

Creating and Profiting from Your Facebook Fan Page

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Congratulations! Getting to the point where you're ready to launch your Facebook Fan Page and grow your profits is an event to be celebrated. It has taken a lot of planning and hard work to get to this point and you deserve a pat on the back. Before you start blushing in the glow of success, use this handy checklist to make sure you've covered all your bases.

- You have created measurable goals for your Facebook Fan Page including but not limited to: (Check all that apply)
 - Drive more traffic to your website
 - Build your email list
 - Sell more products/services
 - Announce special offers and promotions
 - Announce events
 - Share news
 - Provide value to your prospects and customers
 - Share photos and videos
 - Get feedback from clients and prospects
 - Improve your relationships with your prospects and customers
 - Improve Search Engine Optimization
 - Other _____

- You've identified and researched your target audience.
 - You know who they are and what problems they have
 - You know they're present on Facebook because you've:
 - Interacted with them on Facebook already
 - Utilized published research found online. For example graphs and charts.
 - Utilized the Facebook Ad creation process to study the actual numbers of potential prospects.
 - Been using Facebook successfully and know it's time to add a fan page.
 - Other _____

- You've create a short term plan for your Facebook page that includes but is not limited to: (Check all that apply)
 - Welcome tab

- Opt In tab
- Product/Services tab

- Questionnaire/Survey tab
- Video tab
- Discussions
- About/Information
- News
- Contests
- Promotions/special offers
- Twitter and other social networking links
- Other _____

- You've created a long term plan for your Facebook page that adds content and value on a regular basis.

- You've logged into Facebook and created your page. (Or hired someone to create a custom page for you.)
 - You've used your real name instead of your business name
 - You've uploaded a photo of yourself, not a logo or other business related graphic
 - You've created the tabs you want to launch your page with and each tab supports your goals.
 - You've proofread and edited the content on the page to ensure it accurately represents who you are and what you want to accomplish with your page.

- You've created a long term plan to maintain your Facebook fan page. This plan includes, but is not limited to: (Check all that apply)
 - Networking - you've integrated your fan page into your existing marketing tactics and strategies. Including:
 - Email signature
 - Autoresponders
 - Advertising
 - Other social networking sites
 - Information products
 - Content
 - Website
 - Other _____

 - You've invited all of your current Facebook friends to "You're your page."

- You've invited all existing customers and subscribers to "You're your page."
- You've connected with industry leaders on Facebook and invited them to become a fan.
- You've connected with your competition on Facebook and invited them to become a fan.

- Content and value - you've created a plan to consistently add value to your Facebook page. (or you've hired someone to manage and maintain your page)

- Analytics - you've created a plan to consistently analyze and study your page results to ensure you're on track to meet your goals. You've created a plan to analyze:
 - The number of interactions you have had with fans each day or week.
 - The number of comments you had on your posts.
 - The demographics of your fans
 - The tabs, content, or applications that receive the most interest and interaction
 - Other _____