



# Make Money Messing Around On **facebook**®

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# Chapter 1 – Overview

In this short guide you are going to learn exactly how you can start earning money in as little as 24 hours, doing the things that you already do on Facebook!

Did you know that social media has become one of the biggest drivers of sales and new customers for businesses? Companies that used to spend millions of dollars on radio advertising, TV commercials and billboard signs, are now shifting huge chunks of their marketing budgets to social media sites like Facebook.

So why are they doing this? The simple answer is.....

## **Social Proof**

What do you think is more valuable to a business? Someone seeing an advertisement from a business that says:

*'Buy our new smartphone, it has great features and is reasonably priced!'*

Or that same person seeing a Facebook status update from their friend saying:

*I LOVE my new XYZ smartphone, the camera on it is amazing*

Of course, it's the latter. And that's why social media is so powerful for business.

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What you may not realise though, is that you have unwittingly become an unpaid marketing agent for these companies!

Every time you mention a business on Facebook, recommend a product or service, or 'like' a businesses page, you are making that business money.

### **And what do you get in return?**

Nothing.

Does it seem fair to you that these businesses should be making all this money of the back of your time and efforts, while you get nothing?

### **Imagine if you could get paid for the actions you take on Facebook?**

How great would it be if you could get paid every time you 'liked' a page, shared an article or left a comment.

Instead of wasting all those hours you spend on Facebook, you could turn them into a way to make some extra cash. That would be pretty awesome right?

### **Well now you can!**

And the key to all of this is affiliate marketing.

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## So what exactly is affiliate marketing?

At it's most basic level, affiliate marketing is when a business pays you a commission or fee, for helping them get new customers or sales for their business.

For example, a business that sells a weight loss program online for \$100, may have an affiliate program that pays 50% commission for each sale you help them generate. You could join this affiliate program and then get paid for telling people about the businesses website.

As the affiliate program pays 50% commission, and the product sells for \$100, you would get paid \$50 for each customer that you send to that businesses website.

It's that easy.

If you were an affiliate for this weight loss course, all you would need to do is find people who are interested in weight loss, get them to click on your affiliate link (which will take them to the businesses website) and then you get paid \$50 for every person that buys the product.

Facebook is the **perfect** place to make money doing this as an affiliate, because through their Facebook accounts people tell you exactly what they are interested in (*and therefore what they may be interested in buying!*).

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**Through the pages that they like**

**And the groups that they join**

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You can then use this information to recommend products they may be interested in (using your affiliate links), and when they buy them, **you get paid!**

It's not spam or unwanted marketing because you are only giving people information about products and businesses that you *know* they will be interested in.

For example, lets say you see a post on Facebook where someone writes:

*Can anyone recommend a good android phone? I just broke my old one and I need to buy a new one ASAP!*

Normally you would reply to a post like this with the name of a phone brand, or a link to a phone manufactures website that you have heard good things about.

However, as an affiliate you can still provide the same helpful advice, but you can get paid for it! Instead of just giving them a link to the top selling Android phones, you can give them an affiliate link instead.

They will never know the difference because they still get taken to the same web page with the top selling Android phones, but now if they buy a phone from that website, **you get paid.**

**How awesome is that!**

Are you excited to get started? Well the first step is to join the affiliate programs.

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## Chapter 2 – Join Afliate Programs

There are two major affiliate programs that you should join if you want to maximize your earnings as an affiliate on Facebook:

As you probably know, Amazon is the biggest retail website in the world and sells pretty much everything from baby diapers to coffins. What you might not know is that you can become an affiliate for Amazon with their program 'Amazon Associates'.

Once you join their affiliate program, you can earn commissions when you send someone to their site through your affiliate link.

Amazon is the best affiliate program for promoting any kind of physical product, such as a smartphone or watch. They have over 1,000,000 products that you can promote, and you can earn up to 8.5% commission on the sale price of an item.

8.5% commission might not sound like much, but on a \$500 smartphone for example, it means you get paid \$42.50 just for giving someone a link to the buy page for that phone.

It's very easy money.

**[Click here to join the Amazonaffiliate program](#)**

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Clickbank is the largest **digital marketplace** online, which means that it sells anything that can be downloaded to a computer, smartphone or tablet.

This includes things like ebooks, audio courses, videos, computer programs etc. Clickbank has an affiliate program where you can join and get paid a commission for promoting any of the products in their marketplace.

And because all of the products in the Clickbank marketplace are digital, the commission rates are much higher than with Amazon. You will typically get paid 50-75% commission on any product you promote!

**[Click here to join the Clickbank affiliate program](#)**

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# Chapter 3 – Make Money!

After you have joined the affiliate programs, the next step is to start integrating affiliate marketing into your daily Facebook usage so that you can make some money!

Don't get ahead of yourself though.

You can't just go and start pasting your affiliate links for random products all over Facebook. The most important thing to remember with affiliate marketing on Facebook is....

## Relevance

When you post an affiliate link on Facebook it **must** be relevant to to the discussion, person or group that you are communicating with.

If you just start sending out random affiliate links to anyone you come across on Facebook, without any thought as to what the offer is and whether that person will be interested in it, then what you are doing is essentially spam.

And not only is it spam, but it's also a waste of your time.

If you are just sending out affiliate links to random offers that you don't even know if people are going to be interested in, then it is very unlikely they are going to buy anything.

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On the other hand, if you are smart about what you do, and give people affiliate links to products and services that are **relevant** to them, you can make a lot of money.

And as we discussed previously, Facebook makes it super easy for you to find out exactly what people are interested in, thinking about or feeling at any given moment.

From a persons Facebook account you can see at a glance:

- **Status updates** – Tell the story of exactly what is happening in a persons life at any given moment (having a baby, started a diet, going on a holiday etc.)
- **Likes** – Give a quick overview of what types of things people are interested in.
- **Groups** – People with similar interests all join together in a single group on Facebook so that you can easily reach out to a large group of people with a targeted offer. Think about Facebook groups for people that want to lose weight, new parents, people looking to make money, cooking groups and many, many more.

Once you know what a group of people are interested in, it's easy to find and recommend products they may be interested in (with your affiliate links).

- **Apps And Games** – Facebook allows you to see what apps and games people use on Facebook, which can give you great information about what else they might be interested in buying.

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# The 3 Steps To Making Money On Facebook

## Step 1 – Identify an interest

The first thing you need to do is find someone, or a group of people, on Facebook that you have identified as having a specific interest (through a status update, comment, like, group etc.).

You will come across these all the time just with your normal use of Facebook. Your newsfeed is constantly filled with information saying that someone has liked a particular page, joined a group or set themselves a new goal through a status update etc.

If you want to find even more potential people to contact, you can look outside of your own connections and use the Facebook search function to identify groups, pages or tags that will help you segment a target audience.

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## Step 2 – Find a product to promote

Once you have identified a person or group of people with a specific interest, the second step is to find an affiliate product that you can promote to them.

Clickbank has a huge number of digital products like ebooks, video courses, audio programs, software, membership sites and more that cover a plethora of topics. And as I'm sure you know, Amazon sells everything from books, to bikes, TV's, phones, tablets and..... well just about everything.

So between the Clickbank affiliate program and the Amazon Associates affiliate program, you can find a product to promote that will appeal to just about anyone. For example, if you came across a status update on Facebook where someone said:

*Arrrrgh! I love my baby but why won't she sleep for more than 2 hours straight!*

You could go into the Clickbank marketplace, lookup the 'Parenting and Families' section and find a relevant ebook or video course to help them. A quick search in the Clickbank marketplace reveals that there are several products based on teaching parents how to get their children to sleep through the night. These would be perfect, and you get \$20 or more per sale.

Once you have found a product that is suitable, the next step is to get your affiliate link for it. Clickbank and Amazon both have different procedures for this and you can find detailed instructions on their websites, in their affiliate training sections.

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## Step 3 – Give them your affiliate link!

The final and easiest step of all is just to give them your affiliate link.

If we look back at the example we gave earlier where someone posted on their Facebook timeline:

*Can anyone recommend a good android phone? I just broke my old one and I need to buy a new one ASAP!*

You could respond to this with a comment like:

*Hey there, I've heard that the new XYZ phone is good. Here is a link to the top selling Android phones, they all have independent customer reviews so it should help you choose:*

*<http://youraffiliatelink.com>*

It's as easy as that.

And if you have found a Facebook group with a similar interest you could create a new comment in the group with your link, or reply to some status updates or comments from other members in the group.

**Tip:** *Don't just post your affiliate link as a comment or reply. Write a personal, helpful response or comment and only include your affiliate link at the end, as an extra source of information they may want to look at. This will help your comments seem more genuine and will help you get more clicks on your affiliate link.*

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## URL Shorteners

Some affiliate links that you get can be quite long, such as amazon affiliate links to specific products:

<http://www.amazon.com/dp/B000BTEIIU/?tag=AX94EF2SSFBB45>

This is fine, and will work if you give it to someone on Facebook. But it doesn't look very nice, and isn't very practical for the short message nature that Facebook sometimes calls for.

In these examples you can use a URL shortener such as:

<http://bitly.com>

By using a URL shortener like Bitly, you can turn your long affiliate URL like this:

<http://www.amazon.com/dp/B000BTEIU/?tag=AX94EF2SSFBB45>

Into a simple, easy to use url like this:

<http://amzn.to/TR5HS0>

Whenever anyone clicks on your shortened URL, Bitly will automatically redirect them to your full affiliate URL.

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