

# 7 SECRETS WHICH MAKE YOU MONEY FROM FACEBOOK

## INTRODUCTION

Knowing **how to make money from Facebook** is a must-know skill for every online business.

Too many entrepreneurs just **throw money at it**.

They think that buying ads on Facebook is the only way to **build an email list**.



It's not.

In this **free guide** Michael Cheney is going to show you **7 secret strategies** you can use, to **build an email list on Facebook** (without having to dip into your wallet).

Let's get started...

# TABLE OF CONTENTS

Getting Started

Strategy #1. Power Up Your Profile Picture

Strategy #2. It's All About the Traffic

Strategy #3. Leverage the Virtual Real Estate of Your Header

Strategy #4. Use the Secret Link Method

Strategy #5. Get Prospects to Raise Their Hand

Strategy #6. Leverage Your Live for Lots of Leads

Strategy #7. Get Viral Traffic with Shareable Memes

Conclusion

# Getting Started

Before we dive into each strategy, I want to **tackle the basics** with you here.

So you have an understanding of **what we're going to be doing.**

We're going to take a look at **how to build an email list on Facebook** using **free traffic and then turn this into money.**



Getting prospects off their website and onto your mailing list.

You can find other content on the internet about this topic, but I want to focus on the **FREE ways** you can achieve this objective.

**Rather than spending money on;**

- **Paid Facebook ads**
- **Building a website**
- **Creating a landing page**
- **Paying for an autoresponder**



on

on

I want to show you how you can do this, and **build a list from Facebook for free.**

# "How Do I Build My Email List?"

From a process point of view, **building an email list is very simple;**

All you need is a **freebie to offer**, a **way to capture people's email addresses**, and **traffic** to send to the **landing page**.

We'll look at each of these things in turn in this guide.

But I especially want to focus on the **getting traffic** part, which is a **stumbling block** for many entrepreneurs.

Let's be honest;

Getting a website, or building a landing page can be done **relatively easily**.

You can even **get them for free** (as I'll show you in a moment).

Or, if you have a little capital available, you can **pay somebody else, to build them for you**.

However, **getting traffic is a different proposition altogether**.

This is where the **rubber hits the road**.

If you don't know the best ways to **drive free traffic**, especially from Facebook, you can end up in the hole, **very quickly**.

I'll show you **exactly what to do.**

## "How Do I Get Email Subscribers on Facebook?"

You need to **offer something of value** that people really want to get their hands on.

It needs to be so **enticing and juicy**, that they would be **willing to pay money for it.**

But this is **only half the battle.**



Telling somebody about this and getting your prospects warmed up about the idea of **getting your freebie** is one thing.

But **actually getting a link onto Facebook**, so people can click on it, is another thing altogether.

### **Facebook hates external links.**

They do not want you to **take their traffic away from their website.**

It **hurts their earnings**, it hurts their **response rates**, and it hurts their **retention rate.**

All of this reflects on their **ad revenue.**

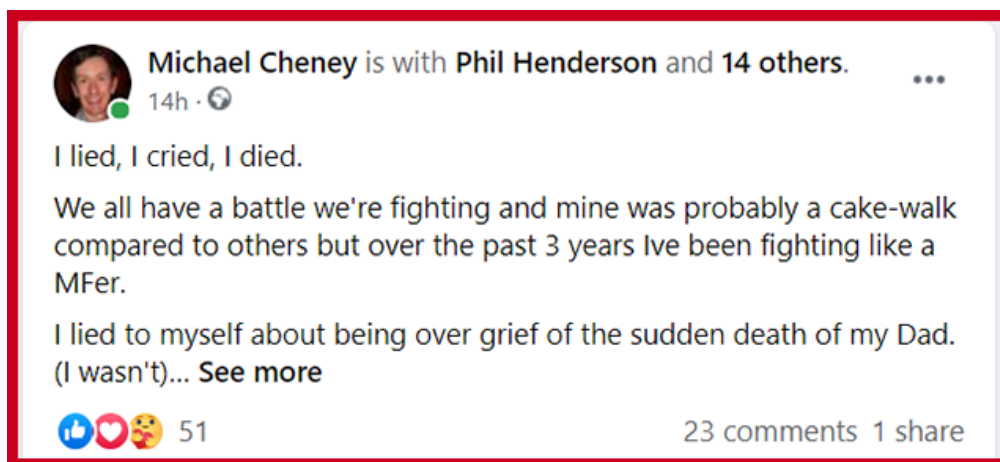
The more people that click on external links on Facebook, the more people are not on Facebook, using their platform.

Because of this;

## Facebook penalizes you for putting an external link in your posts.

You may have **experienced this yourself...**

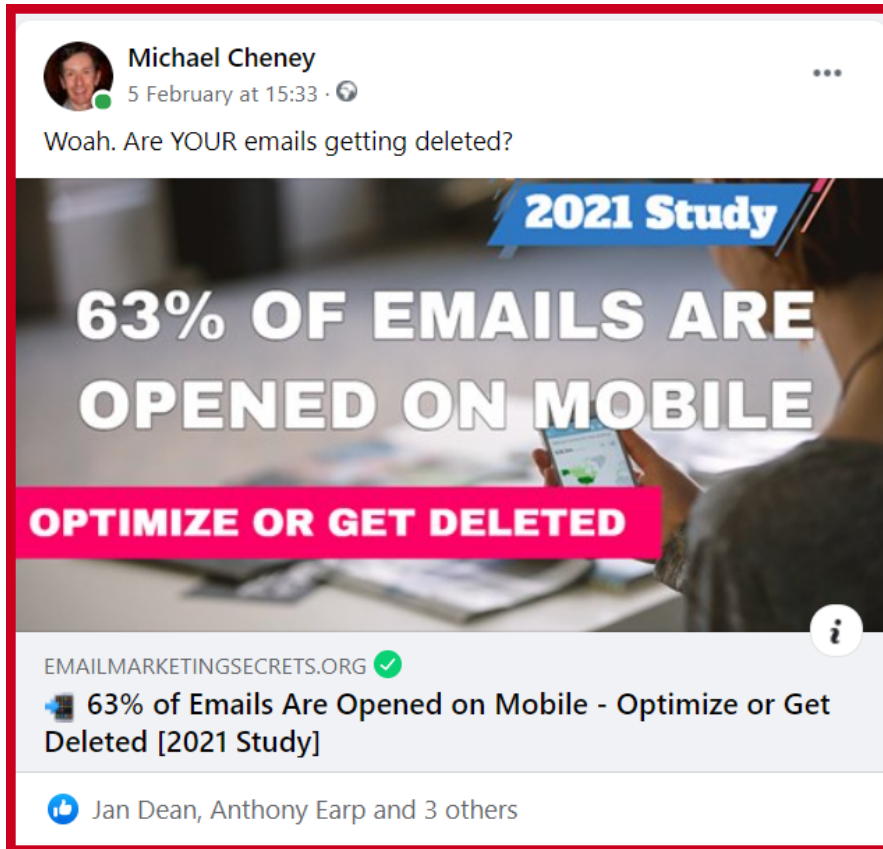
You can make a **regular text-only post**, and many of the people following your profile on Facebook will see it;



However, if you make a post, which includes an **external link, hardly anybody gets to see it on Facebook.**

This is **no coincidence.**

**Facebook throttles back traffic** that is sending people away from their website.  
They just don't like it;



In this **free guide** I'm going to show you **ways around this**, so you can still **get traffic from Facebook, without having to pay for it**.

What Facebook would ideally like you to do, of course, is **dip into your wallet** and **spend money** to **get the reach** that you deserve.

This is why when you create a Facebook group or a Facebook page, **you hardly reach anyone**.

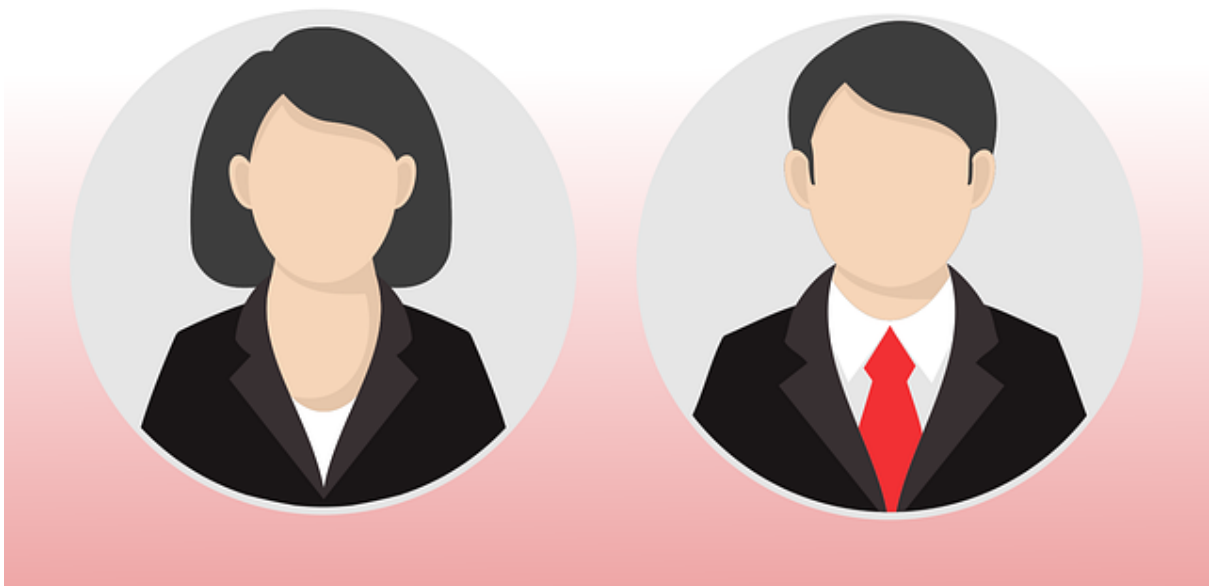
**Facebook restricts your organic reach, to make you spend money on advertising.**

# Strategy #1. Power Up Your Profile Picture

**Every action** you take on Facebook has a **different score**.

This adds to the **Facebook algorithm**, or what they call **EdgeRank**.

Whether it's **clicking a link, making a post, making a comment or sharing a video**, each action on Facebook, **results in a score** which **contributes towards your EdgeRank**.



The **higher your EdgeRank**, the **more reach** you will have on Facebook.

When your **EdgeRank score goes up** - the **more important Facebook believes your post to be**, and therefore;

The **more people** it wants to **show your content** to.

# Increase your EdgeRank and you increase your reach on Facebook.

Here's the **EdgeRank** formula;



While this **isn't publicly spoken about**, you can see **how important it is**, to have a **good EdgeRank score** on Facebook.

The **more interactive your posts** are the **higher your EdgeRank**.

So if you're **posting things**, which **nobody is interacting on**, then the next time you post, you will **receive less reach**.

This **EdgeRank score** works from one post to the next.

However, it is **also accumulative**.

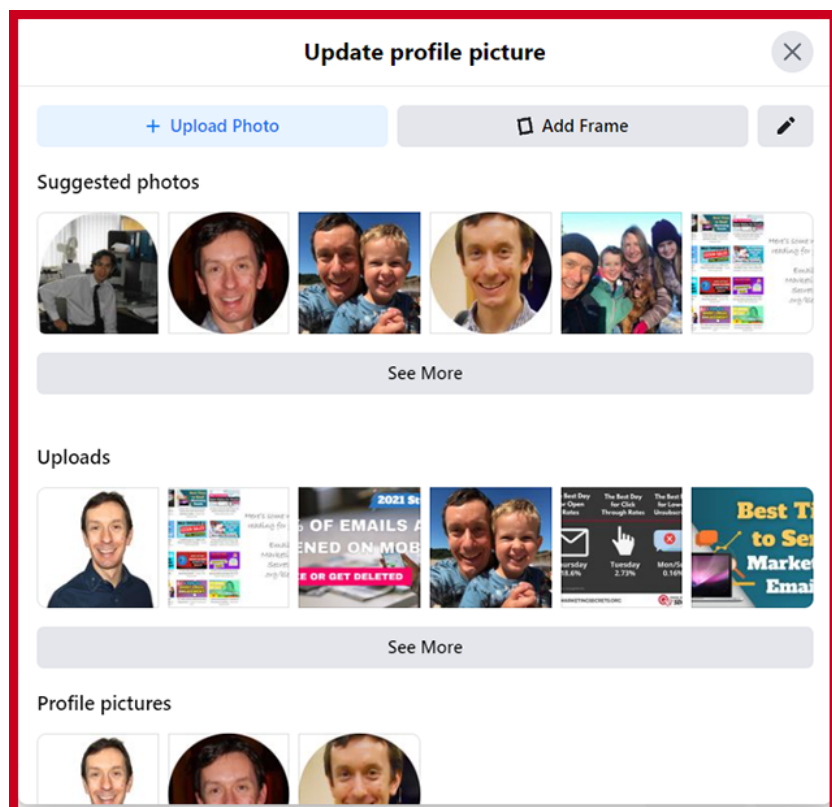
It is based on **all the posts and all the actions you've ever taken** on Facebook.

And the **responsiveness** these posts achieved on the network.

## Updating your profile picture is a high-scoring action on Facebook, so they reward you with a lot of reach.

You may have noticed this, whenever you **update your profile picture** on Facebook, you get a **lot of response**.

Even if you're just reverting to a **previous profile picture** you've already used.



The **profile picture update** gets a **high score** in the eyes of Facebook.

# You can capitalise on this, by featuring your landing page alongside your profile picture.

So here's how to **update your profile picture** and **include the web address** for your email capture page...

By the way;

I **strongly advise against** using a **business logo** or **generic image**.

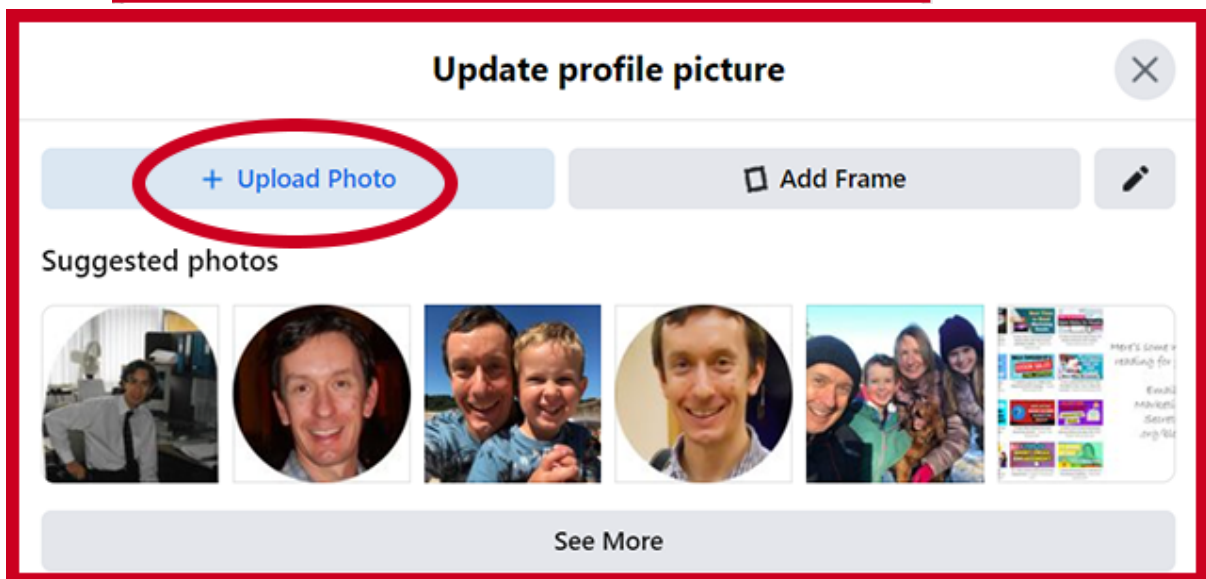
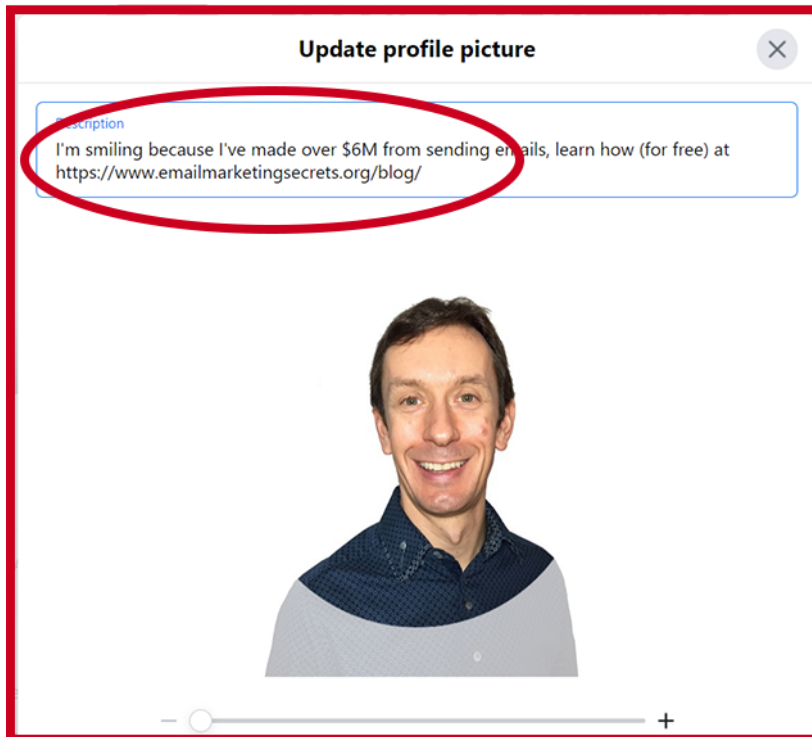
Use a real, **actual photo of you**.

After you've uploaded your **profile picture**, click on to it and **click Edit**.

Then, **add your URL** and a **short call to action**, along with the photo;

Click the **camera icon** first.

Then select the option to **upload a new photo**;



You can then **edit the description text** associated with your photo.

This is where you **add your URL**.

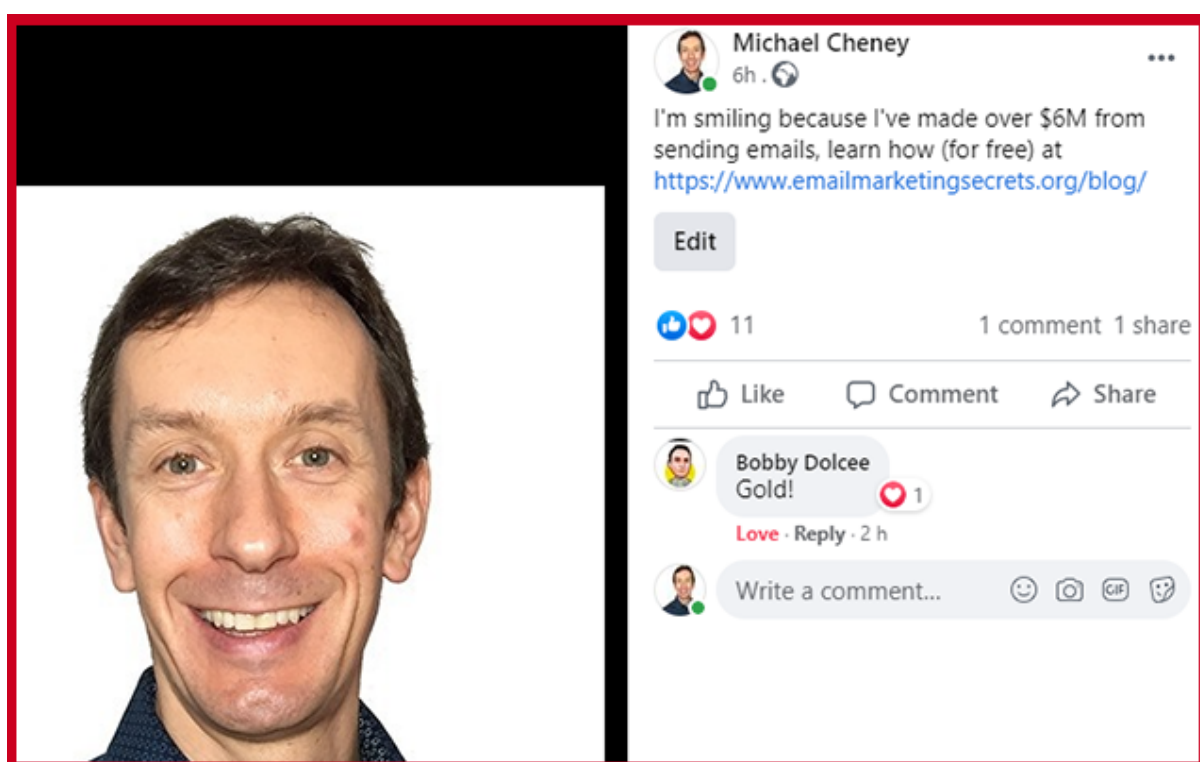
This way, everybody who is notified that you **changed your profile picture**, will also see the description of the picture.

Many of them will **click your link**.

This is a **great way to get free traffic** when you **update your profile picture**.

But it also **stands the test of time** because;

Whenever anybody **clicks your profile picture in the future** - there's **your link**;



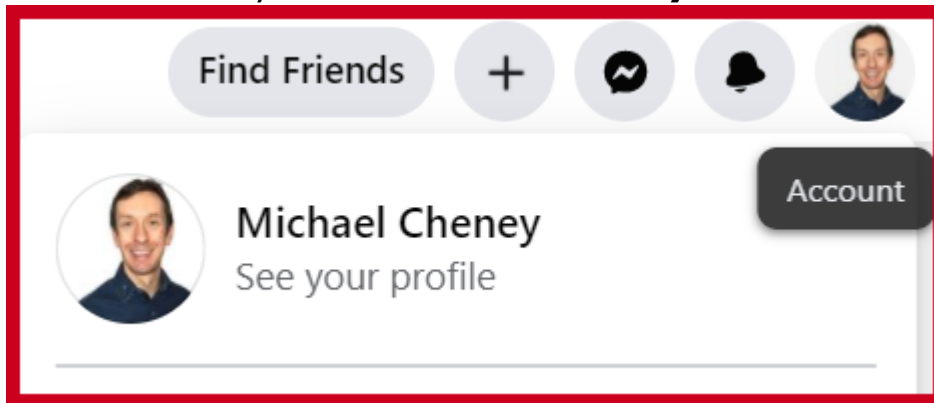
Okay, Let's move on to the **next strategy**...

## Strategy #2. It's All About the Traffic

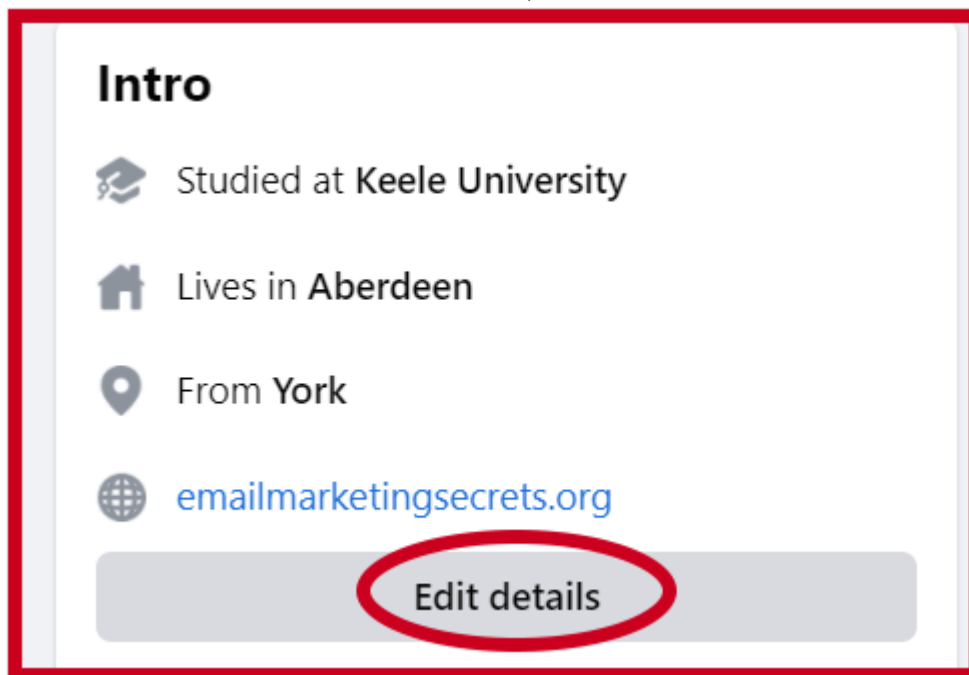
If you want to learn **how to build an email list on Facebook**, then you need to know how to edit the about section on your profile.

Editing your profile on Facebook is one of the **simplest ways** to **get traffic for free**.

Here's how you do it, first, **view your Facebook profile**;

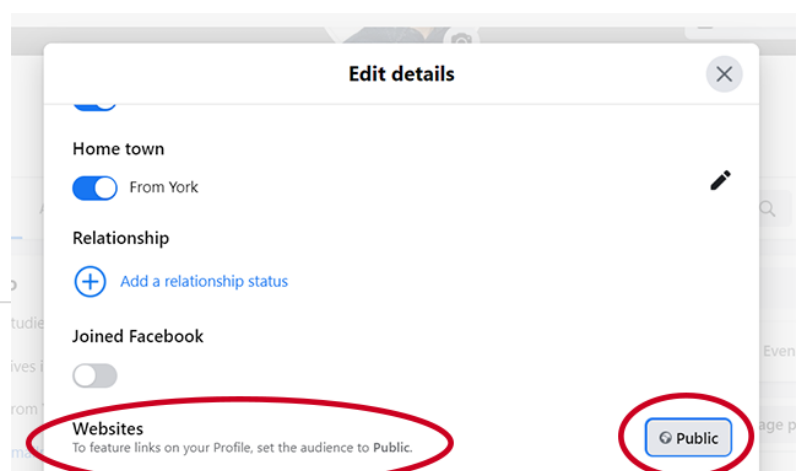


Then, click **"Edit Details"**;

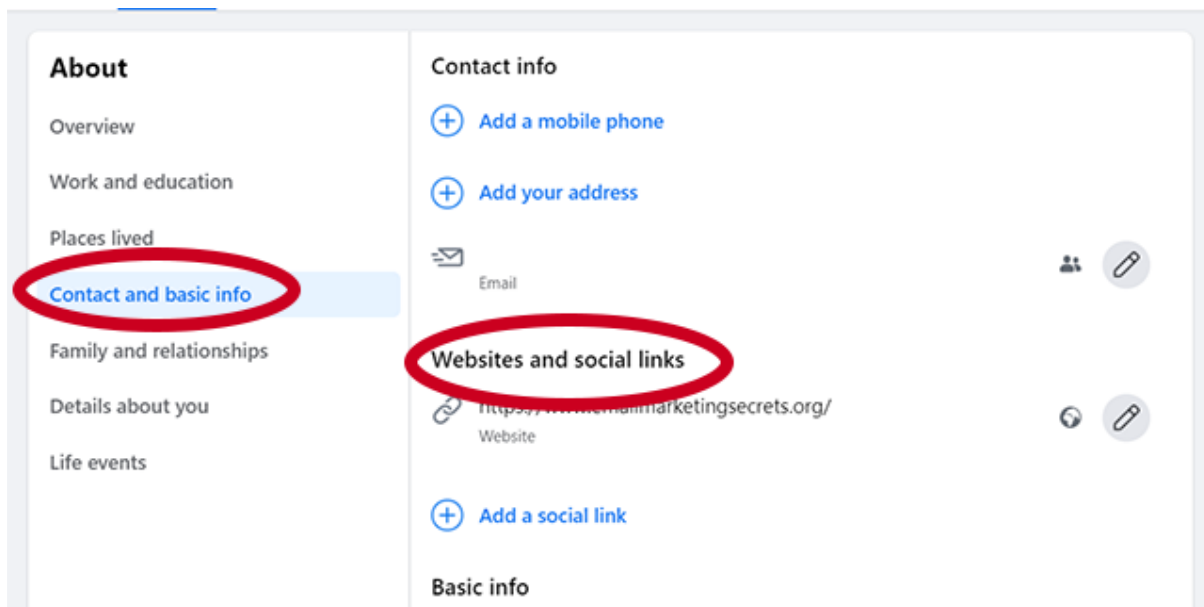


Next, make sure your **Profile is set to Public**, so you can **show a website link**;

You can now **add a website to your profile** - choose your **landing**



**page** where people can **subscribe**;



Make sure you only have **one call to action**.

If you give people **multiple options**, different social media profiles and multiple websites to choose from, they are likely to **choose none of them**.

**The more choices you give people, the less likely they are to choose any of them.**

Just **drive all traffic to the same website** address - your email **landing page**.

Send everyone to your **opt in page** or **squeeze page** that you have to **build your email list**.

And if you **don't have a website - don't worry**.

You can **build an email list from Facebook**, without even having a website.

Here's how...

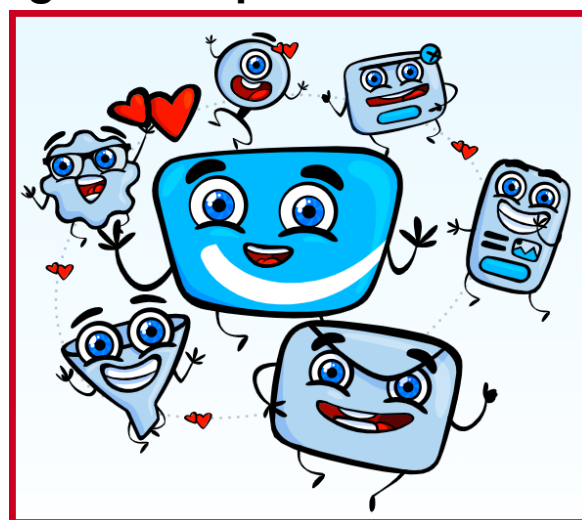
You **don't have to pay up front** for an **expensive autoresponder**.

Forget about **techie stuff**, codes and getting your own website built.

You can just use this **30-day free trial of Getresponse** instead.

Getresponse is a **market-leading autoresponder**. I've personally been using them for over **20 years** (and they rock).

Once you've got your **free trial**, you can then start **building your list** - you can even **build a landing page** using Getresponse, without having a website.

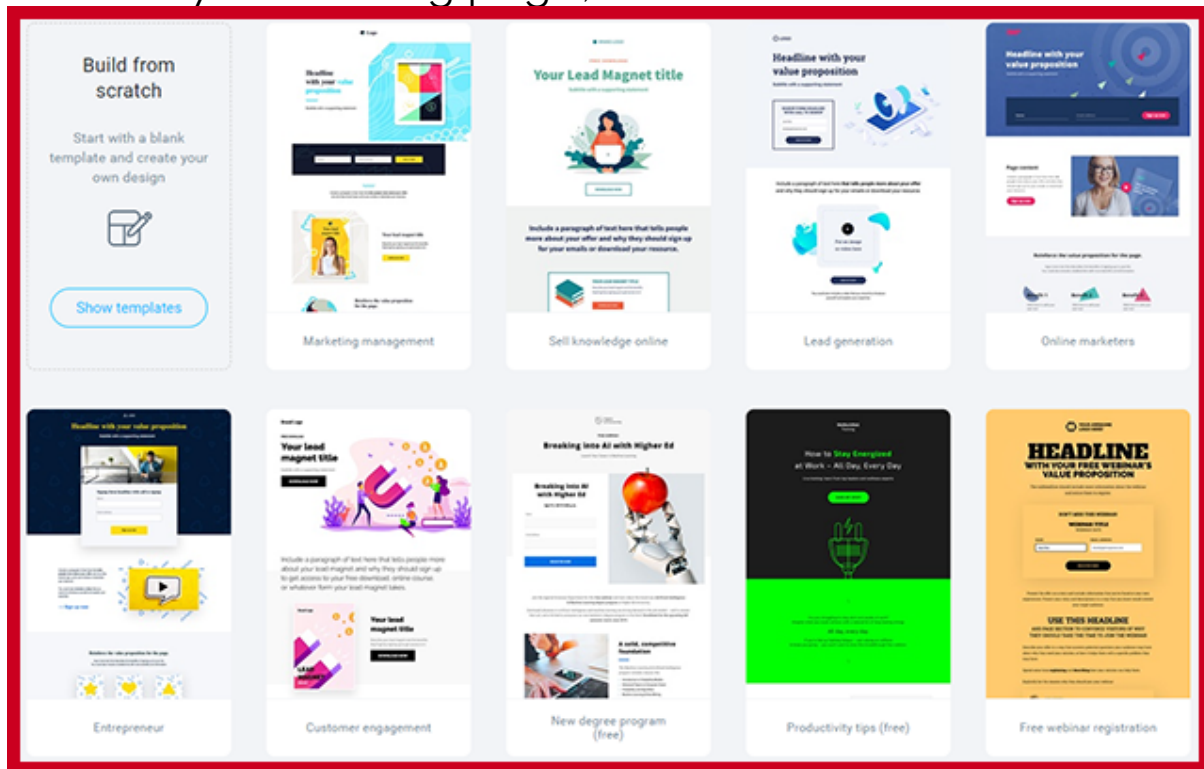


They will **host the landing page for you**.

With their **easy point and click software**, you can **build a landing page**, right from **inside your Getresponse account**.

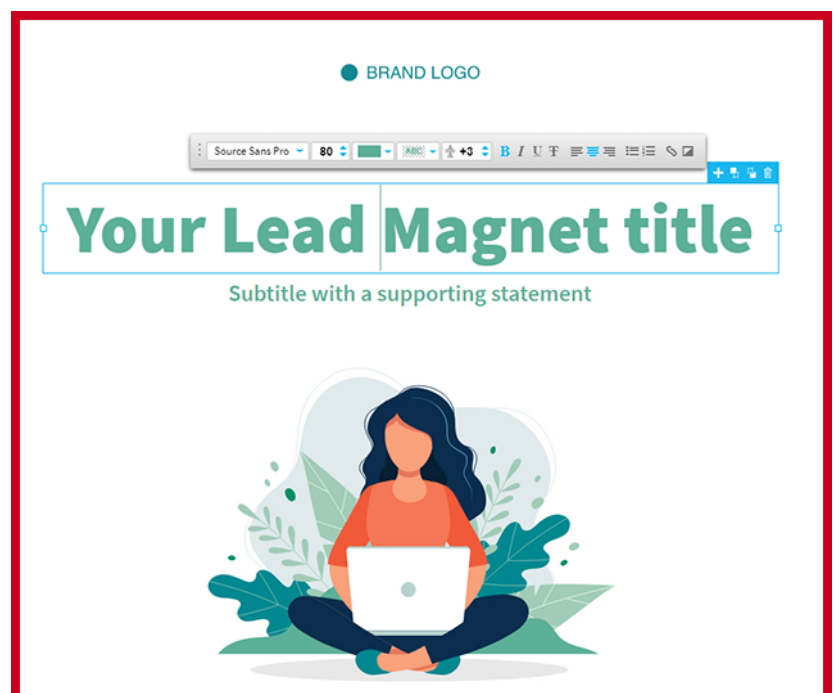
## The interface is easy to use.

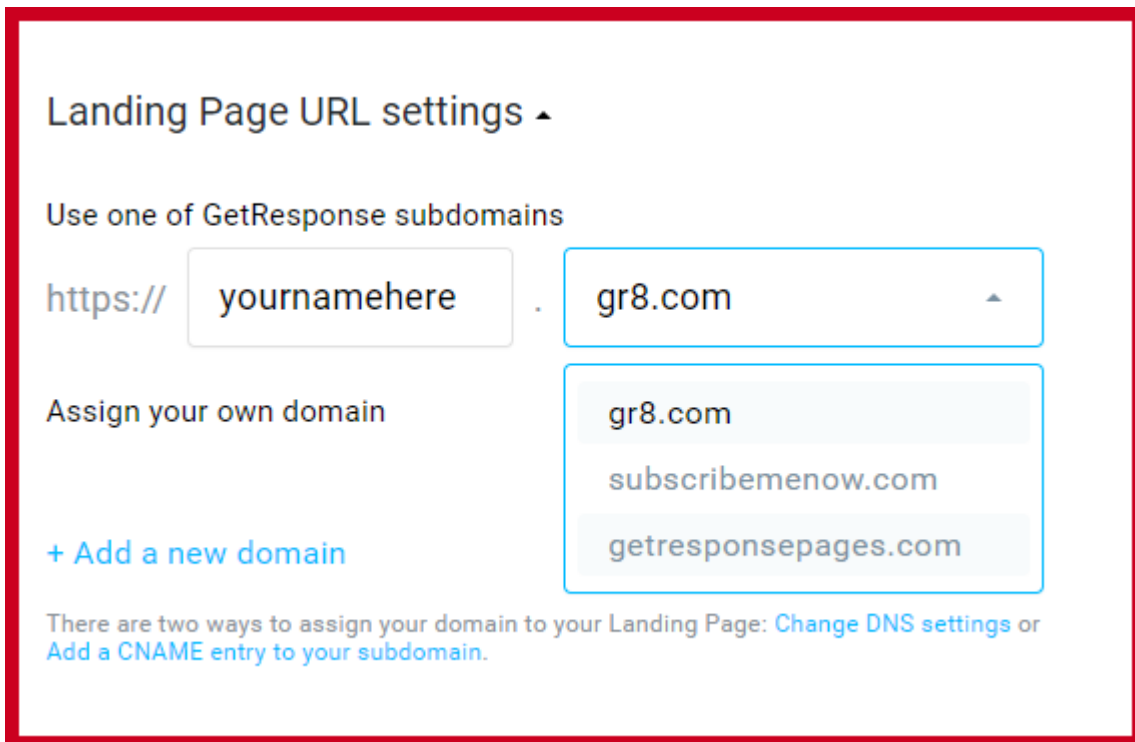
You just **point, click and choose** the elements that you want on your landing page;



After you **choose your desired template** you can then **edit it quickly and easily**.

You then get a URL that you **can share online** to start building your email list on Facebook;





If you **do things the right way**, and **follow the strategies and lessons we teach** here on the blog you will be up and running quickly.

Make sure you learn **the best time to send marketing emails**, model some of the **best landing page examples**, and so on.

You will then be **generating more than enough income** to pay for the very **modest subscription price of Getresponse**, after the trial ends.

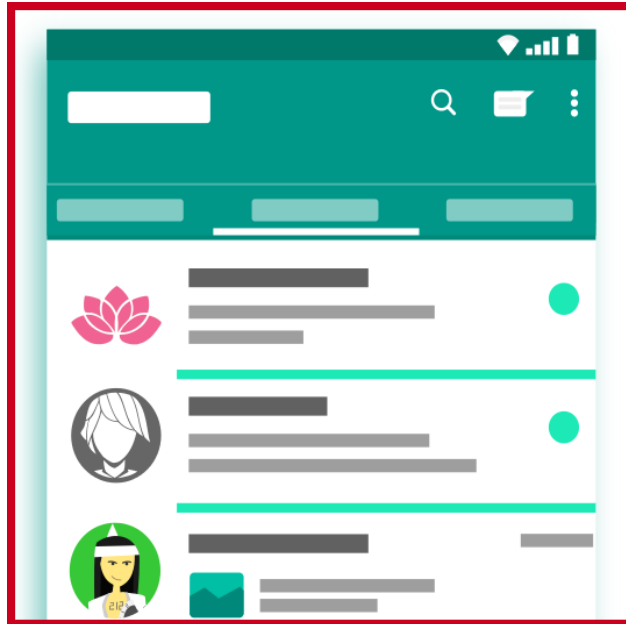
Okay, let's move on to the **next strategy...**

# Strategy #3. Leverage the Virtual Real Estate of Your Header

The **header image** on your Facebook profile really is the **most valuable piece of virtual real estate** on your Facebook profile.

This is why you need to **leverage its power** to the maximum.

When people ask me **how to build an email list on Facebook**, I tell them start with your header!



Just like your profile picture - **if you update it, lots of people will be notified.**

This is **not something you can do on a regular basis.**

But you can use it at **periodic intervals** for **maximum effect.**

**Watch out, because Facebook gets snooty about you using your header for commercial or marketing purposes.**

This is okay.

I'm **not talking about** putting **marketing language, text,** or a **URL** on the header image itself - **but rather behind it.**

As you can see from my header image, I have my company logo;



When you view the image, you get a **simple call to action**, and a **direct link to my website.**

You can do this too.

Make sure your header image is **professional, interesting,** and **evokes curiosity.**

**You want people to be curious enough to click the image,** so they then click the link.

Make sure you create an image with the **correct dimensions,** which are **820 pixels x 360 pixels;**



And the width which will **display on mobile**, is **restricted to 560px wide**, so make sure you **test out what it looks like**.

If you need a **professional logo** created, I can recommend **GFX-1.com** which is the company I use.

Alternatively, you could use **Fiverr**, or even run a logo contest with **LogoContest**.

Okay, now let's move on to the **next section...**

## Strategy #4. Use the Secret Link Method

If you **post a link on Facebook**, they are going to **slap you down**.

They will **throttle your reach**. So the question is; How to build an email list on Facebook without posting links?

**Facebook does not want you sending people away from their network.**

This is why they will do everything in their power to **stop you from posting a link** to an external website.

They may say it **goes against terms and conditions.**

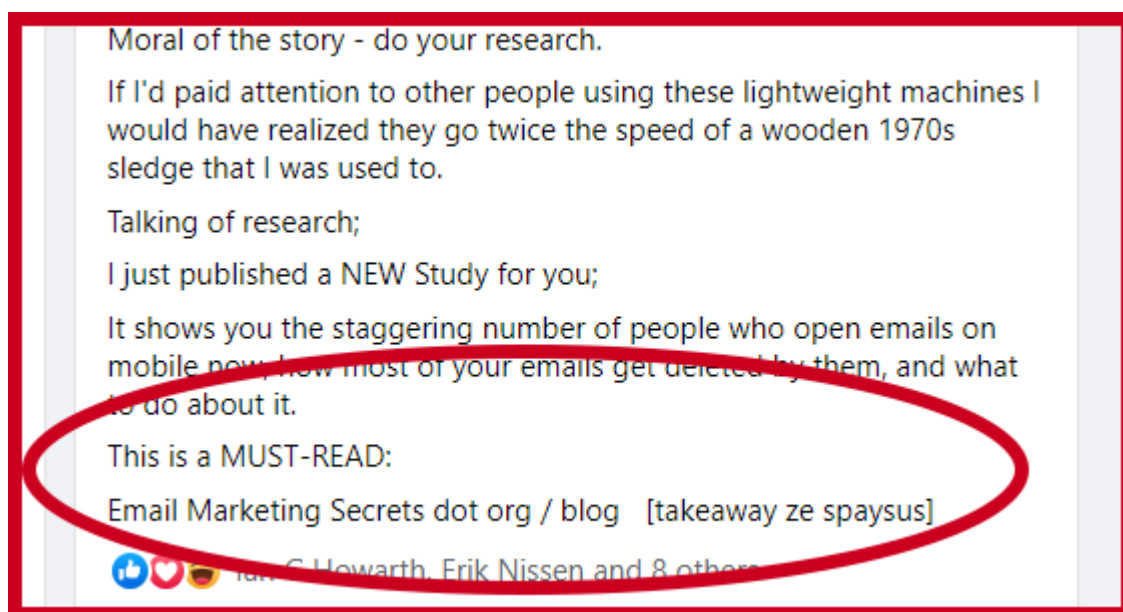
Or that **the link is dangerous** or harmful.

They might **let you post the link**, but they will just **kill the organic reach** for that post.

**Either way, posting links directly onto Facebook, is not a good idea.**

The alternative, however, is to use the '**secret link method**'.

Here it is, in action;



As you can see, all I do is **use the full web address for the link** I want people to go to.

But then I **include a space before the dot**, followed by the domain extension.

Then, in brackets, after the web address, I **give people an instruction of what to do**.

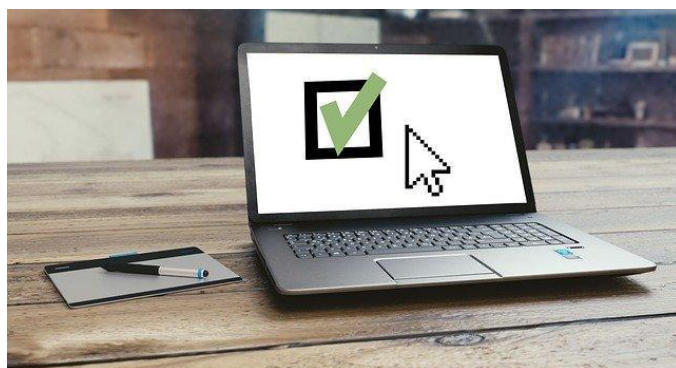
Most people, who have **at least two brain cells** to rub together, are able to understand these instructions, and get to the web address.

Sadly, it is **not a clickable link**, but **this is actually good**, because it means **Facebook cannot recognise it** as such.

Therefore, **your organic reach remains intact**.

## Using this method maximizes your reach on Facebook without being penalized for posting a link.

This does **take time to master**, because you will need to **teach your audience** to a certain extent, to get used to **this way of posting links**.  
BUT:-



**If people really want something**, they will **take the extra step to get it**.

The success of this tactic depends on **the value you are offering** for people when they **join your list**.

If you just say;

"Go to this web address and join my newsletter".

It's **not** going to work.

What you need to do is;

**Massively over-deliver with your freebie and people will jump through hoops to get it.**

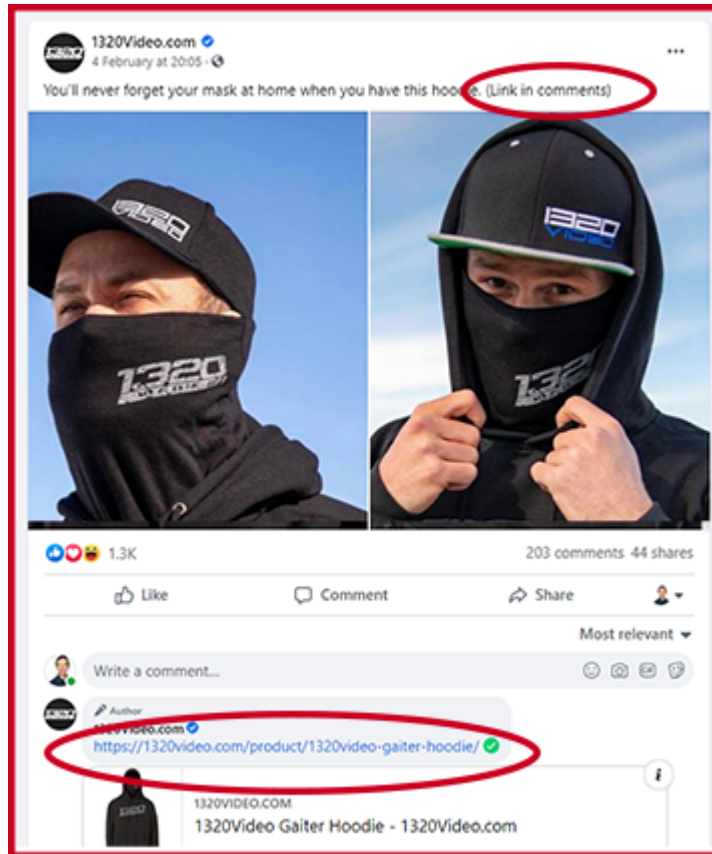
If you say;

"I've created an *in-depth free video*, which gives you *seven steps* on the *best way to achieve ABC*" (that is specific for your niche)

Then it likely **will work**.

There are other **workarounds to be able to post a link on Facebook**, without getting **penalised for organic reach**.

You can try **posting the link as the first comment** like this;



In my experience, from **doing this for several years**, I found **the secret link method**, which I mentioned first, to be the **most effective**.

However, it can be worth **mixing these methods up**, to change the nature of your posts.

**Facebook loves variety.**

This will **help your EdgeRank score**.

Okay, excellent.

Now let's move on to the **next strategy...**

# Strategy #5. Get Prospects to Raise Their Hand

An excellent way to **get more engagement** with each post you make, as well as **get more traffic for free**, and **more subscribers** from Facebook, is to use the '**raise hand method**'.

To do this, you make a **curiosity-evoking post**.

It needs a **powerful subject line**.

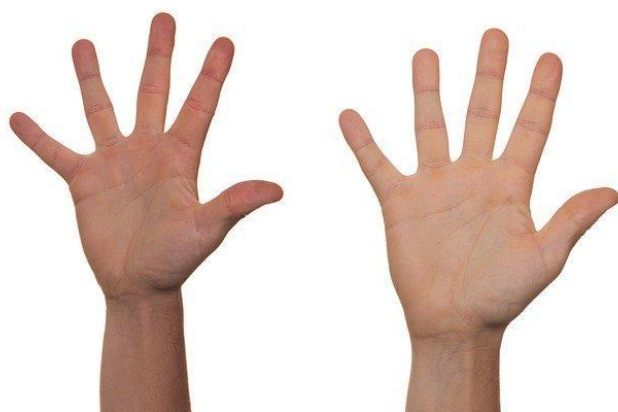
It needs to **draw people in**, perhaps including some **enticing bullets** of what they're going to **learn or receive**.

You should ideally include **some form of story**, to draw people in, and **keep them interested**.

**The combination of a powerful headline, story and enticing bullets hooks people in...**

And then, **rather than posting a direct link**, or even a secret link, you **just ask people** to metaphorically, **raise their hand** if they're interested.

For example, using the phrase;



"Comment 'Yes' below" or  
"Comment info below to get this information."

What happens is people then **reply in the comments** to your post, using the word you've asked them to.

The more **enticing your offer**, and the more **curiosity** you can evoke with your copywriting, the **more people will respond**.

And the **more people respond**, the **more responsive your post** is seen to be, by Facebook.

This in turn, means they give it a **wider reach**, and **show it to more people**.

This results in **more people responding**, and so on...

**The Raise Hand method is very powerful, and can help you go viral quickly.**

You can end up with a post that gets **masses of comments** from people **desperate for the information** you are offering.

You then need to **give them the information**.

This is where it **can get tricky...**

If you're giving a direct link, you **cannot reply to each comment** with that link.

Otherwise, **Facebook will think this is spam**.

Neither can you send a **Direct Message** to each person using Facebook Messenger.

This will also be **flagged as spam**.

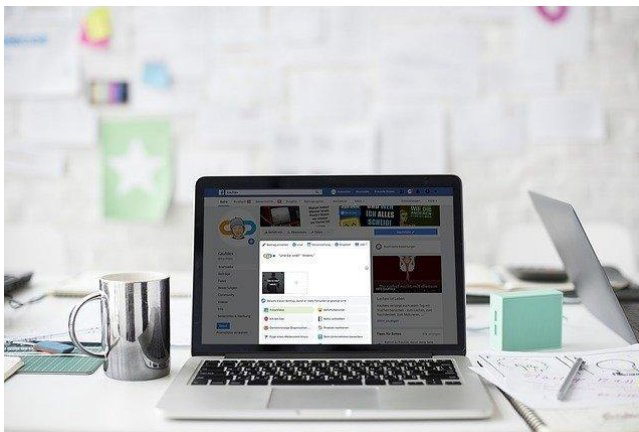
What you can do, however, is;

**Mix up the way that you send the information to people who raise their hand - use DMs, direct link replies and the secret link method.**

You can also **make a comment on your own post**, once you receive enough replies.

This too can have the **direct link**.

And you could even **edit the original post** once you receive enough comments.



You could even **include this in the instructions**.

**E.g.**

"If you want this cool thing just comment 'Info' below. When we reach 20 comments, I will edit this post, and give you the cool thing. And make sure you turn notifications on for this post, so you don't miss it."

This **strategy works best** when you've really **invested a lot of time** and thought into creating the **best freebie possible**.

Your freebie should be something that **resonates so strongly with your niche, that they simply must have it.**

It needs to be **irresistible.**

Think of it as the **same value as a paid product**, but you're surprisingly **offering it for free.**

Your freebie has to **tap into the pain points of your audience**, and give them **something they truly desire.**

Okay, let's move on to the **next strategy...**

## Strategy #6. Leverage Your Live for Lots of Leads

There are very few things which get as much **organic reach** on Facebook as a **Facebook Live.**



The moment you **hit that red button**, many of your **followers will receive a notification.**

It's a **great way to reach your audience quickly**, and for **free.**

The trick is to **leverage the power** of this, to **build your list.**

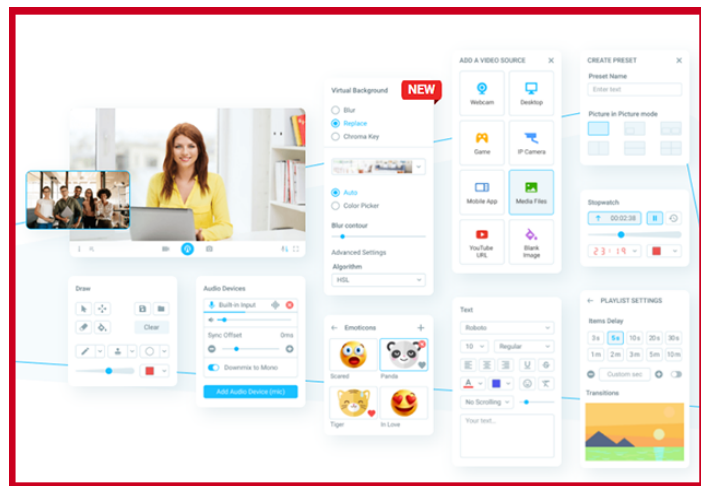
You can do this in a number of ways...

# You need to sign off every Facebook Live with a call-to-action to get your freebie, and join your list.

You should **do this verbally, as well as visually.**

You can use **simple software** such as **ManyCam** or **OBS** to **overlay a lower third**, which has **your web address** on it.

You can also do a **simple live Q & A**, where you invite your prospects to fire questions at you, about your **niche subject**.

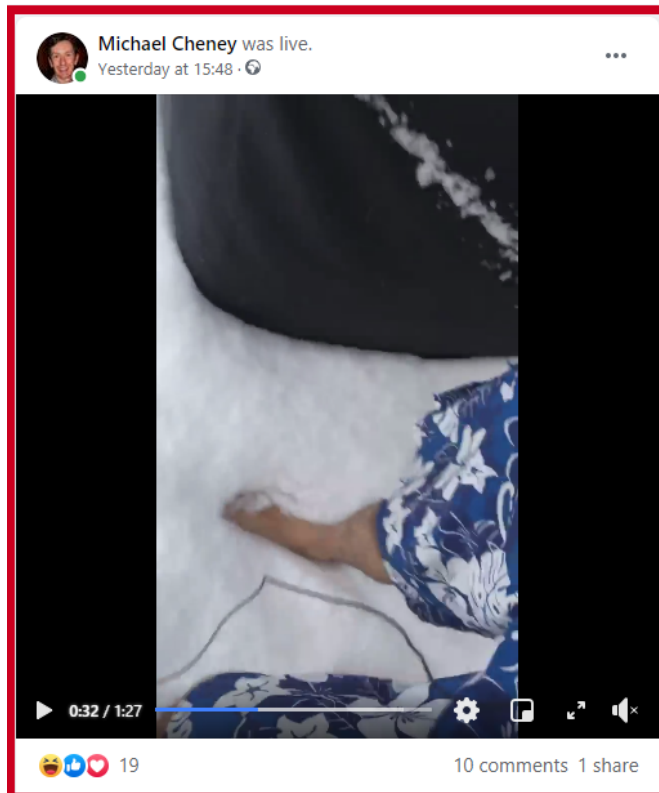


You can **periodically inject your URL**, as you are giving answers, almost like **short ad breaks** in between the content.

You can even **dedicate a live, specifically to building your list.**

This works well if you're using a **very short video**, that **grabs people's attention**, right from the outset.

One example I used of doing this was when I **dressed in shorts** and and **Hawaiian shirt** and went out into 30 centimetre **deep snow in my garden in bare feet;**



There needs to be a **promise of something about to happen**, right at the **beginning of the video**.  
In this video, it was clear;

**I was about to do something stupid.**  
So the promised "event" that **helped to keep people watching** the video, was mainly about me **being a bit of an idiot**.

It was a funny, jokey video, but it did have the **URL at the end** and **this got traffic** - people visited the website.

And this was **just done verbally**, with me telling them the web address in the video.

After the Facebook Live had started to get traction and people had reacted to it, I then **posted the direct link as a comment underneath**.

**BONUS PRO TIP:**

**When you post something on Facebook** that you want to get a lot of traction - be simultaneously ready to **broadcast any existing mailing list** you already have.



If I'm doing a **Facebook Live**, that I want everybody to know about, (or if I'm **posting a video I want to go viral on Facebook**), I will write the email to promote this item **before I go live**.

Then, the moment I go live or the **moment the video has been published**, I take that URL, and put it into the email broadcast, and **hit 'Send'**.

This way, you're getting the **maximum number of people** seeing that content as soon as possible.

**The quicker people start reacting** to your content on Facebook, the **higher your EdgeRank score**.

And the **more reach Facebook will give you**.

**Getting good organic reach on Facebook can happen organically, but giving it a kickstart by mailing any existing list you have will explode your results.**

Let's move on to the **final strategy...**

# Strategy #7. Get Viral Traffic with Shareable Memes

Nothing goes viral as quickly as a meme.

What is a meme?

A meme is simply a **visual or video-based depiction** of something, with a **humorous angle** which **conveys a brief message**.



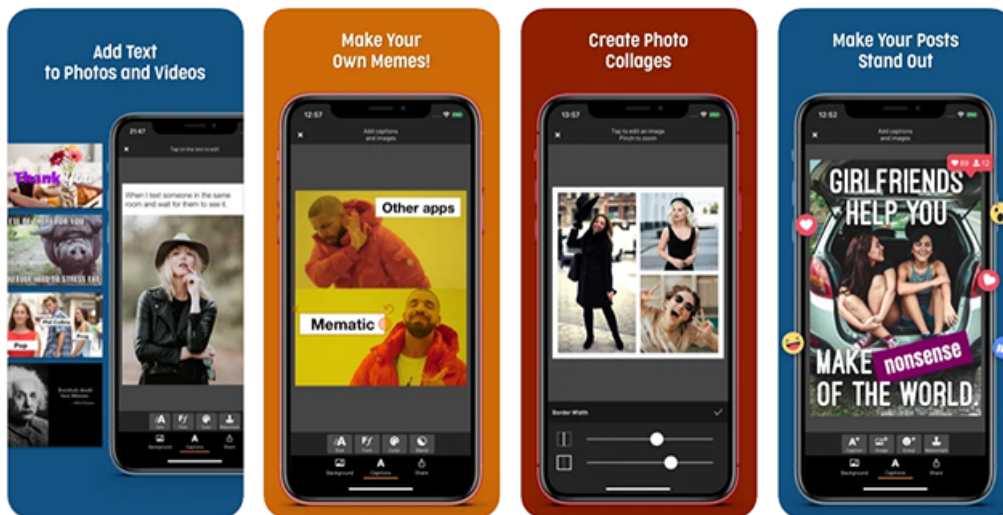
One of the **best things about using memes** to get traffic from Facebook, is you **don't have to necessarily create them**.

Of course the **best results** will come if you can **create the memes specific to your niche**, and ideally include your **web address** on the image for the meme.

This is a lot more work.

But it can get you the **best results**.

You can use simple meme-making software on an iPhone, such as **Mematic**;



You can also **join Facebook groups** that share the **funniest and most up-to-date memes**, to get ideas.

The **best way** to do this, to start with, is just **post a meme on your personal profile**.

As with anything on Facebook;

You need to **follow the 90/10 rule...**

**90% of your posts should be non promotional. The other 10% can reference your website itself.**

It's the same with memes.

You don't want to **plaster your website address** on all the memes.

And you certainly **don't want to include a direct link** in each of your main posts, either.

But over time, as people come to expect **funny memes** from you, you can **start incorporating your web address** onto the image itself.

And occasionally **even include a direct link** in your posts.



This can **offset the throttling-back** that Facebook puts on direct links, because **memes get shared so much**.

A **word of warning;**

Using memes is a bit of a grey hat area because almost all memes use some form of copyrighted material or previously created image.

There is **technically a risk** - someone could **hunt you down**.

While this **risk is infinitesimally**

**small**, I do feel **legally obliged** to tell you about it.



Ethically, I **do not recommend you take other people's memes**, and **claim them as your own**.

**Don't remove watermarks.**

**Don't add your own text** or image **on top of an image**, which has already been created.

You can **add a direct link** together with the image post, of course,  
You will get the **best results** with the strategy, if you can **link the meme-theme to the theme of your freebie**, opt in page and niche.

If there's a **big disconnect** between what the meme is saying and what your freebie is about, it is likely to be **flagged as spam**.

**Once you've had some success with this on your personal profile, you can then expand this and accelerate the results you get, by setting up a Facebook page.**

This will **attract people** who are specifically **interested in memes around your niche**.

This will **increase your reach**.

You may then wish to consider an automatic **Facebook post-scheduling tool**, such as **OneUp**.

You can use OneUp to **pre-schedule posts** far in advance, and even **bulk upload images**, hundreds at a time.

This is a **great way to semi-automate** your Facebook group and **free traffic** efforts.

You now know everything to do – over to you!

I wish you the greatest of success!



*Michael Cheney*