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Sandy: Hello and welcome, everyone. This is Sandy Reed. I am the President and Founder of the International Association of Women in Family Enterprises. This is our Business Building Expert call for May 2009.

Today, we are welcoming Terri Brooks. She will be speaking to us about how to create Facebook fan pages that deliver results. Terri is the Founder of www.AVirtualBiz.com.

Terri, you've been doing this business for how long?

Terri: I've had the business a little over two years.

Sandy: Terri is also an online branding and social networking trainer and consultant with certification in both internet marketing and social media marketing. She has over 35 years of administrative and management experience, both in for profit and nonprofit organizations.

She trains and manages the steps to establish your business exposure in social media networks as well as maximize your online exposure through blogging, shopping carts, and electronic newsletters and ezines. Multitalented, aren't you, Terri?

Through her program, Tasting the Internet, One Byte at a Time, she offers a menu of internet marketing and social media networking services that boosts your online presence, promotes your products and services, and causes millions of people to get help on the internet.

She also is a member of the eWomenNetwork and several organizations. She lives in the Knoxville area.

Terri, welcome. I am so glad you're here today. I am really excited about hearing about Facebook fan pages and all your other tips on Facebook.

Terri: Thank you so much. I'm thrilled to be here. I love to talk about Facebook. It has quickly become my favorite of all the social networking sites, not to slight Twitter, LinkedIn or any of the others. Sometimes you just fall in love with something right off the bat. I absolutely fell in love with Facebook and

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hungered to learn. I'm thrilled to be able to share what I know with everyone on the call.

Sandy: I know from your handout that you have tons of information for us to go through.

Terri: I'm thrilled to be with you tonight to share a little bit about the Facebook fan pages. I want to clarify, so you will know as we go through, that Facebook fan pages are also known as Facebook business pages or Facebook public profile pages. All three of those mean the same exact thing. There are just different names.

This originated as a fan page for bands, artists, musicians and people like that. That is what it was originally intended to be. Then it quickly caught on with the business world. "Hey, this is a great way to market your business through Facebook and within the whole internet." That's why it's evolved into business pages. The official name according to Facebook is a public profile page.

I have some statistics about Facebook, like when it was founded and how many people are out there. There are 200 million people. That's incredible. Your target market is sitting there, waiting on you.

That's what I tell everyone. Your target market is there. It's just a matter of how you connect with them and how you present yourself and your services to them that determines whether or not they want to do business with you.

That's what I hope to help you with today. Social media sites are absolutely about the relationship because we're online and not face to face for the most part.

Although Sandy lived here in Knoxville once upon a time, we probably will never meet face to face unless I get the opportunity to travel to California or she comes back to Knoxville, but we already have a relationship because of what we were able to do on Facebook. I joined her group and talked to her online.

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That's how you get to know people. You are interested in what they have. You find people who have interesting subjects, chat with them, and ask questions. You make it personal.

A lot of people have the fear of opening their lives up online, but it really requires you to open up to some degree in order for people to know you online.

As we all know, people will not do business with anyone unless they know, like and trust them first. That's what we have to do. We have to build that relationship first. We need a strong personal relationship or an online personal relationship with them. Then we want to build a strong presence with our personal side which will ultimately build our business.

You'll hear me talk about your personal side. I've flipped to Page 3 if you want to keep up. I'll try to tell you that as I go to each page of the PDF file.

Basically, on Facebook, you have two pages. The one that most of you probably already have is your personal profile. That has things about you, photos of your family, and your birthday.

Maybe you play the little games on Facebook. Maybe you're playing that Farm Town game which I hear so much about, and I run from when people invite me to play. Maybe that's what you're using Facebook for right now. That's great. That's your personal profile.

There are some very important things to make sure you have on your personal profile. The first and most important thing is a picture of you, not a picture of you and the dog, the dog, or you and the family. That's a great picture, and you can have it in your photo tab, but people really want to see you when they come to your page.

I highly recommend that you take a photo of just you and put it up. If you don't have one, there are many different ways to do this that I've included. You can take a picture of yourself immediately and upload it right away if you have a webcam.

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That's the first tip that I always share with everyone. If you don't have a picture of yourself, please put one up. Nothing aggravates me more than when people ask me to become their friend, but they don't want to reveal who they are. They have that little blue silhouette guy, the image that comes up on Facebook when you set up your account.

Chances are, I will not accept their friend request if I can't see who they are. Who's to say they're really Joe Smith if I can't see their face to know that they are Joe Smith. That's always my first tip. Be sure to put your picture up there.

Sandy: I have my picture up there, but I'm also guilty of having my business picture up there. On my Facebook group, I don't have my picture. I just have my business icon. What do you think about that?

Terri: That's great because the group represents your business. You are the leader of the group. You have your picture on the personal page, but the group represents your business the same as the fan page will represent your business. I think it's perfectly fine to put a logo or business picture on a group. There's nothing wrong with that at all.

The next area is what I call the "hottest piece of real estate on Facebook." It's the mini bio box. Right underneath your photo, you'll see a little box with the pencil icon. You may or may not already have this filled out. If you didn't, fill that out.

I have changed mine since I did this PDF because I took my own advice. This is more about me with a little bit of my business blended in. I've changed it now to talk about how I love my husband, chocolate and helping people with social networking.

It's fun. If you have a fun tip about yourself, like that you're an underwater basket weaver or whatever you may do for fun, you might want to put that on there. It helps to start conversations.

A lot of people look at this area, and sometimes they find it very helpful in determining whether they want to become a friend or not. I highly

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recommend that you fill this little box out. You'll see this same box when we get to the fan page. In that box, it will be all about your business. This one is all about you.

Joan wanted to know how to send a private message to someone. You would go to your friend's profile page. Sandy would click on my profile. Underneath my picture, there will be a line that says, "Send Terri a message."

That is a private message between Sandy and me. No one else can see it. As we communicate back and forth, no one else can jump in the conversation. That's how you can securely talk to your friends or business contacts back and forth.

If you have someone you want to talk business with, you can do that with the little area right underneath their profile picture that says, "Send _____ a message."

Sandy: That's helpful. I didn't know it was a private message.

Terri: Anything you put in the area that says, "What's on your mind?" is also called the publisher. If you click "share" it is public information. Everyone can see it. Be very careful. Don't put things you don't want everyone to see there.

We're going on to the public profile page, business page or fan page on Page 4. You'll find that if you scroll to the very bottom of any Facebook page. You will see where it says "About," "Advertising," "Developers," "Careers," and "Terms." You will click "Advertising." Then you'll click "Pages."

This is sort of how it will look. We'll talk a little bit about advertising later. You're going to click "Advertising," which will take us to Page 5. We're going to create a page. It's going to show you a lot of things. It's basically going to walk you through how to set up a page.

You'll click the green button that says, "Create a Page." Then it will take you to this smaller page that's kind of overlaid. You can choose to have a

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local business, brand, product or organization. You can choose that you're an artist, band or public figure.

Under each of these areas, there is another dropdown button. Under "Local," you can choose to be a realtor, mortgage person or accountant. I think I chose professional services. There are all kinds of industries that you can select from.

This helps Facebook know what kind of page to give you. For instance, if you pick artist, band or public figure, Facebook is going to give you opportunities to upload your music and videos more easily. It knows what to give you up front.

You can always add those things in. That's not to say that if you choose "Local," you can't. I can also upload video and have music on my page, but I have to manually add the application for that. If I choose it under artist, band or public figure, then Facebook will automatically give me that.

The area where it says "Name of Other Business" is where they ask for the exact name of your business. You can put that there, but I recommend filtering in a few keywords about what you do or what your business is about.

I always use this as a great example of a client who totally followed directions. I have a client who runs a health shop here in Knoxville. I said, "If you just put 'Health Shoppe,' you'll probably get some interest, but if you can be more descriptive, that would be really great."

The name of her page is, "For vitamins, minerals, herbs and knowledge, your source is The Health Shoppe." She put a lot of the keywords that she would want people to search for in the title of her business, but she also included the business name, which was awesome. If you can do that, it would be really good.

Of course, right here where it says, "I am authorized to create this page," you check that box. The electronic signature that it's asking for is just the name that you signed up for your personal Facebook page. They connect

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your personal page to your public page, your business page. They want to know that you, as a person, are authorized to set up this business page.

Look at all of these things under “Create New Facebook Page.” I would suggest that you take just a minute as you fill this out to decide exactly how you want this to look. If you want to be local, the dropdown is there. You can be a brand name.

It’s very difficult to change this. In the past, you couldn’t. You were stuck with it. Now, they are allowing you to change it, but it’s very difficult. You have to go all the way to the powers that be at Facebook with the request. It can take forever to get the answer or to get your changes. Be strategic and make some great business decisions up front. Then you don’t have to worry about that.

Sandy: Can you give us an example of when you would want to do it as a brand or organization instead of as a local business?

Terri: If you were a real estate agent and you worked for Realty Executives, you would want to have your own page to have your listings. You would maybe want to go with a brand, product or organization that said “Realty Executives” but then “Terri Brooks, Realtor” or broker after that.

I’m a SendOutCards entrepreneur. I have a SendOutCards business as well. If I wanted to set up a page for SendOutCards, I would set up a brand, which would be SendOutCards as my business name, but I would also say, “Terri Brooks, Master Card Sender.”

Let’s move on to Page 6. This gives a few more pieces about how to pick the category and name. You’ll again want to make some good decisions on this. As you’re building this page, be careful that you don’t type a wrong word because it’s hard to change it.

You’ll want to upload a picture. This is your business picture. It’s going to be either your logo or a photo of you in front of your building. It is a true business picture, just like you were saying earlier. You have the business

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picture on the group. This is another place where you'll want to be sure to put the business picture.

After those first few things that you have to do like making your decision on the brand and your name and uploading the logo or business picture, then you start building your page. That's what we're going to talk about here.

You can make your page inviting and welcome people as they come in by using different applications.

All of these are on Facebook. I can tell you where you find applications if you want. I hope everyone is in front of their computer and has their Facebook account up. If you do, look at the very bottom left. You'll see Applications.

Click on that and you'll see "Browse More Applications." Then you can click on that button and search. You can look for an application to add video, music, pictures or Twitter for example. There is an application for almost anything you would want.

These are the applications I highly recommend. Static FBML is Facebook's markup language, and it's just like the HTML coding someone builds your website in. Static FBML is the name of the application you'll need to install on your Facebook public page. This will allow you to enhance your public page to a degree that it is another website for you.

You can have your webmaster build what we call the "landing page." When people visit your public page, they will land on a specific tab of that page which welcomes them to your page. You can put in text, pictures and links to your other websites or blog. There are all kinds of things you can use by having the ability to put HTML or FBML coding in your pages.

This is probably one of the best applications I've ever found to use with Facebook. It really opens the door for you to use a lot of the things that you're already using on your website and to pull them into your Facebook page.

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You can upload YouTube videos, which is a very hot topic right now. YouTube videos are being indexed by search engines in about 10 minutes. It's incredible. Basically, when you put something out on the internet, it could take months for it to be indexed, and that's if you have some really great keywords attached to it.

YouTube video is just a hot topic. It's the main search engine now for those who are 30 years old and under. They hardly ever go to Google. They go to YouTube and search for what they're looking for.

If you don't have a webcam or one of the little Flip cameras to start doing some short videos about your business, I recommend you run out and grab one. Start to build a little video library.

Once you upload it to YouTube and have your own channel, you can put this application in Facebook, and then it's just a click to get that same video pulled into your Facebook page. Not only can you have that video on your YouTube channel and Facebook page, but you can also have it on your website. There are many different areas that you can have that same video online.

Sandy: This sounds like another call.

Terri: It does. There is so much to talk about. I'm just talking feverishly to try to get through this because I know there are a lot of questions.

One of the other applications is a Twitter feed. I love it. You can set up a Twitter feed to come into your public page. You can also set up the same feed to come into your personal page.

What I do for the most part is go to Twitter and make a tweet. Then it hits my business page and my personal page too. Anyone who is a friend over on my personal side and a fan on my business side is going to see that same Tweet or post twice on Facebook. If they happen to follow me on Twitter, they're going to see it three times. That's good for me because you know how many times it takes to get your message across.

Sandy: It takes eight or nine or more.

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Terri: That's right. As a sidebar, if you don't have a blog, you need one. Blogs are awesome. Everyone has great information to share. Blogs are free, and you really need to have a blog.

You can import the blog feed, and every time that you make a new blog post it will hit your page and your personal page as well. You incorporate that through the Notes. There is a Notes section within Facebook, and you can import your blog through it.

Everyone was so excited a couple of weeks ago because Facebook was opening the doors for everyone to get their vanity URL. I was all ready to get mine for my personal and my business page only to find out that you had to have 1,000 fans before May 31 to get it for your business page.

I got my personal one, which is www.Facebook.com/TerriBrooks, but I had to wait to get my business page. Supposedly, they're going to open the door for small businesses to get their vanity URLs on the 28th. Hopefully I'll be able to get www.Facebook.com/AVirtualBiz June 28.

If that doesn't occur, you can always use the application Memorable Web Address. You would add the application to your page and then set a URL similar to <http://Profile.to/yourbusinessname>.

You can also set up a redirect URL. That's a little bit of a coding issue. Your webmaster could probably help you with that. I do have a redirect for mine right now. It's www.AVirtualBiz.com/Facebook. That will take you to my fan or business page. If you're not following me or you're not a fan of my page, I hope you will become one. Just click "Become a Fan." I'll keep you posted about the June 28 information.

Of course, Facebook is a great way to send out some targeted ads to your particular market. It's on a pay-per-click setup. You can go in and check off the demographics that you're interested in. You put in what you want to pay per click. You make a bid. It could be anywhere from 35 to 45 to 75 cents per click.

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The great thing is that you can put a cap or daily budget on it. You can say, "I only want to spend \$4.00 a day on these ads. If I get clicks at 45 cents, enough to make \$4.00 a day, then it stops." The next day it will go back up to \$4.00 again and then it stops. It will run your ad until it hits your cap and then it will stop for the day. It's a great way to target market and get the word out about your products and services.

Like I said before, it's another website for you. The main reason you want to have a page is because it is searched so quickly and is so highly indexed within the search engines. For the most part, your Facebook page will come up before your website.

My LinkedIn page comes in first usually, and then my Facebook public page will come in second. My website will come in further on down the line. The number one reason you want to have a public profile page is for the SEO.

It will get you out there in front of everybody, especially if you optimize it with some of these applications, build it up and really make it something that dazzles folks when they come by. They'll want to come back and see what you have.

You have to be engaging. You have to be there every day and make a presence at your page. It would be just like if you had a storefront and put all these beautiful things in the windows, but you never showed up. You have to be there.

Sandy: That's a great analogy. People forget you're there.

Terri: They do forget you're there. That's why, if you have the Twitter feed coming in, you don't have to physically be there. You have the Twitter feed working for you. It still has some interaction going on on your page. If you have the blog feed or YouTube video coming in, you still have some interaction on the page. There are so many things that you can do. The possibilities are endless.

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This is a picture, on Page 7, of my fan page. As you see, I have quite a bit of stuff going on. The little tab that says “Fan Us” is where new people will land. I have it set up that way. You can do it too. It’s not a hidden secret that only I know how to do.

Right underneath the little box that says “Share,” you see the word “Settings.” If you click Settings, it will help you set up some the things, like where I have Virtual Business Solution Plus Fans. That allows everyone to see all the conversations that go on on my page, which is what I want.

I want it to be very interactive. I want people to come here and ask questions and share ideas. I want them to find out the latest and greatest that’s going on, or tell me what the latest and greatest is.

Under my logo, you’ll see the little box that says “Edit Page.” If you click on that, it opens up the back end of your page. We’ll see just a little bit more about that if you want to go on to Page 8.

When you click “Edit,” it’s going to bring this area up for your settings. What I wanted to show you was under Wall Settings. It says “Default View for the Wall,” “Post by Page and Fans” and then “Default Landing Tab for Everyone Else.” That’s the Fan Us page. If you drop that down, it will show all the tabs you have on your page. You can choose what tab you want new people to land on.

I keep going back to Realtors because I’ve been doing presentations to different real estate offices. Say they have a tab with some of their current listings showing and that’s where they want people to land, the first view they have of their page. They could change it to that. It would be “My Listings” or something like that.

The default view for wall is “Posts by Page and Fans.” That’s basically just your wall. After you become a fan, when you come back to my page, you’ll just come back to the main wall page.

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All of these other things you can set up for yourself however you'd like. That's where you make the changes, where you decide your new people land.

If we go on to Page 9, I want to show you that Facebook is incredible at what you get for free, what a great marketing tool it is and the things that they give you. This is the stats for my page. It tells me I'm up and down. What happened May 15? I don't know, but I'm glad. I need to go back and find out, and then do that again every day.

Sandy: How did you get to the stats, Terri?

Terri: It's through what we call "Insights." Scroll back up to Page 8. You'll see "Insights, 111 total fans" to the left. You just click that. Once you get your page set up, as you go back to it every day, the Insights page with this graph is going to be the first thing it shows you before you even go to your wall.

As the page owner, it takes you to this page so you can see what's been going on with your page. You can see I have a lot more females visiting my page than I do males, and they're 55 and over, which is awesome.

Sandy: It's awesome that you can get the demographics like that.

Terri: Absolutely. This is a great tool for keeping up with what's going on with your page and knowing who is really visiting. If you can, watch it every day. Then like on May 15 when I had that big spike in mine, I would know exactly what I did and how I drove traffic there. That could have been a day that I sent my ezine out. I'll have to go look. That could possibly be what caused that.

There is the URL to my page. I'd love for all of you to become fans. When you get there, I would love for you to write on the wall and say that you were here with us on the class tonight. Introduce yourself to the rest of the group and tell us what you do.

That's what a wall is about. A lot of people really don't get what the wall is for. The "What's on your mind?" part is for you to interact. It's all about

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sharing what you know, bragging on someone else or asking questions. When you happen on a group or page of information, ask questions or just introduce yourself. I hope to see all of you on my page and I will interact back with you.

I'm on Page 10 now, "How to Maximize Your Impact on Facebook." One of the first things you want to do is get your Facebook badge. You can get on Facebook both for your personal and business pages. You can have two Facebook pages. If you get those pages, put them on your website and your blog. Have them everywhere you have a presence on the internet.

Under my face, it says my name and then it says "Obstacles are those frightful things you see when..." That status changes every time my wall status changes. Anytime I have a new post, it changes automatically over on my website and on my blog. It keeps both of those very interactive.

The search engines love that. They want things to change. If these spiders crawling through search engines come back to your website and see that nothing has changed, they might not come back for two or three weeks. They think, "They're not doing anything over there."

If they crawl your site and see something different today and tomorrow, they say, "They're in activity. Let's come back here often. Let's recommend them out. Let's bump them up." It's all about the ranking. The interaction is what really helps you to boost that ranking.

We talked about importing your blog into both your personal profile and your public profile pages through the Notes. Notes is an application. Most pages already come with Notes, and you should have that there. If not, you can go down to the lower left under Applications and search for Notes.

We talked about adding the Twitter application to import your Twitter feed on both pages. If you have a FriendFeed account, then you can add the FriendFeed application. That's just another social site. We really won't go into that right now.

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If you're on LinkedIn, you can add a LinkedIn badge to your page so people can click that, find you over on LinkedIn and maybe connect with you there as well.

You can add the Business Cards application. That is just what it says. It's a nice business card where you can put all your information. People can see it when they come to your page.

If you use Microsoft Outlook for your email, there is an application called FBLook. It allows you to update your Facebook status from your Outlook, which is really nice.

Sandy: Oh my goodness! This is incredible. There is no way we could get through all of this in detail in one setting.

Andrea: I use FBLook in my Outlook. I'm in Outlook 24/7. It connects to the Facebook page. I know it will update your status on your Facebook profile, but it will also support Facebook business pages?

Terri: I don't know that for sure. I can double-check that and get the answer back to Sandy to put on the group page.

Andrea: I was going to check into that. I was going to email the people who create the product to see if it supports it. I just haven't gotten around to it yet. I was just thinking about it this week. It's funny you mentioned it, so I thought maybe you already knew the answer to this.

Terri: I've pulled it in on one of my computers, but I haven't pulled it in on my main computer. I really haven't used it a lot. I just thought it was cool and wanted to share it with you all.

Of course, if you have an iPhone or BlackBerry, there are applications for both of those. I don't have either, so I don't have a lot of experience with that. I have a home-based business, and I primarily stay here. I don't need those. When I get out of the office, I don't want to deal with Twitter and Facebook. I want to do something else.

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I don't know much about those applications, although I know they're very popular. I'll probably have to give in at some point and get a phone I can use them on.

Facebook Connect is another application. You can find it on the same page where I took you to find out how to set up the page through the advertising tab. It allows you to share and distribute information on other sites. You can use feeds, requests and notifications. It's really good.

A lot of other sites are now connecting with Facebook through Facebook Connect. It makes it easier to share and distribute information with each other.

Sandy: This is like StumbleUpon, right?

Terri: A little bit.

Sandy: You can use StumbleUpon to get information through that.

Terri: Right. We talked about the Facebook ads. I gave you a link to read the statements of rights and responsibilities. This is always a good thing to look through just so you don't make any faux pas.

I know a lot of people who have had their Facebook pages frozen because they added friends too quickly. They were mass friending, and Facebook frowns upon that. They won't give you a number that says 20 is too many or not to do any more than 30 a day, but if you hit whatever that magic number is, they could freeze your account.

My rule of thumb is I never add more than 10 friends a day. That way I feel like I'm pretty safe. That's how I've done it for the last year. Knock on wood, but so far so good. Just be careful.

That's the one I wanted to bring up. Go there and read the rest of the rights and responsibilities. That will help you to know a little bit more about what you can do on Facebook.

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We talked about the static FBML application. That's the top application out there. People are building some stunning pages. There are a lot of pages out there for brands like Taco Bell, Coca-Cola, Dunkin' Donuts and Victoria's Secret. They have some incredible pages out there using this application.

If you have a great web person who does some good work for you, have them build you a landing page that you can put on your page. I offer that same service, and we'll get to that a little bit later.

You can organize your news feeds using filters that manage your groups for better communication. When you're on your Facebook home page it's your news feed. It's what's going on with all of your friends. You see that pop-up, and then somebody else talks to them, makes a comment or gives them a thumbs-up. If they share a video or whatever they might share, that's your news feed.

I'm kind of back over on the personal side now. You can break that down into groups. Maybe for your personal friends you only want to see all of their stuff together. Maybe all of your business friends have their stuff together. Then you have your general overview of all the news feeds. That's something new they've recently come out with where you can filter it and categorize them.

My other suggestion is to get really familiar with the Help section. That's down along the bottom. On the very bottom right is the Help section. They have a great Help section on Facebook. It takes you step by step through how to do things. Take a look at that.

I'm on page 11 now. I've talked very quickly about social networking and how it's a major component of your business. You need to have a well-rounded marketing strategy to succeed in anything.

I just wanted to mention the newsletters I talked about earlier. I don't know this, but if I had to guess that day that my numbers spiked up so high, I had probably sent out one of my ezines or email newsletters. I always

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have my links on those newsletters. I have over 500 people right now who I send those to. People click that.

ConstantContact, which is what I use for my business, gives me statistics on who opened my newsletter, what links they clicked, how long they stayed there, and all that kind of stuff. It gives you some really good information.

I wanted to give you all a link. You can get a 60 day trial with ConstantContact. Check it out and see if you like it. They have some really nice templates where you can have your newsletter up and running in a matter of minutes. You can upload your contacts from your current contact manager. Then you're good to go.

One of the other areas I use that I mentioned before was SendOutCards. I've never found such an incredible program in all my life. I love it. It helps me stay in touch not only with my family and friends, but with my clients and prospects.

Every time I go to a networking meeting or if I meet someone online, I'll send them a card that I already have set up. I don't have to reinvent it every time. I don't have to run to Wal-Mart to get it.

I just grab the card online, input the person's address, and click send. Someone out in Utah prepares my card. They have my signature on file. They put a stamp and address on it and stick it in the mail for me. If I wanted to send a gift with it, they'd put that with it, too. It's pretty cool.

I read a white paper a few months ago that was a social networking thing they'd done. It took some statistics on what people needed. The third question in this whitepaper was, "Is there a step by step guide on how to get this done?" That kind of smacked me in the face. I thought, "There isn't that I know of. There probably is, but I think I'll write one."

I wrote a little book called *The Start Here, Now Do This Social Media Guide*. It's 56 pages packed full of things similar to what you saw today.

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There are screenshots that show you exactly where to start and how to do it.

It's what I call a social media sphere. It shows you step by step. Start here. Now go here and do this. It filters it all back in together where you have one big circle of social media activity that's really going to boost your business.

If you're interested in it, it's \$47. It's a download, so you don't have to wait on it. You can get it tonight. It's just sitting out there waiting on you.

I had also mentioned that we build custom Facebook pages. It's \$250 to create your landing page with the picture, logo and anything else you want. Then we'll set up tabs for your products and services. We'll set up an opt-in box to help you retain the visitors that come by.

ConstantContact is what I use for my opt-in box. When people sign up for my freebies, which is the tab I have on my page, they get the freebies, but they also get signed up for my newsletter every month. We'll put a tab for your videos and help you get your videos from YouTube incorporated.

Everyone has tips and great suggestions about their business, so we'll set up a tab for your tips. Then we'll also help you get started with it and answer any questions for a while.

Sandy: It all sounds great.

Terri: The next page is just about me. They can read all about that.

Sandy: I want to make sure we have time for questions. Does anybody have any questions for Terri?

Andrea: I do the same thing, and I'm thoroughly enjoying offering this service to clients. I'll bet you are as well.

Are you finding that so many more clients are having you create Facebook business pages, and they really understand what it's about? You'll need to do a little participation kind of thing, but I've found it's really a no-brainer.

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I've just found it to be a fun part of my business. Are you finding that as well?

Terri: I absolutely love it. You're exactly right. I get them past the question of, "Can you do this for me?" I say, "I can build the page, but you have to be there." It's just like I said earlier. You have to show up. I can't speak for you all the time.

Andrea: I get the cross-syndication thing set up for them so the stuff they post from their blog and Twitter comes in. Then you get some of the automation set up so they're not faced with a blank Facebook business page. It's actually populating automatically with some of the other stuff they're doing. They're really excited about that. They say, "That's great! I don't have to post to one more place."

I'm finding that it's really a fun thing. I have an old Facebook business page from before they made the change earlier this year. It was something I was playing around with. It was before we could do all these fun things, so it's really a basic, plain old Facebook business page. I set up RSS feeds to come in.

Without me doing anything to the page, it's getting a page rank of 3. Somebody said, "Did you realize you have a page rank of 3?" I said, "No. I never even look at the page anymore." It's really a phenomenal business tool for marketing and SEO. That was without me doing anything, so I'm excited about the new business page I'm participating with. It's fun.

Sandy: It's definitely important that you're out there hosting, getting your voice out there and letting people know who you are and what's important to you.

Does anyone else have any questions before we close?

Bobbie: I don't know if you know the answer to this yet. On June 28 when we're going to get our vanity URL or whatever you want to call it, do you know what time of day it is? I know the previous one was at 9:00 p.m. or something.

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Terri: I know. That was sort of a late thing. I've been checking the Facebook blog, and I haven't seen anything on it yet as far as times. I'm looking at it again right now, but it's mostly talking about sharing on the publisher. I'll keep searching.

I may also send a message to Mari Smith. She's always in the know. I'll send a message to her to see if she knows for sure when it's going to be. She had plenty of Facebook fans, so she already has hers.

Bobbie: I know Facebook is pretty strict about certain things. When you say not to add too many friends at once, I take that pretty seriously. I know they just bounce people. When you first set up your page you want to invite 500 people, is it just like you said when your ezine went out? Are they going to have a problem with that?

Terri: You want to import your contacts. When you first set up they understand you're going to mass populate, but you want to import those from your current contact system. You can import from Outlook, Google, Yahoo, Hotmail, and all those places.

It will import everyone and send out an invitation to those who are on Facebook to be your friends. It will send out an invitation by email to those who aren't to let them know you're on Facebook and they should come over to join the party.

Bobbie: They're so smart. Thank you.

Sandy: Does anybody else have a question?

Participant: I do. I've been getting some requests from rather strange people to add to my Facebook. What's your feeling about that? These are people in Africa. Their English isn't very good. It's just very odd.

Terri: Yes, that is very odd. In the beginning, I would accept anyone. I was all about building my fans or my friends, so I accepted everyone who asked me, whether I knew them or not. Then I thought, "That's really not the way you want to do this." I stopped doing that.

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Now I have to know them personally or know someone that we're mutual friends with. It will show you who your mutual friends are. If I don't have either of those met, then I go to their profile before I accept it. I look to see what they have written in that mini bio box. That's why I say it's so important to have that filled out with information about you.

I look to see if I went to school with them, if I worked with them in the past, or if it's something that might be beneficial for the two of us to know each other because our businesses may be related in some way. If I don't see anything there, I'll look at their info tab on their personal profile. I'll see what business they're in and read about them a little bit.

If they don't have anything there, that's an automatic no. Based on what they have there, that depends on whether I accept them or not. There have been a couple of people where I've said no because I didn't like what they had written on their info tab. It didn't go along with my beliefs. I didn't accept them. It's okay.

The other thing is that if you get a request for someone, and you don't confirm the friend request and just ignore it, they don't see that. Don't think you're going to hurt their feelings. They don't know you told them no. They just never have you in their friend stream, and they can't ask you again. Don't worry about it if you say no.

The other thing I wanted to share with you is if you do say yes to someone. I've had this happen as well. I said yes to someone, and then he became almost like a stalker. He was commenting about things I said in my stream.

Finally I got to the point where, I don't know this person and I really didn't appreciate the comments he was putting out there. I unfriended him and blocked him. He can't even find me anymore on Facebook. You can do that.

Sandy: I'm going to have to wrap up here because the recording is probably going to cut off. Believe it or not, my phone battery is telling me I need to recharge. I want to make sure I don't get cut off before we're done.

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If anyone else has any questions for Terri, email them to me or to Terri directly, and we can get those answered. What's your email address, Terri?

Terri: It's TBrooks@AVirtualBiz.com.

Sandy: Terri, I want to thank you again for sharing this information with us. Thanks to everybody who's been on here listening and participating.

I hope you'll be sure to check the website. We'll be offering the PDF and MP3 download of this call so you can go back and visit it later. If you're a member of IAWIFE it's free. If you're not, you can purchase it for a minimal amount of money. I'll also send an email letting you know when those are ready.

I hope everybody has enjoyed it, and I look forward to talking to you guys later.

Terri: Thanks, everyone. Goodnight.