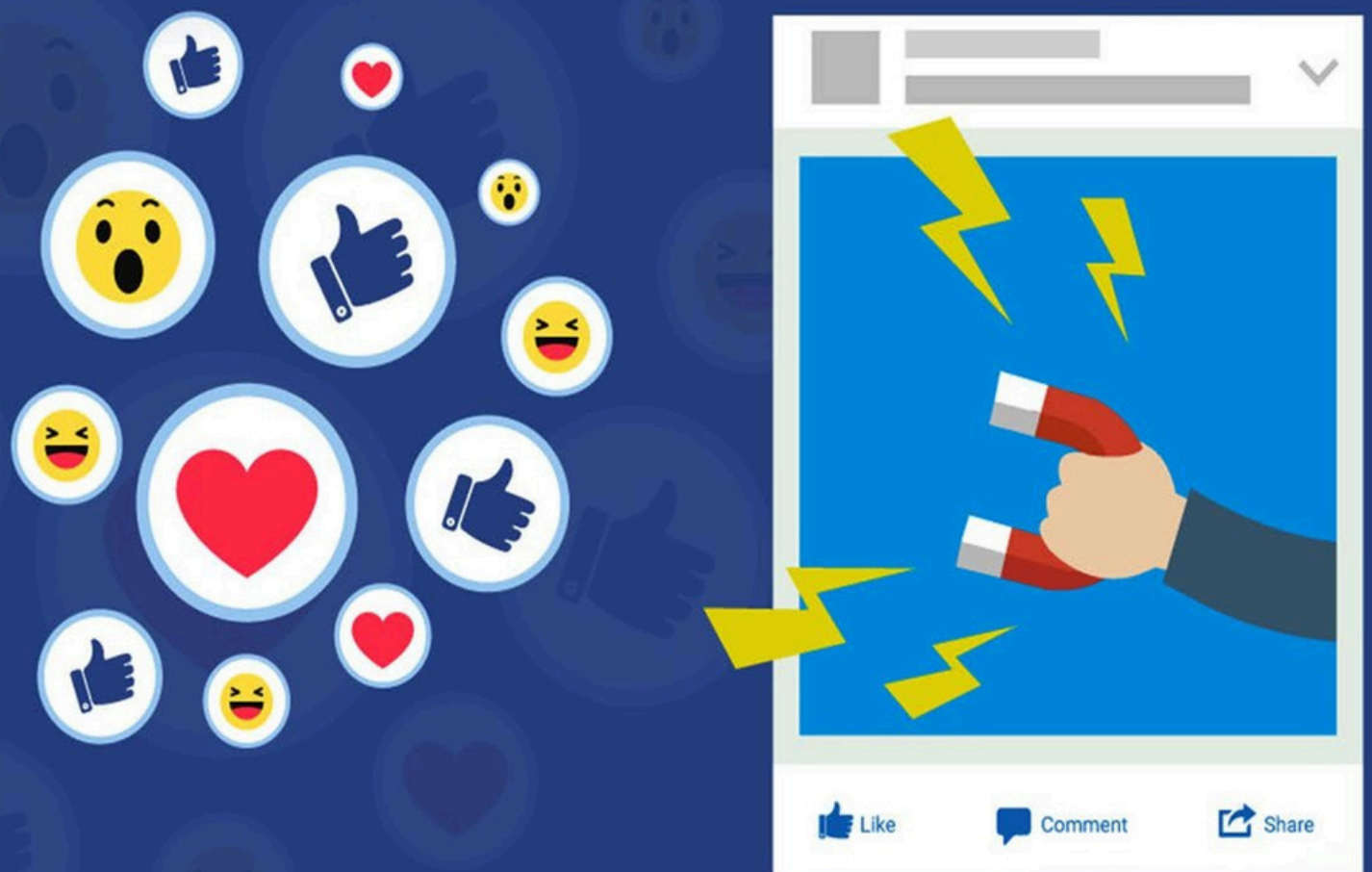


THE 10-STEP GUIDE TO MAKE YOUR FACEBOOK BUSINESS PAGE EXPLODE

Confused on What to post?



The Ultimate Network Marketeer's Guide to Make the
Number of Prospects on Your Business Page Skyrocket

Erik Praecius

THE 10-STEP GUIDE TO MAKE YOUR FACEBOOK BUSINESS PAGE EXPLODE

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Disclaimer

There is no guarantee for success even if you follow every step in this guide. This guide is made to inspire you and give you success on Facebook. Your success will depend on your commitment and your work ethic.

THE 10-STEP GUIDE TO MAKE YOUR FACEBOOK BUSINESS PAGE EXPLODE

Are you in the right place?

You would like to go online with your business but maybe you feel:

- **confused and don't know where to start with your Facebook business page**
- **apathetic and need help some practical tips to get started**
- **you need some inspiration to get your home business in gear.**



Who am I?

I live in the heart of Scandinavia called Denmark.

I have been working with sales for more than 30 years (yes I am really old).

I have a beautiful wife, a dog and two wonderful girls (pure luck).

I love to help others get success in their MLM Business.

I am working with some awesome people in Network Marketing.

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What is the secret of people having a huge base of followers on Facebook? If you look a little deeper, you will quickly discover that they provide the valuable, inspirational and entertaining content. A social media like Facebook aims to "hang out with friends", share things with others and find useful tips and entertaining features. If you have a business page on Facebook, you will never achieve the great success if you constantly spam your friends and followers with "buy my goods" or "become part of my MLM team".

Not only will your friends get tired of you and maybe even remove you. Facebook will also punish you and lower your visibility so almost no one will see you in the end.

Don't make the same mistake as many others who work with Network Marketing. You will too quickly burn yourself through your list and sit back with annoyed friends who are tired of seeing your sales circus in their news stream on Facebook. Consider your circle of friends as valuable relationships instead of sources of income.

It is also super important that you realize that the most important thing is YOU. You need to burn your personality and not your products. Your followers choose you, follow you and would like to see your results with the products. No one will be sold to. Everyone wants to choose to buy (or at least believe they choose themselves).

Instead of thinking about your business as a quick-fix, you will long for a long-term strategy that will make others notice you without you having to pull them off to get them to look at your products. . The password is Attraction Marketing. It takes a long time and you will need all the patience you can collect, but it is worth the effort. You will be considered a man you want to "hang out with" and you will even begin to consider your Facebook friends as friends (did you get it?) And not as potential customers. Be respectful and positive.

In other words, BE SOCIAL!

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In the following I will set out some points you can follow to get started getting more followers on your Facebook business page or your private profile.

If you are unsure of which one you should choose for your business, I recommend that you read my blog post on the subject:

[Read the blog post](#)

Remember that it is quite okay to deviate from my suggestions and give your profile your personal touch. The only thing you should always ask yourself is whether it is relevant content to the people you want to attract.

My best advice is to stay far away from politics, religion and provocative posting. Think of yourself as a data collector and not a super seller. Make sure to create valuable content and get your followers involved. The best thing you can do for your business is to get started with Facebook Live (even if it scares you to death).

Facebook is only a small part of creating a Network Marketing business, but if you do it the right way it can generate a massive number of prospects. Once you have read this guide, you should start immediately.

Do you get value out of this guide and want your team members to learn the same ...

Feel free to share this e-book with your team members!

Duplication is the key to success, and you can start today by simply sharing this guide!

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#1

GO LIVE!

If you want massive success on your Facebook business page, there is no way around. You must make live movies!

Facebook's algorithm loves live videos and they will perform much better than pictures and regular postings. You will get much better reach, get more followers much faster and later you have ingenious material to make your Facebook ads.

When you make a live broadcast, it gives your followers the quickest opportunity to get to know you. And the most important thing is that they get to know you, like you and trust you. And if you can speed up the process, it is preferable.

Yes, it's scary ... and what should you be talking about?

Make it easy from the start and be honest.

Tell your listeners about your MLM journey that will gradually evolve and become better and better. And get inspiration from others.

It is now you must leave your safe comfort zone and do something that you probably fear.

But don't worry!

No one makes a perfect Facebook Live the first time, or the second time, or tenth time. Practice makes perfect.

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#2

ASK YOUR FOLLOWERS QUESTIONS

- Do you prefer to book your meetings on the phone or via Messenger?
- Would you prefer to read articles, watch video or listen to audio?
- When you talk about your business, is it so difficult when it is your friends or your acquaintances?
- Do you make MLM for the sake of money or most for being part of a positive community?

When you ask questions, it usually helps to engage your followers. When your followers comment, it allows you to start conversations that can lead to the opportunity to tell about your business.

Make sure your questions are simple and easy to answer. Like with a yes or no. You can also make points so you can choose answer options A, B or C. You have a great opportunity to get to know your followers better when they answer.

Do not give up if there are not many who answer your questions in the beginning. The more followers you get and the more persistent you are the better and more committed you will get from your followers.

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#3

BE INSPIRATIONAL

To create activity, you should find ways to inspire your followers. The absolute best way to inspire others is by creating Facebook Lives. It is certainly something that most people fear, but what is the worst thing that can happen? When you go Live on Facebook, your followers will get to know you much faster and trust you. You can watch other people's videos and make your own version of the topics they are talking about. Follow any Elite Marketing Pro on Facebook where you can watch a new inspirational video every day. When you share expert content, it's a good way to build your own credibility and authority. Please make sure to share videos from other Facebook pages. YouTube videos reduce your visibility as Facebook's algorithm does not reward you for showing people away from Facebook.

You can use inspirational quotes. It is important that you not just "steal" others' pictures and use them on your wall. Make sure your quotes have your own logo and make sure to mention who has said the brilliant quote you are posting. You can advantageously find help on [fiverr.com](https://www.fiverr.com) where you can get quotes with your logo on. The time you save by letting others do the work can be spent on more sensible things. Be inspiring and add value to the lives of others.

Also share the success of team members and their stories. This is a powerful tool for attracting new team members. Of course, make sure you get acceptance from the person you want to put on your wall. An acknowledgment on Facebook could be something in this style:

Today we celebrate that my friend Sarah has just helped Mike to get an extra running income so he could say his job and pursue the dream of traveling the world. When you feel freedom in every aspect of life is just amazing. Congratulations to Sarah and welcome to Mike who has now gained the freedom to choose. Who else out there is ready to achieve what they dream of?

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#4

DON'T BE AFRAID TO SHOW VULNERABILITY

Your life is not amazing 100% of the time and you should not pretend it is. Your followers will love to get to know your real you and not just a facade that you set up. Most people would rather relate to someone who has problems in their daily lives as they themselves have. Few people have a perfect life and you run the risk of your followers not getting close to you.

Everyone makes mistakes, but it is the mistakes that shape us as the people are and remain. If you show honesty, you will reach much longer than the people who hide behind a false facade.

By showing that you make mistakes you give room for others to fail and not feel like losers when something goes wrong.

If you share a part of your life, your followers will experience your presence and thus become incredibly loyal to your Brand (You). Don't be afraid to say the truth sometime. Even if you hurt yourself and maybe some of your followers. Especially in connection with teaching it may be a good idea to give your followers "Tough Love". Many of your followers want the truth raw for the unsweetened. And be aware that vulnerability stems from honesty and should not be fake!

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#5

FILL OUT THE MISSING

When you have a business page on Facebook, it is the most important parameters to collect data. In this way you can get new ideas for topics you should address, and you get new approaches when you later have to tell the individual followers about your business.

Here are a few examples:

" For me, freedom means _____ "

" I get the most inspiration when I do _____ "

" The first thing I want to do when I'm successful is _____ "

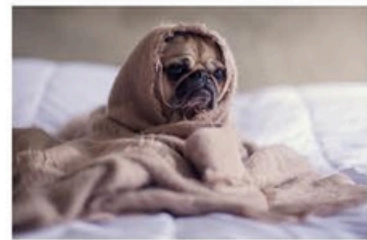
Of course, you can also display a picture and let your followers write the caption. And possibly extract a winner. Many people love to share, like and comment on pictures.

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#6

SHOW WHAT HAPPENS IN YOUR LIFE

Facebook is a social media and you should therefore open up and share a little more private things with your followers. A walk in the forest with the kids, a trip with your girlfriend or that you are sitting waiting for your son to finish with soccer training.



Stupid and silly situations can of course give you extra attention. If you have fallen into a huge mud pool at a festival, it is also part of your life. Pictures of situations like this allow your followers to get to know the "right" you.

When you give your followers an insight into your life, they will get to know you and trust you more.

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#7

AWAKEN YOUR FOLLOWERS CURIOSITY

One of the absolute best ways to get involved is by giving your followers a snap of something they don't understand. Human curiosity cannot be underestimated.

Are you on a fantastic journey with your MLM company, you can show glimpses of what you are doing, but avoid showing too clearly why you are there. Let curiosity work so they contact you to hear more. The conversation is now underway, and it is the first step to getting a new team member.

Before and after images without product display are also great for arousing curiosity. "Thanks to this new product I have lost 10 kilos". Your followers may also want to lose some kilos and ask interested what kind of product you have used.

Are you an exciting place then use Facebook live streaming to awaken curiosity. Let them come to you and ask where you were.

Create curiosity about your products and your business, but ALWAYS avoid mentioning product names and company names.

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#8

BE HELPFUL AND THOUGHTFUL

If you see one of your Facebook friends having run a marathon race you should praise and congratulate them. Is one of your friends working with homeless or other vulnerable you should praise them. If you have a surplus in your life, you may even need to offer your help.

If one of your friends is starting a business, ask if you can help spread the message about their business. In other words: Be considerate and helpful to your followers on Facebook will notice it.

People will check your profile and maybe even ask what you are doing. Make yourself visible to your circle and comment daily. When you direct the positive spotlight towards others, you will receive attention about your person.

For the pure truth is really just that most people prefer to associate with nice people.

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#9

WHATS HOT OR NOT

Keep track of your own presentations and note the type of presentation that gets the most comments. Then turn your posts on Facebook in the right direction. Give the people what they want.

Keep up to date with movies, art and music that may provide connection to the business you have.

Sign up for newsletter from experts and be the first to share the news on your business page on Facebook.

Be the first to share great news stories.

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#10

DO NOT SELL, BUT SELL

You should not sell directly, but rather use a more refined form of sale. Your followers do not care about your products as a starting point.

The only thing that worries your followers is their own problems and how they can solve them.

Of course, it is important that you remember to make a call-to-action in your communication if you also need to achieve sales results. Therefore, there should never post "buy this" or "get 10% discount" on your business page, but something like this:

- **If you love this look, you are welcome to tag your friends.**
- **If you like what you have read here, you can click on this link and read my latest blog post.**
- **Comment "YES" below and I will send you a private message.**

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Now you have got a lot of information about what you can post on Facebook and the question is pressing:

"How often do I post on my Facebook business page?"

It is clearly my opinion that it is better with a few relevant daily posts than a massive attack with indifferent presentations 5 times a day.

Facebook will penalize you to spam your news wall with links pointing away from Facebook and lookups that do not match the target audience that the algorithm has chosen for you.

Remember, your goal is to create a social media presence so that others notice you. The whole idea of Attraction Marketing is to create a Brand that is you. You can thus create a "warm market" that knows you, respects you and trusts you before you start selling anything.

And the cool thing is that you can go to bed in the evening knowing that you help others get a better working life.

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5 THINGS YOU SHOULD DO

1. **Make Facebook lives!**
2. **Create curiosity about your Brand (Yourself).**
3. **Be persistent and plan your posts (eg WednesdayLive or FunnyFriday).**
4. **Give compliments, positive comments and engage in the lives of others.**
5. **Give value, be interesting and let your content be relevant.**

5 THINGS YOU SHOULD NEVER DO

1. **NEVER mention your products and your MLM company directly.**
2. **Don't spam your friends and family with your products.**
3. **Do not copy other people's photos and text posts.**
4. **Don't waste your time scrolling aimlessly. Use your "toilet time" to comment, like and make contact.**
5. **Stay far away from politics, religion and provocative notices.**

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Maybe you feel overwhelmed and confused, but it's actually quite simple. Take a small step at a time and suddenly you are at the top.

Things take time and when you build a fire it doesn't happen overnight. You may first experience results after many months. So, the most important parameter to achieve success is persistence!

Once you have read this guide, you should start immediately. Do you get value out of this guide and want your team members to learn the same ...

Feel free to share this e-book with your team members!

Duplication is the key to success, and you can start today by simply sharing this guide!

Hope you are successful with your Brand

You are Awesome!

With Best Regards

A handwritten signature in blue ink that reads "Erik Praecius". The signature is fluid and cursive, with a long horizontal stroke at the end.

Ps.

If you have any questions, you are always welcome to contact me via my website:

[Contact Erik](#)