)
1K members · 18 posts a year
Iaso detox tea group was created to introduce and awesome detox tea (the flagship product from Total Life Changes), that helps in weight loss.

DIY Herbs for Detoxification and Regeneration [Join](#)
16K members

You need to join all these groups and you have to find people interacting in the group and interact in these groups as well.

Post valuable content saying,

“Hey, what is the best detox out there?”

Asking questions like **“Hey, what is the best detox out there?”**

“How can detoxing help my life”

You have to learn as much about the market as possible and start interacting with the group and start asking questions. Because that is always going to get you the most results in most good groups. A good question is the best way to get engagement. So you find all the people interacting in all these groups. And you add them as your friend and basically you should add about 50 friends every single day.

Start slow in the beginning because you don't want to get banned by Facebook. So you start with like 20 a day and then you grow up to do that for a week

and then you do 25 a day and do that for another week. Then 30 and then 45 and then 50.

Adding these tons of friends you can start to post on your own wall.

Now I'll show you an example in the “**Make money Online Niche**” so that you can replicate and start.



The image shows a screenshot of a Facebook post. At the top, the user's name is "Liam James Kay" with a profile picture, followed by "Builiderall - Business English" and the timestamp "May 22 at 5:12pm". The main text of the post is "Hi everyone, I have created my own VIRAL funnel and it's WORKING! 🤖". This text is enclosed in a red rectangular box. Below the text, there is a preview of a video or image showing a black background with white and red text: "PASSIVE INCOME SYSTEM", "FREE ACCESS To My SIMPLE System", "That is Generating Me...", "\$5634 Every Month In Passive Income", and a yellow button that says "YES, GIVE ME INSTANT ACCESS!". At the bottom of the post, it says "Tony Baker, Erik Nissen and 96 others" and "382 Comments".

Liam James Kay ▸ Builiderall - Business English
May 22 at 5:12pm 📷

Hi everyone,
I have created my own VIRAL funnel and it's WORKING! 🤖

Erick said the key to making a funnel go viral is to get your lead making money in the first 24 hours and I have ACHIEVED IT! 🚀 ... See More

PASSIVE INCOME SYSTEM
FREE ACCESS To My SIMPLE System
That is Generating Me...
\$5634 Every Month In Passive Income

YES, GIVE ME INSTANT ACCESS!

👍👍👍 Tony Baker, Erik Nissen and 96 others · 382 Comments



This guy have said “If anyone is interested in trying it out giving feedback. Let me know you should get a bunch of signs ups in the process.”

You see there are 382 comments of people saying,

“yes please. Give this to me.”

“I really want this”

“This is really awesome! I'm really interested in the offer.”

So when you also get this comments of your post, replay with the link of 10 recipes page. That means the email capture page.

This is the best way of monetizing your audience.

You can build your friend list by this process.

Those who are commenting to the post that means who are interested, send them friend request. Because they are super targeted audience for your offers.

Start Email Campaign and Make Money:

You have almost done everything to start your online business. You have the right product for promotion, facebook friends, groups, and the email list. Now It's time to send mail with great offers to your email list.

To Make A successful Campaign Read This Article Carefully: [Create a Regular Email Campaign](#)

I think this will be a super simple method to start your online business. I personally use this formula to collect leads without any stress.

Facebook Lead Generation Killer Ideas:

Most marketers know by now that Facebook is an important business tool for companies of every size and industry. With a daily active user base of 1.13 billion (1.03 billion on mobile alone), you know it can help you reach new audiences you may not have been able to reach otherwise. It can also help you get found more easily in search, create a community around your business, promote the content you create, and develop a strong brand identity.

But what about using Facebook for lead generation? Attracting new leads using Facebook -- leads that might eventually turn into paying customers -- is one of the most intriguing reasons to use Facebook marketing.

The 2 Types of Leads You Can Capture on Facebook:

Although definitions can vary, in general, a lead is a person who has indicated interest in your company's product or service by giving you their information in some way. People can show interest in a variety of ways: filling out a form to download an ebook, requesting a demo, or completing an online survey.

Unfortunately, simply Liking a status update, photo, or video on your Page doesn't make someone a lead. That type of action doesn't indicate interest in your company or product -- it's possible they just Liked your post because it had a cute puppy in it, ya know?

On Facebook, there are two ways you can generate leads: direct leads and indirect leads.

Direct Leads:

Direct leads are generated by sharing content that links directly back to a form on your website where visitors can share information in exchange for an offer -- whether that be an ebook, coupon, infographic, or any other piece of content. This form is housed on a landing page dedicated to that specific offer.

Indirect Leads:

Indirect leads are generated by using Facebook on the path to conversion. For example, if you shared a blog post that had a call-to-action to a landing page at the bottom of the post, your initial Facebook share is helping direct visitors to that landing page.

While directly promoting landing pages is an instant gratifier of leads generated, providing content without a form makes your Facebook presence a

friendlier home for content that your fans will want to come back for again and again.

Now, let's dive into 12 ways you can capture leads, whether they are direct or indirect.

12 Types of Facebook Posts to Help You Generate Leads From Your Business Page:

1) Post landing pages for offers directly to Facebook.

One of the best ways to generate leads on Facebook is simply to send people directly to landing pages for lead-generating offers. (If you don't have many lead-generating offers yet, read this blog posts for ideas.)

When you do this, make sure the offer has a compelling featured image that's getting pulled into the Facebook post. To ensure Facebook pulls the

right image from your blog post into your Facebook posts, you'll need to first optimize the image size for Facebook and then add the proper open graph tags to your website, which you can learn how to do [here](#).

You'll also want to make sure it's clear to the reader where you're sending them. If they think they're clicking into a blog post and find themselves needing to fill out a form, they could get confused or frustrated. Use verbal phrases like "Download your ebook" or "Get your cheat sheet" to indicate where you're sending them.

2) Post the blog posts that generate the most leads.

Another way of generating leads from the content your team is producing is to simply pick the blog posts that generate the most leads, and post those ones to Facebook. (Learn how to do a blog lead generation analysis [here](#).) The topic and title of the blog post will intrigue your audience to click and read, and then they'll find a CTA within that post -- preferably high up, near the intro -- to either a

solution to a problem they're having or to something they want to learn more about.

Pro Tip: Our social media managers have found they're able to generate more leads from Facebook by posting blog posts containing anchor text CTAs in the introduction. If you aren't using anchor text CTAs yet, you may want to read up on the study we did on anchor text CTAs on the blog and consider adopting them yourself. In every single post we tracked for that study, the anchor text CTA was responsible for between 47% and 93% of a post's leads.

3) Include links to landing pages in your image captions.

Most marketers understand the importance of using visuals like images and videos in your Facebook strategy. For example, Facebook posts with images see 2.3X more engagement than those without images. To turn these higher engagement rates into lead generation opportunities, consider including links to your website in the descriptions for your

images -- especially your profile picture and cover photo descriptions.

Whether it's to a blog post, a piece of lead gen content, or just an "About Us" page, links are opportunities for interested folks to get to know your company better, and the descriptions of your profile picture and cover photo are prime real estate to do it. That way, any time people view your cover photo directly, they can access the download link.

4) Use videos to promote lead gen offers.

Facebook's organic reach has dropped to 52% so far in 2016, thanks to the tweaks in Facebook's algorithm to help mitigate the increasing amount of content on its platform. But videos are the big exception here. In fact, posting videos has actually helped neutralize some of that pain for marketers.

Why? To start, Facebook's algorithm favors video content. As a result, video posts have 135% greater organic reach than photo posts. So if you're trying to increase your lead gen efforts on Facebook, you'll

want to start using videos to help introduce and promote those lead-generating content, whether they're offers, events, courses, or something else.

In addition to the text CTA you can add in the video's description, remember to add a verbal CTA to the video to "register" or "download," both earlier in the video and at the very end.

5) Use Facebook Live videos to remind people to register.

Videos can be pretty time-intensive to create. (Not to mention intimidating.) But you don't necessarily have to pull together the time and resources to create a perfectly scripted and edited marketing video to leverage the power of video on Facebook.

Facebook Live is Facebook's live video platform that lets anyone broadcast live videos from their mobile device straight to their Facebook News Feed. The best part about these live videos is that they're meant to be a little scrappier and more spontaneous

than normal marketing videos -- that's what makes live videos special.

What's more, Facebook Live has proven itself pretty incredible for engagement rates. Facebook's initial data revealed that people comment 10X more on Facebook Live videos than on regular videos.

So get the conversation going about your lead gen offers by creating a live video to promote them. You might promote an event by showing the setup live, for example. Or, you might promote an offer by hosting an open Q&A on live video where you actually interact with Facebook commenters live and on camera.

Just like you'd do with your normal videos, add a verbal CTA to the video in addition to the text CTA. In a live video, though, you'll want to repeat that CTA even more than you would with a pre-recorded CTA. Why? Because when you first start live streaming, you may have zero people watching. Even a few

seconds in, you could only have a handful of viewers.

As people find your video on their News Feeds, they'll join in -- but that means you'll want to repeat the CTA a few times to catch people up. You can also add a text CTA in the video's description.

6) Pin posts that link to lead gen offers to the top of your feed.

Pinning a post to the top of your Page's Timeline allows you to highlight what would otherwise be a typical post. It'll stay at the top of your Timeline for up to seven days, after which it'll return to the date it was published on your Page's Timeline. A pinned post is signified by a small blue-and-white pushpin icon on the top right of the post.

7) Add a call-to-action button to your Facebook Page.

Alright, this one isn't technically a type of Facebook post, but it's a pretty crucial lead generation tactic that no marketers will want to miss out on. Back in

late 2014, Facebook added a feature to its business Pages allowing users to place a simple call-to-action button at the top of their Facebook Pages. This button is simple but powerful, and it can help drive more traffic from your Facebook Page to your website -- including landing pages, contact sheets, and other lead generation forms.

8) Ask for input on your products.

One way to feed two birds with one scone (as my colleague Carly Stec would say) is to post a status update to your business' Timeline asking for feedback on one of your products or tools and linking to a landing page where people can sign up for a trial -- or, if it's free, to simply download the tool. You'll encourage sign-ups by linking directly to the landing page, and your followers will love the opportunity to give their two cents.

The obvious risk here is that you'll be opening up the floodgates for negative commenters, so be selective on the tools and products you post for feedback. Make sure you're posting something you're proud of

and ready to receive feedback for. You'll also want to have at least one or two people ready to respond to Facebook comments as they roll in -- both the positive and the negative.

If you do receive negative feedback, respond as quickly as you can to show you care, and prevent them from turning into something more serious. If you get complaints about the product, use the "customer is always right" approach and say you're sorry. You'll get respect from other customers for being upfront. Share your appreciation for folks' feedback. Finally, ask how you can help -- and then actually help. Take notes on the feedback you get and send it to the people who can make things happen.

9) Run a contest or giveaway.

People love contests and giveaways. Not only are they fun for your followers, but they can also teach you a lot about your audience -- all the while engaging them, growing your reach, driving traffic to

your website, and (drum roll, please) generating leads.

If the goal of your contest is to generate leads, publish posts on Facebook (in addition to your other social media accounts) that include an attractive featured image or video, language that's compelling and simple, and a link to your contest page where they can fill out a form.

10) Make a Facebook event page for your next webinar.

While we've already covered sharing landing pages with dedicated content offerings such as ebooks or contests, webinars are another great format for capturing leads. While you can promote your webinar's sign-up form by posting them to your business' Timeline, another way to spread the word is by creating a Facebook Event with with a separate registration page on your website.

Once you invite someone to a Facebook Event, you can encourage them to register on a separate

landing page, where they'll become a lead. In terms of reaching new audiences, Facebook Events are also more visible than standard Facebook posts on the News Feed.

Facebook also added new features that help businesses promote their events and see how they're performing. For example, you can create ads for the desktop and mobile News Feed that boost awareness of events and drive responses.

11) Run targeted ads to extend your content's reach.

One of the best things Facebook can do for your business is expand your reach to new audiences that are likely to be interested in your content -- and possibly become followers, leads, and even customers down the road. This is thanks to Facebook's very sophisticated targeting options, which let you target your ads to people based on things like location, age, gender, interests -- even the things they do off of Facebook.

There are three, overarching formats for Facebook ads that I'll cover in brief here: boosted posts, right-hand column ads, and News Feed ads. The main distinction here is the placement of the ad, as well as the amount of writing and size of image that is allowed.

- **Boosted Post:** This is Facebook's way of letting marketers turn otherwise normal Facebook posts into ads by "boosting" them. The post will show organically to some users, but to get better reach, the admin will press "boost" on the post (shown only to admins, not to other users) so it shows to a larger number of fans and to targets you can select ahead of time.
- **Right-Hand Column Ads:** This is the most traditional on Facebook, it appears on the right side of a user's Facebook News Feed. We often see less expensive clicks and conversions when using these ads, along with more advanced testing options.
- **News Feed Ads:** These appear directly in a user's News Feed and look more like native

advertising, although you can also add a small CTA button. They're part of a tactic called "dark posts," which means using News Feed-style ads that don't actually get published to the News Feed of your Page. In our experience, these ads have a higher engagement rate than right-hand column ads (which makes your Page look super healthy), but they can also be more expensive.

12) Run lead ads to simplify the mobile signup process.

As if Facebook's addition of CTA buttons to its link ads wasn't exciting enough, Facebook added an entirely new feature called lead ads in 2015, which lets users sign up for lead-generating offers and content without leaving Facebook. It was created specifically to simplify the mobile sign-up processes by making it super easy for mobile users to fill out your forms.

Why? Because the forms will auto populate instead of mobile users having to pinch-and-zoom and type

into tiny form fields. Basically, when you click on a lead ad, a form opens with your contact information automatically populated based on what you've shared with Facebook already, like name and email address. Talk about solving for form friction. Of course, you can edit your contact information before you click "Submit."

I hope you found these ideas for ways you can generate leads from Facebook helpful. So don't waste a single time to implement this Formula. You can easily make \$100 per day by this method.

I wish for your better success.

-G. Pall