

The background of the slide features a light gray gradient. In the upper left, there are two large, faint, interlocking gears. In the lower right, there is a blue Facebook 'f' logo with a motion blur effect, appearing to move from left to right. Below the Facebook logo, there are two smaller, interlocking gears. The text 'fan page generator' is written in a bold, blue, sans-serif font, positioned in the upper left quadrant. The text 'come for a ride' is written in a bold, italicized, gray, sans-serif font, positioned in the lower left quadrant.

**fan page generator**

***come for a ride***



# How to Use Facebook Fan Pages to Grow Your Business

**Underground 7**

Jason Deitch  
Fan Page Generator  
Founder



# Who am I?

- Passion for marketing
- Professional practice
- Bestselling author
- Entrepreneur





# Who am I?



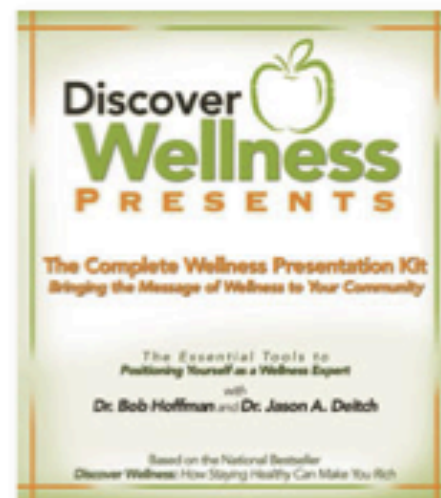


# Who am I?

## Marketing Tools & Training for Wellness Professionals



National Bestseller  
Discover Wellness



Discover Wellness Presents  
10-Lecture Series & Marketing Guide



Discover Wellness Website  
powered by ChiroMatrix



Discover Wellness Training  
Online Training for you & your staff



# Who am I?

NBC, ABC, FOX & PBS





# Who am I?





# Who am I?



**fan page  
generator**

Facebook's #1 custom  
landing page design firm.

Use your fan page to:

- \*Drive more traffic
- \*Build your email list
- \*Impress with video
- \*Sell your product

**Generate yours today...**



# Today's Objectives

- Why social marketing is the most powerful disruptive marketing strategy today
- Why Facebook should be the center of your social marketing strategy
- How to set up & optimize your Facebook strategy
- What about YouTube, Twitter and your website
- Q&A

\* I hope to earn your vote by providing you with rich content



# Today's Objectives

- \*Inspire you to see the big picture...

I made \$120k in 90 minutes

I got a 10x+ ROI

I tested it and this is better than that

Doing it right doesn't guarantee results

Many are doing it totally wrong and are killing it... That's what I call missionary marketing



# The Big Picture

- What do you stand for?
- What are you doing to take consistent action to get it out into the world?
- Are you happy doing it?

You make a living by what you 'get'  
You make a life by what you 'give'



# Disclaimers

- I don't claim to know it all
- Facebook is constantly evolving
- I believe in passion & purpose before percentages
- My priority is long-term successful relationships
- My opinion is my opinion
- I will make you a very special offer today
  - \* 1 of the first 10 to purchase today will win my package for free



# What it's not...

- New ninja strategy that will effortlessly grow your business by instantly attracting and automatically converting new sources of traffic into an endless stream of new clients and tons of free money



# What is Social Marketing...

- A way to get your product, service, message or cause in front of a constantly growing tribe of people that continuously grows as a result of friends sharing 'you' with their friends



# Why Social Marketing...

- The fastest, easiest way to generate automatic online referrals (viralocity)
- The best way to create and strengthen relationship with your tribe (continuity)
- Easy to set-up, simple to manage and fun to promote



# Why Social Marketing...

1. Stand out by teaching people something they want to learn about



2. Make it available where they can find it and share it with their friends



3. Repeat often



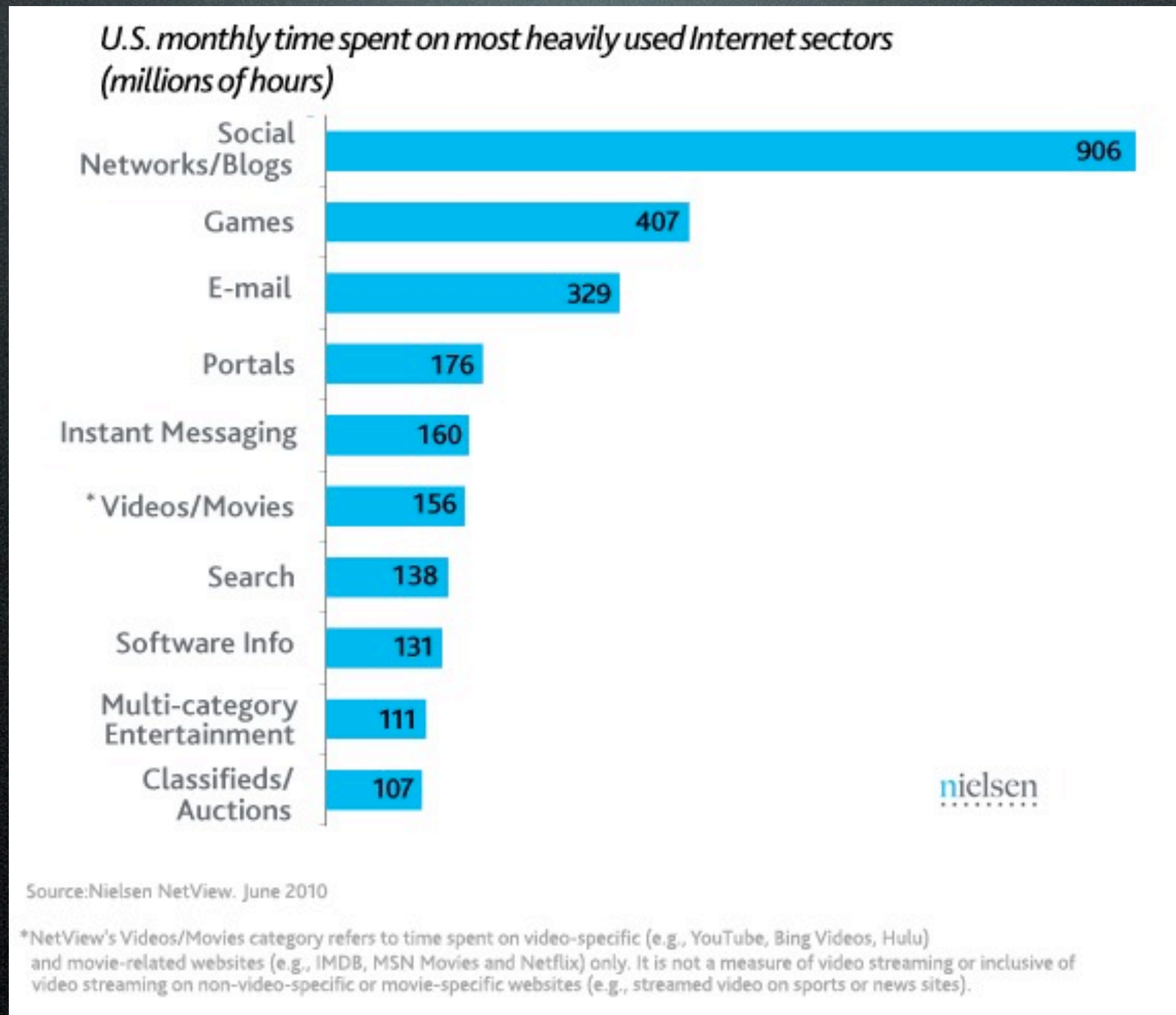
# Objections

- I don't like Facebook
- I don't care that someone walked their dog this morning
- I don't want spend so much time in front of my computer
- I don't have the money
- My clients aren't on Facebook
- I don't have the time
- I'm not sure it will work for me





# Why Social Marketing...





# Why Facebook first...

**obsessed *WITH* facebook.**

AS OF 2011, THERE ARE 500,000,000 ACTIVE FACEBOOK USERS.  
**APROX. 1 IN EVERY 13 PEOPLE ON EARTH.**  
HALF OF THEM ARE LOGGED IN ON ANY GIVEN DAY.

**48% OF 18 TO 34 YEAR OLDS  
CHECK FACEBOOK  
RIGHT WHEN THEY WAKE UP...**



DigitalBuzzBlog.com



# Why Facebook first...

**THE 35+ DEMOGRAPHIC  
NOW REPRESENTS  
MORE THAN 30% OF  
THE ENTIRE USERBASE.**

---



**THE 18-24 (COLLEGE) DEMOGRAPHIC  
GREW THE FASTEST  
AT 74% IN ONE YEAR.**

DigitalBuzzBlog.com



# Why Facebook first...



**THERE ARE 206.2 MILLION  
INTERNET USERS IN THE U.S.  
THAT MEANS 71.2% OF THE U.S. WEB AUDIENCE  
IS ON FACEBOOK.**

DigitalBuzzBlog.com



# Why Facebook first...

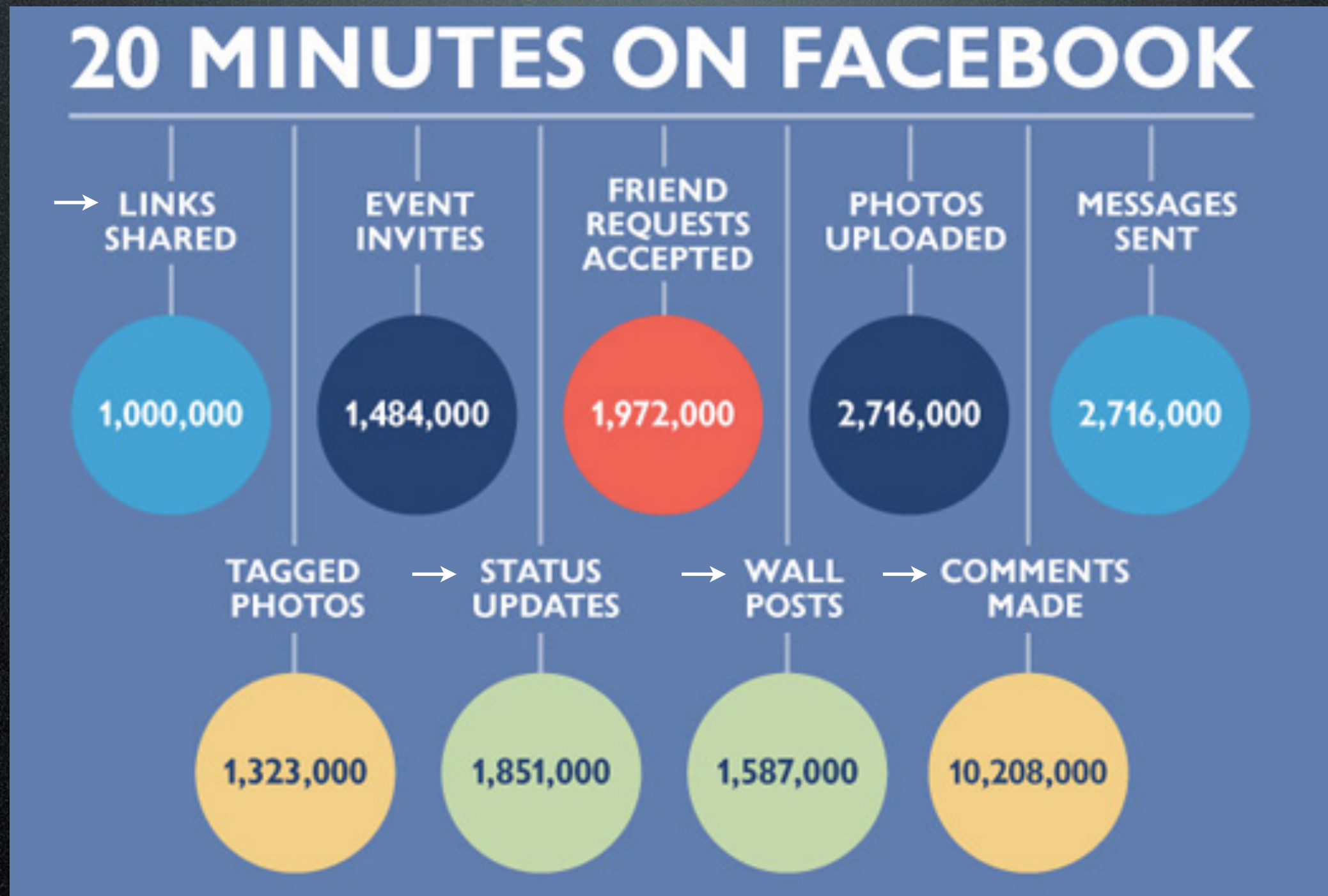
48% OF YOUNG AMERICANS  
SAID THEY FIND OUT ABOUT  
**NEWS**  
THROUGH FACEBOOK.



DigitalBuzzBlog.com



# Why Facebook first...



DigitalBuzzBlog.com



# Why Facebook first...

## Facebook Passed Google, Yahoo, Microsoft In User Engagement

 **COMSCORE.** EWEEK – Feb 9 – **Facebook** passed **Google**, **Yahoo** and Microsoft in user engagement in 2010 with users spending 12.7% of their time at Facebook. Facebook users logged 49.4 billion minutes, up 79% from 2009, while total page views grew 71% to 76.8 billion, according to comScore. Facebook accounted for 10% of U.S. page views in 2010. [FULL ARTICLE @ EWEEK](#)

[See all posts on Facebook](#)

Feb 10, 2011 | [Permalink](#) | [Comments \(0\)](#)  [ShareThis](#)



# Why Facebook first...

## Facebook Overtakes Google To Become Most Visited Website In 2010

Top 10 most-visited Websites	
2009	2010
www.google.com	www.facebook.com
mail.yahoo.com	www.google.com
www.facebook.com	mail.yahoo.com
www.yahoo.com	www.yahoo.com
www.myspace.com	www.youtube.com
mail.live.com	www.msn.com
www.youtube.com	www.myspace.com
search.yahoo.com	mail.live.com
www.msn.com	search.yahoo.com
www.ebay.com	www.bing.com
<small>Note: Data is based on U.S. visits for January to November 2009 and 2010</small>	
<small>Source: Experian Hitwise</small>	

TECH CRUNCH – Dec 30 – According to Hitwise data released today, **Facebook.com** was the top visited website in the US in 2010, taking up 8.93% of site visits between January and November 2010. **Google.com** came in second at 7.19%, **Yahoo Mail** is third with 3.52% and **Yahoo.com** is fourth at 3.30%. **YouTube** came in fifth at 2.65 %. **FULL ARTICLE @ TECH CRUNCH**

Dec 30, 2010 | [Permalink](#) | [Comments \(0\)](#)  [ShareThis](#)



# Why Facebook first...

## Social Networking On The Rise With Seniors

PewResearchCenter  
NUMBERS, FACTS AND TRENDS SHAPING YOUR WORLD

SF GATE - Dec 14 - According to a report published by the Pew Research Center, during the period of Apr '09 and May '10 use of Social Networking among seniors, ages 65+, grew 100%. With 13% of seniors ages 65+ logging onto their **Facebook** account daily, social media usage among this group is expected to continue to increase. [FULL ARTICLE @ SF GATE](#)

[See all posts on Facebook](#)

Dec 14, 2010 | [Permalink](#) | [Comments \(0\)](#)  [ShareThis](#)



# Why Facebook first...

## Worldwide Social Network Ad Spending



RESEARCH AND MARKETS – Feb 25 – eMarketer forecasts that Facebook will have \$4 billion in ad revenues worldwide in 2011 with \$2.2 billion of that in the US. Facebook will receive 68% of all social network ad spending worldwide. In the US, it will garner 71% of social network spending and 7.7% of total US online ad spending. Twitter is expected to attract \$150M in spending. In total, worldwide social network spending is expected to reach ~\$6 billion this year. More information [here](#).

Feb 25, 2011 | [Permalink](#) | [Comments \(0\)](#)  [ShareThis](#)



# Why Facebook first...

[CBS News.com](#) [CBS Evening News](#) [The Early Show](#) [48 Hours Mystery](#) **60 Minutes** [Sunday Morning](#) [Face the Nation](#) [Up to the Minute](#)

 [Log in](#) | [Register](#)



[HOME](#) [UP NEXT](#) [BIOS](#) [NEWSMAKERS](#) [POLITICS](#) [HEALTH + SCIENCE](#) [BUSINESS](#) [SPORTS](#) [ENTERTAINMENT](#) [ABOUT US](#)

**LIVE**  **CHRISTMAS TREE LIGHTING CEREMONY AT CAPITOL HILL IN WASHINGTON, D.C.**

[Home](#) > [Video](#) > [60 Minutes: Business Videos](#)



produced by Shachar Bar-On

**PLAY CBS NEWS VIDEO**

0:12 / 12:53

**Mark Zuckerberg & Facebook, Part 1**

December 5, 2010 5:02 PM

Mark Zuckerberg, the 26-yr.-old founder and CEO of mega-social media site Facebook, talks to Lesley Stahl about his life and his business, now worth an estimated \$35 billion.

 **Zuckerberg: Not Selling Facebook Was Good Move**

14 Comments

Share    



What do many LIPITOR patients know that you may want to know?

[Learn more at LIPITOR.com](#)

Please see below for LIPITOR Indications

[Patient Information](#) [Full Prescribing Information](#)

**IMPORTANT SAFETY INFORMATION**

LIPITOR (atorvastatin calcium) is not for everyone. It is not for those with liver problems. And it is not for women who are nursing, pregnant or may become pregnant.

If you take LIPITOR, tell your doctor if you feel any new

**RECENT SEGMENTS**



**60 Minutes, 12.05.10**  
42:42 | December 5, 2010



**Mark Zuckerberg & Facebook, Part 2**  
11:21 | December 5, 2010



**Mark Zuckerberg & Facebook, Part 1**  
12:54 | December 5, 2010



# Why Facebook first...





# Why Facebook first...

YOU DON'T  
GET TO  
500 MILLION  
FRIENDS  
WITHOUT MAKING  
A FEW  
ENEMIES

the social network

Enter the Site

**WINNER**  
NATIONAL BOARD OF REVIEW  
BEST PICTURE

**WINNER** BEST DIRECTOR  
NATIONAL BOARD OF REVIEW  
DAVID FINCHER

**WINNER** BEST ADAPTED SCREENPLAY  
NATIONAL BOARD OF REVIEW  
AARON SORKIN

**WINNER** BEST ACTOR  
NATIONAL BOARD OF REVIEW  
JESSE EISENBERG

**WINNER**  
Sight & Sound  
BEST PICTURE

"THE MOVIE OF THE YEAR.  
AN AMERICAN LANDMARK."  
PETER TRAVERS *Rolling Stone*

"A BRILLIANT MOVIE."  
FRANK RICH *The New York Times*

"A ONCE-IN-A-GENERATION  
MOVIE."  
STEPHEN HOLDEN *The New York Times*



# Why Facebook first...

[Tech](#) [Gadgets](#) [Mobile](#) [Enterprise](#) [GreenTech](#) [CrunchBase](#) [TechCrunch TV](#) [Disrupt SF](#) [More ▾](#)



What's Hot: [Android](#) [Apple](#) [Facebook](#) [Google](#) [Groupon](#) [Microsoft](#) [Twitter](#) [Zynga](#) [Classics](#)

🔥 Your opinion counts, please take a sponsored survey for a chance to win \$1000 »

## Facebook Now Worth \$50 Billion In Secondary Trading

Michael Arrington  
Nov 29, 2010

[Like](#) 1K [Buzz](#) 113 [Tweet](#) 1,406 [Digg](#) 7

192 Comments



It was **just a few weeks ago** that **Accel Partners** sold off around half a billion dollars of **Facebook** shares at a company valuation of \$35 billion. If you thought that was insane, and a lot of commenters did, then don't read the rest of this post. You'll only get more jealous.

Around \$40 million changed hands last week in a Facebook share auction held by **SecondMarket**. The end price per share was \$20.76, and about 1.9 million shares were bought and sold. And based on there being around 2.5 billion shares outstanding after a 5-1 stock split earlier this year, that values Facebook at around \$50 billion. As far as we know, this is an all time high.

At a \$50 billion valuation Facebook is has more than 1/4th the market capitalization of Google, and nearly 1/4th the value of Microsoft. It's worth more than eBay and Yahoo as well, and closing on Amazon's \$80 billion valuation.



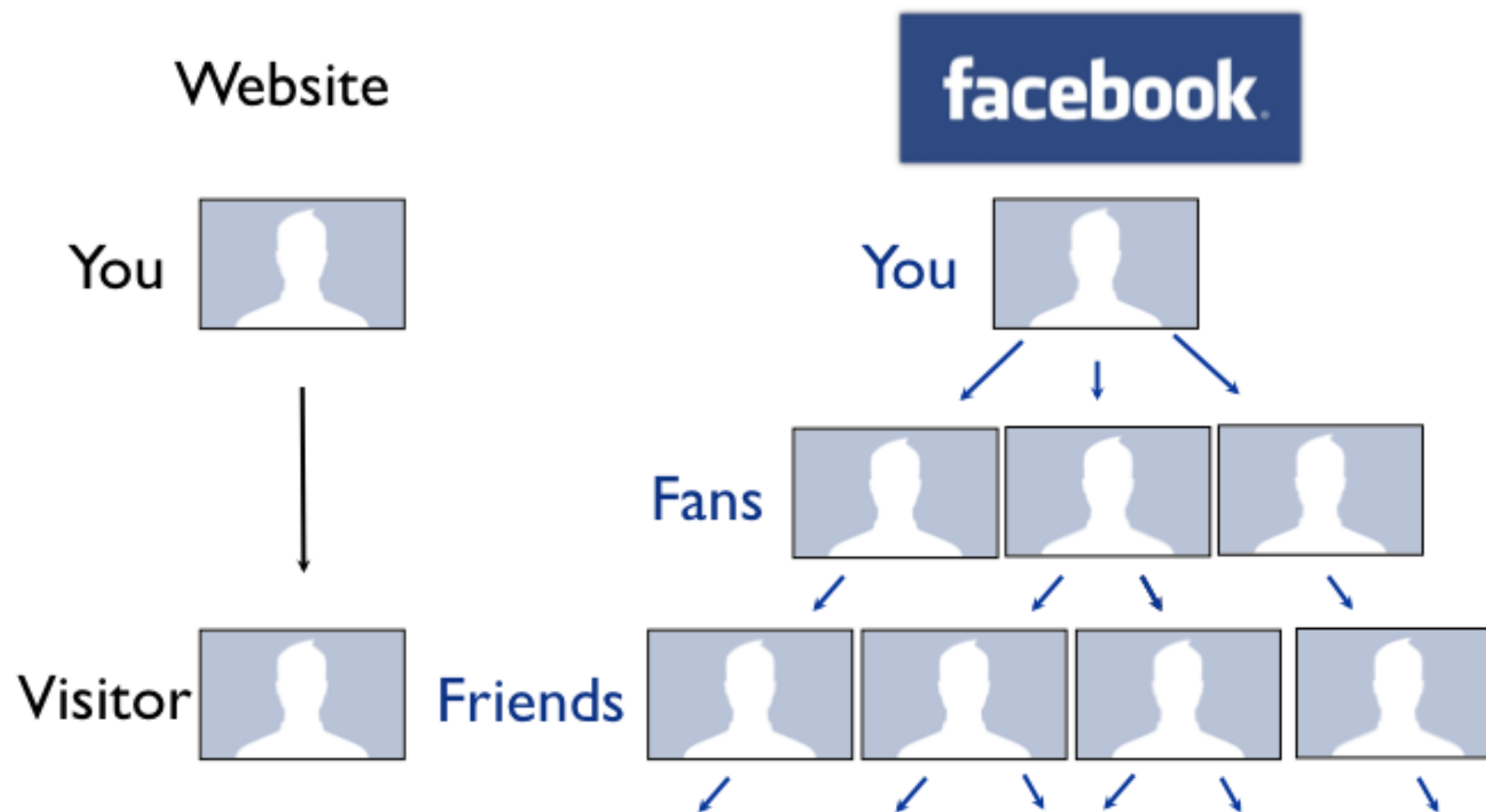
# Why Facebook first...

- Average Facebook user has 130 fans
- Automatic referrals through friendcasting



# Why Facebook first...

The **NEW** Internet communication model





# Why Facebook first...



A screenshot of a Facebook activity feed showing a list of user likes and posts. The feed is white with a light blue header. Each entry includes a profile picture, the user's name, the text of the like or post, and the time it was made. The entries are separated by thin horizontal lines.

-  **Anthony Pusateri** likes [Masters Tournament](#) and 2 other pages.  
👍 10 seconds ago
-  **Derek Atchley Dc** likes [O'Neill](#) and [TEDxABQ](#).  
👍 on Sunday
-  **Tim Langley** likes [ArcSoft](#) and 2 other pages.  
👍 18 hours ago
-  **Joe Fanning** likes [What You Don't Know About Ear Infections May Be Hurting Your Child](#) on [truehealthchoice.com](#).  
👍 2 hours ago · Like
-  **DocBryn Gillow** likes [Luther's Lounge](#) and 2 other pages.  
👍 38 minutes ago
-  **Anthony Pusateri** likes [weightlosswars](#) and [Chiropractic Wellness Connection](#).  
👍 41 minutes ago
-  **Kevin Donka** Great adjustment from Dr Chris Ivers. Headed back home now to write this week's ChiroThot and send it out, then lunch with my Dad and my brother Mike.  
📱 49 minutes ago via Facebook for BlackBerry · Comment · Like
-  **Anthony Pusateri** and **Joe Fanning** like [TrueHealthChoice](#).  
👍 49 minutes ago · Like



# Why Facebook first...

## Facebook and Bing's Plan to Make Search Social

 Tweet 2,178



19  Digg ↑


 email

 share

### Do you like this story?

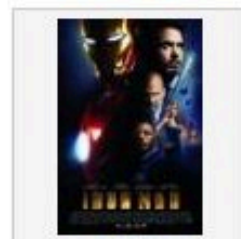
Microsoft and Facebook have [announced a new partnership](#) that brings “Like” data and profile search to Bing. The deal marks a big leap forward in social search and also represents a new advantage for Bing — which Facebook CEO Mark Zuckerberg declared the “underdog” in search during today’s press conference — in its quest to take market share from Google.

Starting today, Bing  users now get an experience that’s customized using [Facebook Instant Personalization](#). For now, that means searches (where appropriate) will feature a Facebook  module that shows you what your friends have liked as it relates to that search, as well as a smarter people search results.

The Bing and Facebook teams offered a few examples of how that might be useful during today’s press event: surfacing restaurants that your friends like, pulling in movie likes from IMDB  or articles that have been shared about a car you might be eyeing. With the like button now being used by more than two million sites and Facebook passing 500 million members, there’s now enough scale to make that type of data surface on a regular basis in search.



### Liked by your Facebook friends: **iron man**



#### [Iron Man \(2008\)](#)

Directed by Jon Favreau. With Robert Downey Jr., Gwyneth Paltrow, Terrence Howard, Jeff Bridges. When wealthy industrialist Tony Stark is forced to build an armored suit after... - [imdb.com](#)



Tom Whitnah and Steven Grimm liked this.



# New Paradigm

- Search & Social & Social Search
  - Search = keywords, adwords, backlinks etc.
  - Social = authenticity, value, engagement etc.
- Social Search = search results including endorsement of your social graph



# New Paradigm

- Build your List & your Likes
  - Likes = Increased SEO & NFO  
News Feed Optimization  
via EdgeRank-Affinity, Weight, Time



# The Solution

Profile = friends

Page = Likes



**Joe Fanning**  
Worked at Johns Creek Wellness Center (Owner) Studied at Life University Lives in Johns Creek, Georgia Married to Brooke Dempsey Fanning From Mohegan Lake, New York Born on March 31

Share: Post Photo Link Video

Write something...

**Jason Neville**  
 Jason just answered a question about Joe! Joe has new answers to unlock.  
7 hours ago via 21 questions · Like · Comment · See what they said

**RECENT ACTIVITY**

- Joe and Michelle Livingston are now friends. · Like · Comment · Add Michelle as Friend
- "Hero" on CBS Atlanta's Wall.
- Joe likes CBS Atlanta. · Like
- "Happy birthday. Sorry I was..." on Charlie Laughlin's status.

**Chuck Little**  
A hot tub is a good way to beat cabin fever...when stuck and no where to GO!  
Yesterday at 6:07am · Like · Comment

**Joe Fanning** Heck yeah! I am jealous.  
Yesterday at 7:17am · Like

Write a comment...

Married to Brooke Dempsey Fanning

Wall  
Info  
Photos (139)  
Notes  
Friends



**Chiropractor Johns Creek GA | Joseph Fanning DC**  
Health/Medical/Pharmacy · Suwanee, GA

Wall  
Everyone · Chiropractor Johns Creek...

Share: Post Photo Link Video

Write something...

**Chiropractor Johns Creek GA | Joseph Fanning DC**  
 Child With PDD Autism Improves Quality Of Life Under Chiropractic Care  
The January 20, 2011 issue of the Journal of Pediatric, Maternal and Family Health reports on a case study involving a three year-old boy diagnosed with Pervasive Developmental Disorder (PDD)....  
February 12 at 6:57am · Like · Comment · Share  
Gil Desaulniers and Melissa Paschall Christensen like this.  
Write a comment...

**Chiropractor Johns Creek GA | Joseph Fanning DC**  
Mary just finished our 10 day detox. Listen to her story.  
Feb 11, 2011 2:32am  
Length: 1:46  
February 11 at 2:32am · Like · Comment · Share  
Heather Hughes likes this.  
Heather Hughes Yay! Starting my 10 day detox next week Joe!  
February 11 at 9:12am · Like

**Chiropractor Johns Creek GA | Joseph Fanning DC**  
Can't wait to see how you do, Heather. See you soon.  
February 12 at 2:50am · Like  
Write a comment...

**Chiropractor Johns Creek GA | Joseph Fanning DC**  
 Chiropractic Adjustments Affect Internal Organ Function  
The March 17, 2009 issue of the Journal of Vertebral Subluxation Research reports on a literature review that demonstrated measurable changes in organ functions such as heart rate and blood pressure occur after a patient begins chiropractic care....  
February 11 at 2:25am · Like · Comment · Share

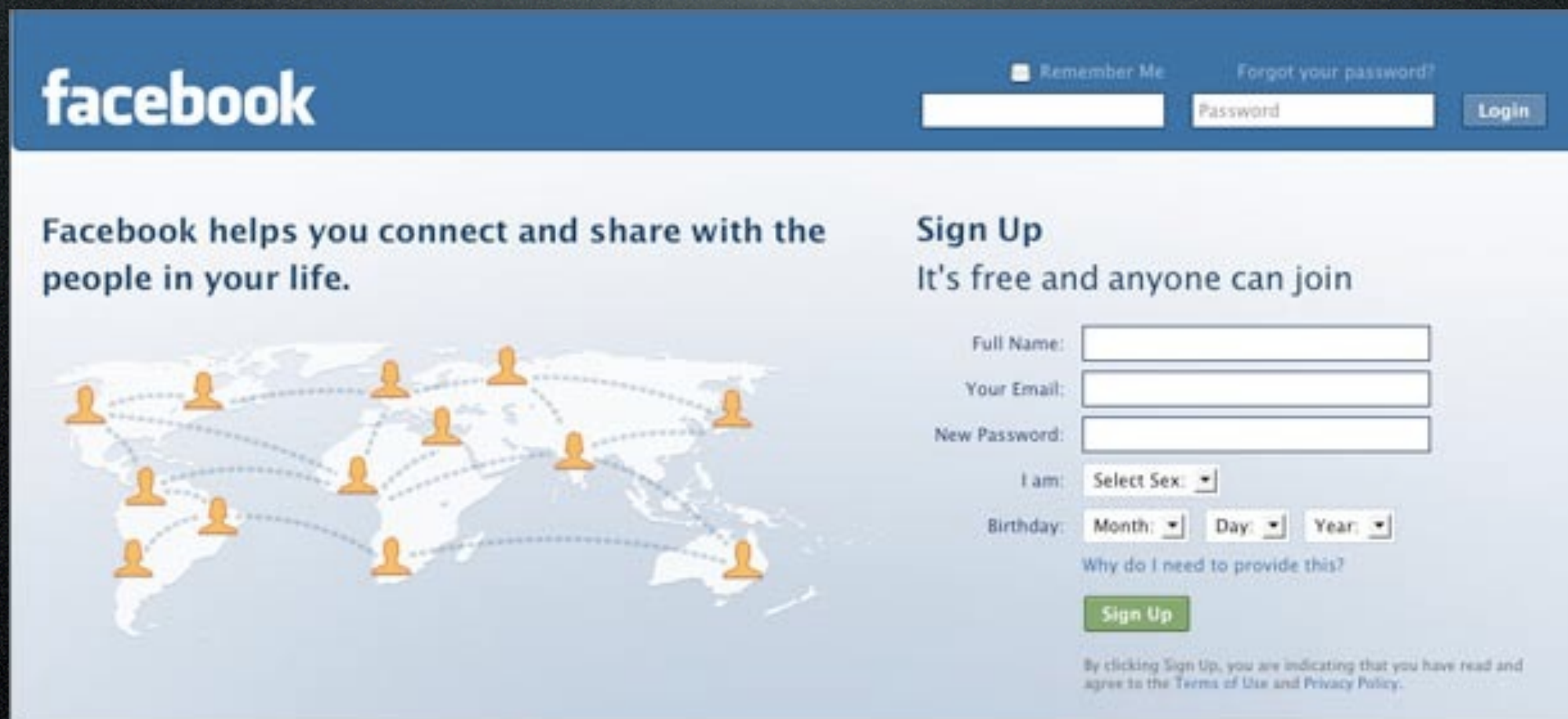
333 people like this

Likes  
 Visual Bookshelf  
 Johns Creek Chiropractic | Joseph Fanning  
 TrueHealthChoice



# What to do...

- Set up your personal profile




The screenshot shows the Facebook homepage with a blue header. On the left, the Facebook logo is displayed. On the right, there are links for 'Remember Me' and 'Forgot your password?'. Below these are input fields for a username and password, followed by a 'Login' button. The main content area is divided into two sections. The left section features the text 'Facebook helps you connect and share with the people in your life.' and a world map with orange profile icons connected by dashed lines. The right section is titled 'Sign Up' and 'It's free and anyone can join'. It contains a registration form with fields for 'Full Name', 'Your Email', and 'New Password'. Below these are dropdown menus for 'I am:' (labeled 'Select Sex:'), 'Birthday:' (with 'Month:', 'Day:', and 'Year:' sub-labels), and a link 'Why do I need to provide this?'. A green 'Sign Up' button is at the bottom of the form. A small disclaimer at the very bottom states: 'By clicking Sign Up, you are indicating that you have read and agree to the Terms of Use and Privacy Policy.'

facebook

☐ Remember Me [Forgot your password?](#)

Facebook helps you connect and share with the people in your life.



**Sign Up**  
It's free and anyone can join

Full Name:

Your Email:

New Password:

I am:

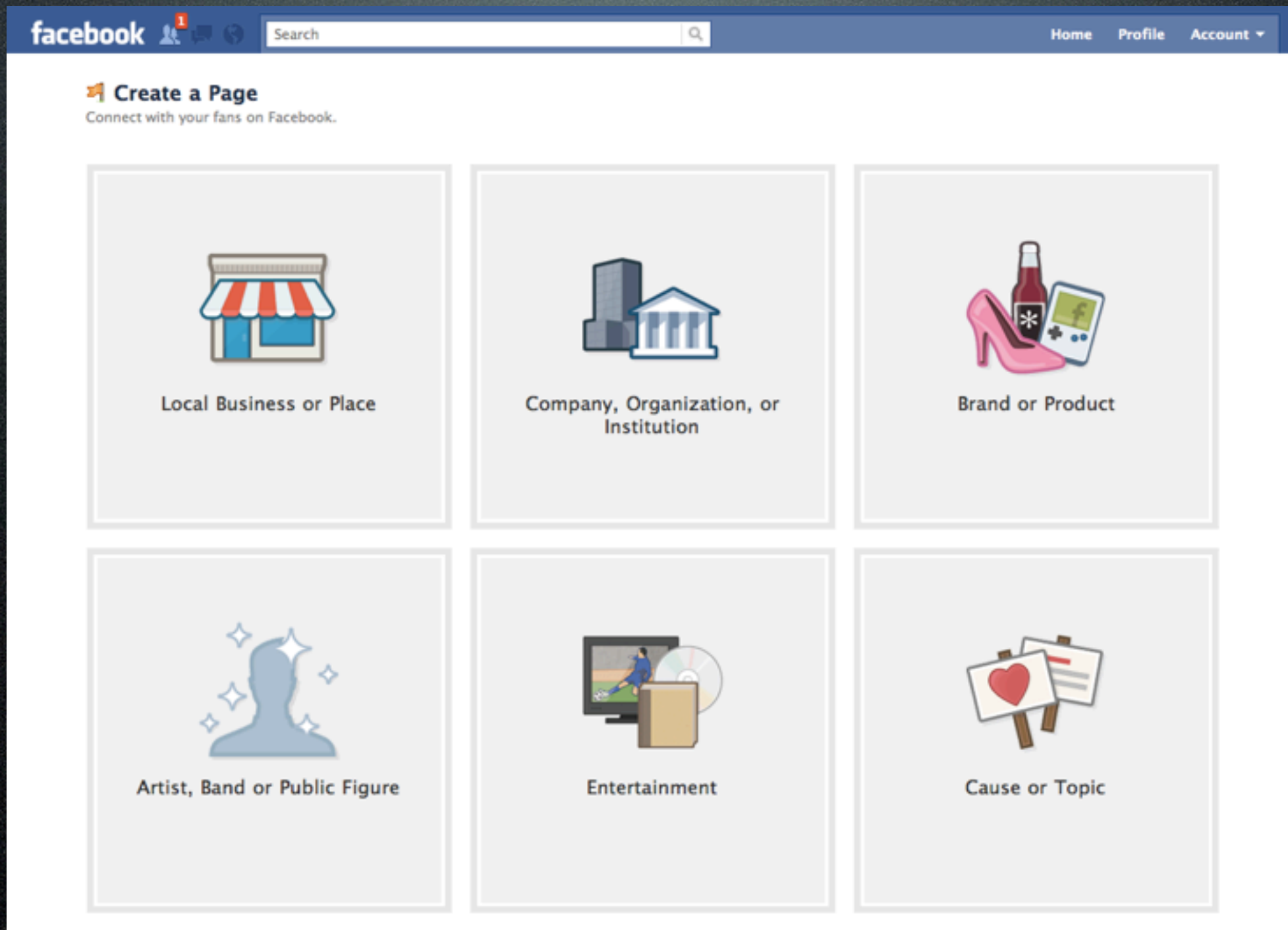
Birthday:

[Why do I need to provide this?](#)

By clicking Sign Up, you are indicating that you have read and agree to the Terms of Use and Privacy Policy.







# Create a page




[facebook.com/pages](https://facebook.com/pages)



# Create a page

**facebook**      Home Profile Account ▾

 **Create a Page**  
Connect with your fans on Facebook.

**Local Business or Place**  
Join your fans on Facebook.

Professional Services ▾

My Practice Name Here


123 Main St.


Anywhere


12345


111-111-1111 **Get Started**


☒ I agree to Facebook Pages Terms

  
Company, Organization, or Institution

  
Brand or Product

  
Artist, Band or Public Figure

  
Entertainment

  
Cause or Topic

Friday, April 1, 2011



# Create a page

The screenshot shows the Facebook page creation interface for a new page named "My Practice Name Here". The page is categorized as "Professional Services" in "Portland, OR". The interface is divided into several sections:

- Left Sidebar:** Contains the Facebook logo, a search bar, and navigation links for "Home", "Profile", and "Account". Below these are links for "Get Started", "Wall", and "Info". A section indicates "0 people like this" and provides an option to "Add to My Page's Favorites" and "Share".
- Main Content Area:**
  - Welcome:** A section with a "Welcome" message and a "[?]" icon.
  - 1 Add an image:** A step with a large question mark icon and the text "Upload an Image From your computer".
  - 2 Invite your friends:** A step with the text "Start building your fan base by suggesting this Page to friends who might like it." and a "Suggest to Friends" button.
  - 3 Tell your fans:** A step with the text "Let your current customers and subscribers know about your new Page." and an "Import Contacts" button.
  - 4 Post status updates:** A step with the text "Share your latest news." and a "Post Update" button.
  - 5 Promote this Page on your website:** A step with the text "Add a Facebook Like Box to your site and give people an easy way to discover and follow this Page." and an "Add Like Box" button.
- Right Sidebar:**
  - Admins (1):** A section with a "[?]" icon and a "See All" link.
  - Use Facebook as My Practice Name Here:** A section with a "Use Facebook as My Practice Name Here" button.
  - Promote with an Ad:** A section with a "Promote with an Ad" button.
  - View Insights:** A section with a "View Insights" button.
  - Suggest to Friends:** A section with a "Suggest to Friends" button.
  - Quick Tips:** A section with the text "Get more people to like your Page with Facebook Ads today!" and a "Get More Connections" button.
  - Sample Ad:** A section titled "Sample Ad: My Practice Name Here" with the text "The text of your ad will go here." and a "Like" button.

The bottom of the page features a "Chat (66)" button.



# Create a page

The screenshot shows the Facebook 'Create a Page' wizard for a professional services page. The page is titled 'My Practice Name Here' and is located in Portland, OR. The wizard is divided into five numbered steps:

- 1. Suggest My Practice Name Here to friends.** This step shows a 'Recommended Pages' section with 'My Practice Name Here' (0 likes) and a 'Find Friends' search bar. Below the search bar is a grid of friends to recommend, including Amanda Bradford, Chuck Gallagher, Gary Hatlen Dc, Janicelee Mulder, Karen R. Jacobson, Laney Ray, Mike Bartell, Vikki Ede, and A.J. LaBarbera. Buttons for 'Send Recommendations' and 'Cancel' are at the bottom.
- 2. Use Facebook as My Practice Name Here**
- 3. Promote with an Ad**
- 4. View Insights**
- 5. Suggest to Friends**

The right sidebar contains links for 'Use Facebook as My Practice Name Here', 'Promote with an Ad', 'View Insights', and 'Suggest to Friends'. Below these are 'Quick Tips' and a 'Sample Ad' for 'My Practice Name Here' with the text 'The text of your ad will go here.' and a 'Like' button.

The bottom of the page shows a 'Chat (66)' button.



# Create a page

The screenshot shows the Facebook interface for creating a new page. The main heading is "My Practice Name Here" with a "Get Started" button and a "Like" button. Below this, there's a "Welcome" message and tabs for "Welcome", "Admins (1)", and "See All". The "Tell Your Fans" dialog box is open, offering two methods to find contacts: "Upload a Contact File" and "Find Your Web Email Contacts". The "Upload a Contact File" section includes a "Choose File" button and an "Upload Contacts" button. The "Find Your Web Email Contacts" section includes input fields for "Your Email" and "Email Password", a "Find Contacts" button, and a note that Facebook won't store the password. A "Cancel" button is at the bottom right of the dialog. Below the dialog, there's a section "5 Promote this Page on your website" with an "Add Like Box" button. The bottom right corner shows a "Chat (67)" button.

facebook Search Home Profile Account

My Practice Name Here Get Started Like Edit Page

Professional Services · Portland, OR Edit Info

Welcome Admins (1) See All

**Tell Your Fans**

**Upload a Contact File** (Outlook, Constant Contact, .csv file, etc.)\*  
Upload a contacts file below and Facebook will securely import your contacts.  
How to create a contact file...

Contact File: Choose File no file selected

Upload Contacts

OR

**Find Your Web Email Contacts** (Hotmail, Gmail, Yahoo, etc.)  
Searching your email for contacts is the fastest and easiest way to find potential fans.

Your Email:

Email Password:

Find Contacts

Facebook won't store your password.

\*Maximum of 5,000 contacts supported.

Cancel

**5 Promote this Page on your website**  
Add a Facebook Like Box to your site and give people an easy way to discover and follow this Page.

Add Like Box

Chat (67)



# Create a page

**facebook**   

Search 

Home Profile Account ▾



[Get Started](#)  
[Wall](#)  
[Admin View](#)  
[Info](#)

0  
people like this

[Add to My Page's Favorites](#)  
[Share](#)

**My Practice Name Here**   
Professional Services · Portland, OR [Edit Info](#)



Wall Everyone · My Practice Name Here

Share:  Status  Photo  Link  Video

Write something...

 This is your page wall. Share stories, photos, post links, and upload videos for your fans to see.

RECENT ACTIVITY

 My Practice Name Here joined Facebook.

**Admins (1)** [See All](#)



 Use Facebook as My Practice Name Here  
 Promote with an Ad  
 View Insights  
 Suggest to Friends

**Quick Tips**

Get more people to like your Page with Facebook Ads today!  
[Get More Connections](#)

**Sample Ad: My Practice Name Here**

 The text of your ad will go here.

 Like · Jason Deitch likes this.



# Create a page

**facebook** DEVELOPERS Documentation Forum Showcase Blog My Apps Search for documentation

Getting Started

Core Concepts >

Social Plugins

Graph API

Social Channels

Authentication

Open Graph protocol

Advanced Topics

SDKs & Tools

Plugins

Like Button

Activity Feed

Recommendations

Like Box >

Login Button

Facepile

Live Stream

Comments

## Like Box

Core Concepts > Social Plugins > Like Box

The Like Box is a social plugin that enables Facebook Page owners to attract and gain Likes from their own website. The Like Box enables users to:

- See how many users already like this Page, and which of their friends like it too
- Read recent posts from the Page
- Like the Page with one click, without needing to visit the Page

Facebook Page URL (?)

Width (?)

Color Scheme (?)

light

Show Faces (?)

☒ Show Faces

Stream (?)

☒ Show stream

Header (?)

☒ Show header

Get Code

Find us on Facebook

?

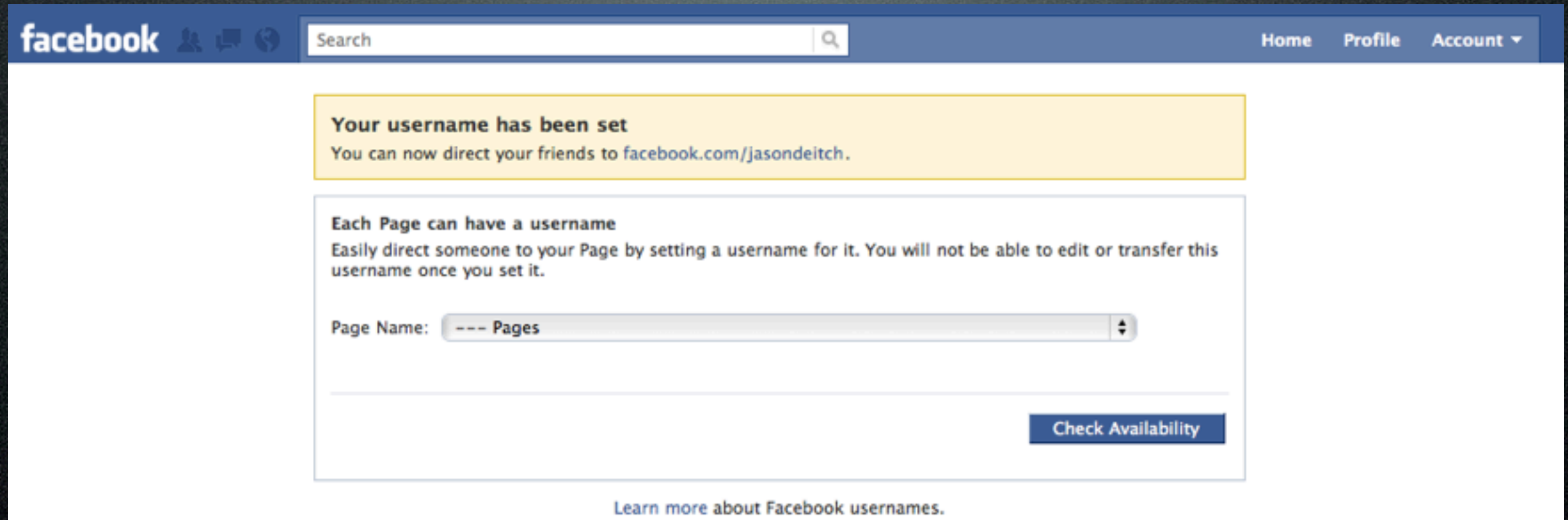
My Practice Name Here

Like

Be the first to like My Practice Name Here.



# Create a facebook.com/username



The screenshot shows the Facebook interface for setting a username. At the top is the Facebook navigation bar with the logo, search bar, and links for Home, Profile, and Account. Below this, a yellow notification box states: "Your username has been set. You can now direct your friends to facebook.com/jasondeitch." The main content area is titled "Each Page can have a username" and explains that users can direct traffic to their page by setting a username, which cannot be edited or transferred. Below this text is a "Page Name:" label followed by a text input field containing "--- Pages". A "Check Availability" button is positioned to the right of the input field. At the bottom of the main content area, there is a link that says "Learn more about Facebook usernames."

facebook

Search

Home Profile Account

**Your username has been set**  
You can now direct your friends to [facebook.com/jasondeitch](https://facebook.com/jasondeitch).

**Each Page can have a username**  
Easily direct someone to your Page by setting a username for it. You will not be able to edit or transfer this username once you set it.

Page Name:

[Check Availability](#)

[Learn more about Facebook usernames.](#)

25 fans+



# 3 parts of a successful Facebook page

1. Setup - walk, bike, \*Mercedes, Maybach
2. Management - DIY, Delegate, Outsource
3. Promotion - online/offline - DIY/DIFY





Find us on  
**Facebook**



# What will they find?

1. Nothing
2. Something
3. Something impressive
4. Something that inspires them to take action



# What will they find?

The screenshot shows a Facebook profile for 'Chiropractor Johns Creek GA | Joseph Fanning DC'. The cover photo is a green banner with a white spine graphic and the text 'JOHNS CREEK wellness center'. The profile picture is a collage of five images: a woman, a child, a building, a hand, and a person. The page has a search bar at the top and a navigation menu on the left with options like Wall, Info, Welcome, Notes, Join My List, Reviews, Video, Links, and More. The main content area shows three posts. The first post is a text update about a child with PDD Autism improving quality of life under chiropractic care, dated February 12 at 6:57am, with 2 likes. The second post is a video of a woman speaking, dated February 11, 2011 at 2:32am, with 1 like. The third post is a text update about chiropractic adjustments affecting internal organ function, dated February 11 at 2:25am, with 1 like. The left sidebar shows 333 people like this and lists three likes: Visual Bookshelf, Johns Creek Chiropractic | Joseph Fanning, and TrueHealthChoice.

facebook

Search

**Chiropractor Johns Creek GA | Joseph Fanning DC**  
Health/Medical/Pharmacy · Suwanee, GA

Wall Everyone · Chiropractor Johns Creek...

Share: [Post](#) [Photo](#) [Link](#) [Video](#)

Write something...

**Chiropractor Johns Creek GA | Joseph Fanning DC**  
**Child With PDD Autism Improves Quality Of Life Under Chiropractic Care**  
The January 20, 2011 issue of the Journal of Pediatric, Maternal and Family Health reports on a case study involving a three year-old boy diagnosed with Pervasive Developmental Disorder (PDD)...

February 12 at 6:57am · Like · Comment · Share

[Gil Desaulniers](#) and [Melissa Paschall Christensen](#) like this.

Write a comment...

**Chiropractor Johns Creek GA | Joseph Fanning DC**  
Mary just finished our 10 day detox. Listen to her story.

Feb 11, 2011 2:32am  
Length: 1:46

February 11 at 2:32am · Like · Comment · Share

[Heather Hughes](#) likes this.

[Heather Hughes](#) Yay! Starting my 10 day detox next week Joel  
February 11 at 9:12am · Like

**Chiropractor Johns Creek GA | Joseph Fanning DC** Can't wait to see how you do, Heather. See you soon.  
February 12 at 2:50am · Like

Write a comment...

**Chiropractor Johns Creek GA | Joseph Fanning DC**  
**Chiropractic Adjustments Affect Internal Organ Function**  
The March 17, 2009 issue of the Journal of Vertebral Subluxation Research reports on a literature review that demonstrated measurable changes in organ functions such as heart rate and blood pressure occur after a patient begins chiropractic care...

February 11 at 2:25am · Like · Comment · Share

Wall  
Info  
Welcome  
Notes  
Join My List  
Reviews  
Video  
Links  
More +

333 people like this

Likes

[Visual Bookshelf](#)

[Johns Creek Chiropractic | Joseph Fanning](#)

[TrueHealthChoice](#)



# What will they find?

## Before Fan Page Generator



## After Fan Page Generator









# Landing Page Options

- Text/Image/Video/Opt-in
- DIY vs. \*DIFY



# Landing Page Video Options

- Repurposed
- Blair witch project
- \*Professional - Socially Optimized



# How do I attract traffic...

- Offer value - give them a reason to find you
- 'Create buyers' through information products



# How do I attract traffic...

facebook

Search

Home Profile Account

ENCMPASS

Health & Wellness

What is the MOST challenging health obstacle you need to overcome? What is standing in your way? Please share. on Thursday clear

Wall Info Welcome Photos Events Video

Edit Page

Promote with an Ad

Add to My Page's Favorites

Suggest to Friends

Welcome to Encompass Health & Wellness, your place to Discover Wellness.

Message - Nutrition - Chiropractic - Fitness - Yoga

http://www.DiscoverWellnessLakeOswego.com/

Dr. Kris Pollack

Dr. Jason Deitch

Information

Location: 4309 Oakridge Road Lake Oswego, OR, 97233

Phone: 503-635-4656

Mon: 8:00 am - 11:15 am 1:30 pm - 5:00 pm

Tues: 8:00 am - 12:00 pm

Wed: 9:00 am - 11:15 am 1:30 pm - 5:00 pm

Thurs: 9:00 am - 11:15 am

Fri: 8:00 am - 11:15 am 1:30 pm - 5:00 pm

Insights

62 Monthly Active Users

0 Daily New Likes

0 Daily Post Views

0 Daily Post Feedback

Insights are visible to page admins only.

11 Friends Like This

6 of 11 Friends

Teddy Sim

Daniel Sterling

Meredith Staley

Norman Deitch

Bradley J Anchors Dc

Paul Reed

96 People Like This

See All

Marissa Logan

Daniel Sterling

Patti Lies

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HEALTH & WELLNESS CENTER

MASSAGE • NUTRITION • CHIROPRACTIC • FITNESS • YOGA

Your Place to Discover Wellness

Dr. Kris Pollack, D.C.

Chiropractor

Discover Wellness

How staying healthy can make you rich

Dr. Bob Hoffman - Dr. Jason A. Deitch

Ask your #1 question about how to discover wellness.

Enter your name, email and question below to receive your free e-copy of Discover Wellness.

Jason

info@discoverwellnesscenter.com

Can you help me get well and stay well?

Here's My Question

We will always respect your email privacy.

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Get Your Own Fan Page Like This

Get More Connections

Get more people to like your Page with Facebook Ads! Preview below.

Encompass Health & Wellness - Lake...

Your Text Here


Jason Deitch likes this.

Like

Friday, April 1, 2011




# How do I attract traffic...




ENC MPASS  
HEALTH & WELLNESS CENTER

MASSAGE • NUTRITION • CHIROPRACTIC • FITNESS • YOGA

Your Place to Discover  
**Wellness**



## Thank You Jason!




**Discover Wellness**  
How staying healthy can make you rich  
Dr. Bob Hoffman & Dr. Jason A. Detich  
Foreword by Bob Hoffman

CLICK BELOW to download your free digital copy of the bestselling book: Discover Wellness, How Staying Healthy Can Make You Rich.

An email confirmation has been sent to the email account you provided.

Please check your email and click on the activation link to complete your registration to the Encompass Wellness Lake Oswego Newsletter!



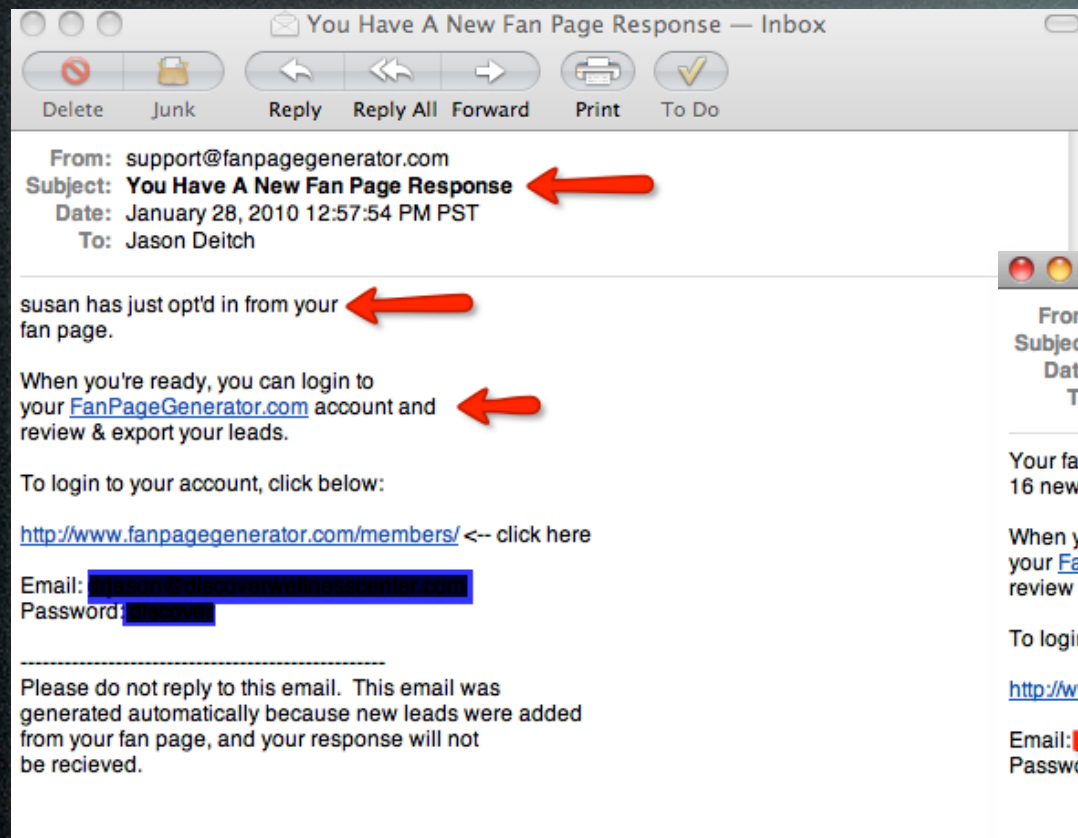
[Click Here to Download "Discover Wellness: How Staying Healthy Can Make You Rich"](#)

**Click to see other questions I've answered on my wall. »**

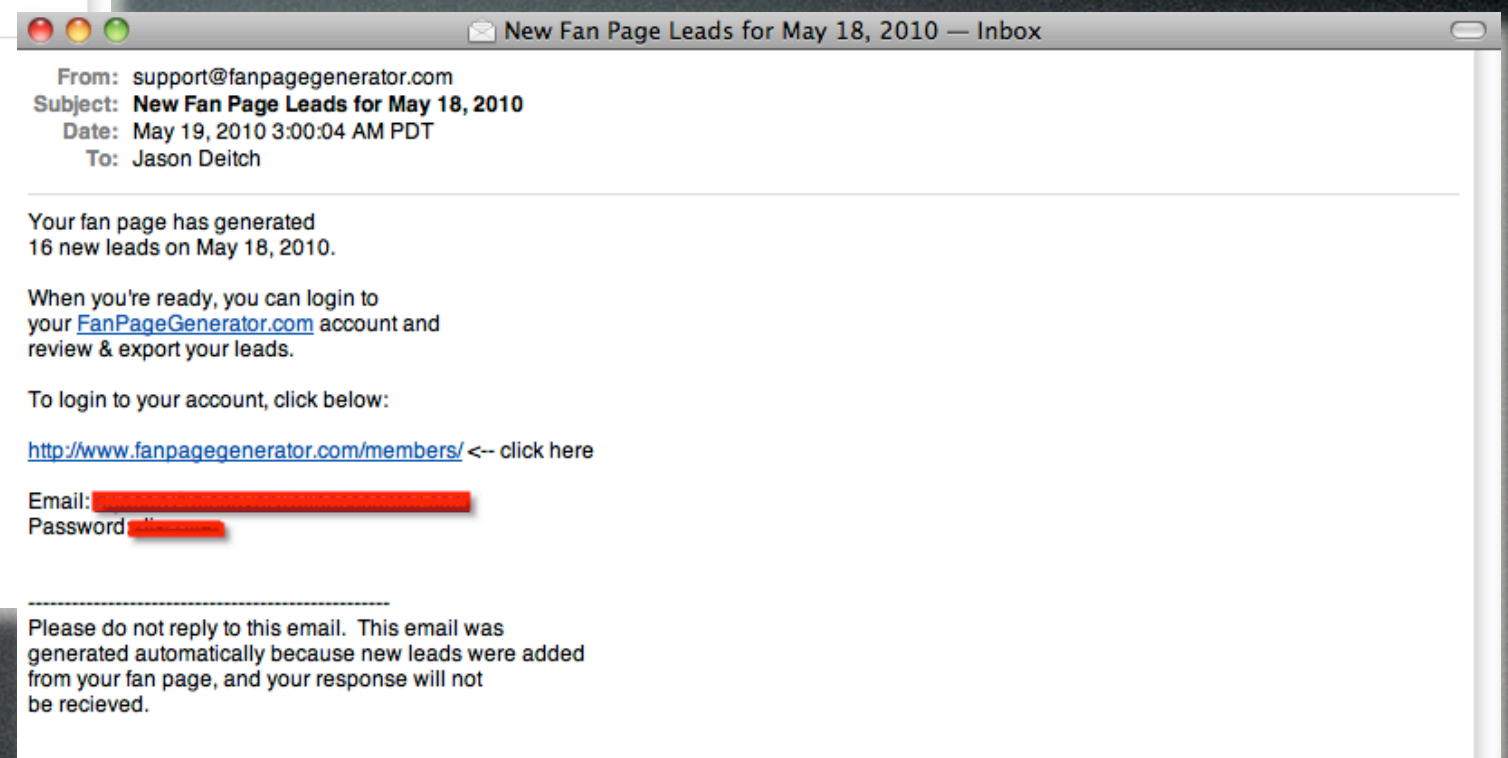
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# How do I attract traffic...



Real Time



Daily Summary

\* Bonus option: Build your list



# How do I attract traffic...





# How do I attract traffic...

The screenshot displays the FanPageGenerator.com website. At the top, the site's logo 'fpg FanPageGenerator.com' is visible, along with a 'Like today!!' button. A modal window titled 'Publish this story to your friend's Facebook Wall?' is open, showing a Facebook post being composed. The post is addressed to 'Encompass Health & Wellness- Lake Oswego, Oregon'. The content of the post is a reply to Jason, asking for help with wellness and providing a list of three steps: visiting a website, attending a workshop, and scheduling a consultation. The post is marked as 'Not Published Yet via FanPageGenerator.com'. In the background, a 'My Leads' sidebar shows a list of leads, each with a '132' and a checkmark icon. A 'Home' link is visible in the top right corner of the main content area. At the bottom of the page, there is a copyright notice for 2010 FanPageGenerator.com and links for 'Feedback' and 'Log Out'.

**My Leads**

132		
132		
132		
132		
132		
132		

**Facebook Post:**

**Publish to:** Encompass Health & Wellness- Lake Oswego, Oregon

**Reply to Jason on your wall**

Jason asked `Can you help me get well and stay well?`

Yes we can...

Would you like to learn more about how?

You're invited to:

1. Visit our website at: [www.DiscoverWellnessLakeOswego.com](http://www.DiscoverWellnessLakeOswego.com)
2. Attend one of our upcoming wellness workshops. Yes, you can bring a guest.
3. Schedule a consultation to discuss your specific questions, concerns and goals.

Thanks for asking!

☐ Not Published Yet via FanPageGenerator.com

**Publish** **Skip**

[Edit this entry.](#)

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# How do I attract traffic...

**facebook** Search Home Profile Account

**ENCMPASS**  
Your Place to Discover Wellness

**Encompass Health & Wellness - Lake Oswego, Oregon** What is the MOST challenging health obstacle you need to overcome? What is standing in your way? Please share. on Thursday clear

Wall Info Welcome Photos Events Video >> +

Edit Page  
Promote with an Ad  
Add to My Page's Favorites  
Suggest to Friends

Welcome to Encompass Health & Wellness, your place to Discover Wellness.  
Message - Nutrition - Chiropractic - Fitness - Yoga  
<http://www.DiscoverWellnessLakeOswego.com/>  
Dr. Kris Pollack  
Dr. Jason Deitch

**Information**  
Location:  
4309 Oakridge Rod  
Lake Oswego, OR, 97233  
Phone:  
503-635-4656  
Mon:  
8:00 am - 11:15 am  
1:30 pm - 5:00 pm  
Tues:  
8:00 am - 12:00 pm  
Wed:  
9:00 am - 11:15 am  
1:30 pm - 5:00 pm  
Thurs:  
9:00 am - 11:15 am  
Fri:  
8:00 am - 11:15 am  
1:30 pm - 5:00 pm  
**Insights**

What's on your mind?  
Attach: **Share** Options

**Jason Deitch** Jason asked `Can you help me get well and stay well?`  
Yes we can...  
Would you like to learn more about how?  
You're invited to:  
1. Visit our website at: [www.DiscoverWellnessLakeOswego.com](http://www.DiscoverWellnessLakeOswego.com)  
2. Attend one of our upcoming wellness workshops. Yes, you can bring a guest.  
3. Schedule a consultation to discuss your specific questions, concerns and goals.  
Thanks for asking!  
 7 seconds ago via FanPageGenerator.com · Comment · Like

**MPASS** **Encompass Health & Wellness - Lake Oswego, Oregon**  
WellCall: Go to your local farmers market and pick up some locally grow cherries; they are the food of the month!  
<http://cot.ag/9oyrw8>  
Read: Full story  
Source: Discover Wellness Coaching Tips  
Published: 2010-08-14 15:38:01 GMT  
 5 hours ago via RSS Graffiti · Comment · Like · Share

**MPASS** **Encompass Health & Wellness - Lake Oswego, Oregon**  
WellCall: Bring your own healthy snacks to parties this summer so you can have healthy treats to eat!  
Read: Full story  
Source: Discover Wellness Coaching Tips  
Published: 2010-08-13 22:31:00 GMT  
 22 hours ago via RSS Graffiti · Comment · Like · Share

**Get More Connections**  
Get more people to like your Page with Facebook Ads! Preview below.

**Encompass Health & Wellness - Lake...**  
**ENCMPASS**  
Your Place to Discover Wellness  
What is the MOST challenging health obstacle you need to overcome? What is standing in your way? Please share.  
Jason Deitch likes this.  
 Like



# How do I attract traffic...




**Angie Meyer** Jim Bentley asked `I`m a DC student. They teach us how to adjust, but not office flow. How do you hire a CA or office manager when we are not trained to even know how to train them to do what we need them to do in our office?`

I'm a DC student. They teach us how to adjust, but not office flow. How do you hire a CA or ...

[See More](#)

February 13 at 2:52pm via FanPageGenerator.com · [Like](#) · [Comment](#)




**Angie Meyer** Rudy asked `What`s the best way to do recalls and reactivate patients?`

Hi Rudy,  
For reactivations, there are all kinds of cool gimmicks. The long and short of it is make a list of people you want to see back in. You can send them something if you like but the most important aspect of reactivations is the follow up pho...

[See More](#)


February 7 at 12:24pm via FanPageGenerator.com · [Like](#) · [Comment](#)



**Angie Meyer** Jeff asked `Well I am faced with the same situation you described, dwindling insurance coverage has taken its toll and I am now discovering I have not done a very good job educating my patients. Many are losing their jobs and I am hard pressed to overcome these financial burdens they face. Further more I seem to be stu...

[See More](#)

February 7 at 11:32am via FanPageGenerator.com · [Like](#) · [Comment](#)

 2 people like this.



**Angie Meyer** Clara asked `I have a practice in Palma de Mallorca Spain... I`ve seen your first video and started to do what you said this same day... how do I get to the following videos..Thanks a lot Clara`

Hi Clara, every 3 days you'll receive a video. It will give you a chance to digest the information and try it out with your p...

[See More](#)

February 7 at 11:31am via FanPageGenerator.com · [Like](#) · [Comment](#)



# How do I convert traffic...

- Reply to inquiries- 1-1, wall, tel/web
- Opt-in to an auto-responder series
- Buy now button
- hybrid



# Debbie Ford

facebook

**Debbie Ford** What am I doing up? Julie and I worked on a love message for all of you for the weekend of love. Will be in your inbox tomorrow. Sweet dreams my dear brothers and sisters ~ on Thursday

Wall Info Welcome! Photos Boxes Video >>

**DEBBIE FORD**  
CREATE A LIFE YOU LOVE

Click this button above to become a fan today!

**DEBBIE FORD**  
AUTHOR/SEMINAR LEADER

0:14 / 1:50

Everyone has a moment in their lifetime to create great change. Your moment is now!

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A JOURNEY FROM YOUR DARKEST THOUGHT TO YOUR GREATEST DREAM

**THE SHADOW PROCESS**  
In three days, reclaim your spiritual power. Your inner brilliance and your dreams. Click Here.

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The Shadow Effect

**WORKSHOPS**  
The Shadow Process


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Learn more about the coaching training program

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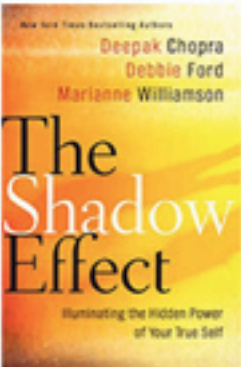
# Debbie Ford

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## The Shadow Effect

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**A Journey from your darkest thought to your greatest dream.**

The Shadow Effect is an emotionally-gripping, visually-compelling docudrama that reveals why suppressed emotions and unresolved internal conflicts leads to behavior that continually unseats politicians, destroys celebrity careers, destabilizes the economy and affects the lives of millions each year.

In this age of public humiliation and media meltdowns, the work of New York Times best selling author, Debbie Ford, continues to make headway as she exposes the opposing forces of both light and dark that compete for attention within every human being. In her film debut, The Shadow Effect, Ford presents the hidden power of "the Shadow" alongside some of today's most provocative thinkers including Deepak Chopra,

Buy The Book

Buy The DVD

Official Website

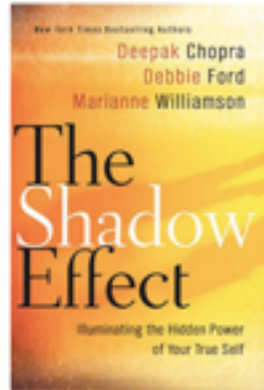
Share

Suggest To Friends

# The Shadow Effect

HOME | THE BOOK | THE MOVIE | THE ONLINE COURSE | THE EVENT | RESOURCES | SIGN UP

## Illuminating the Hidden Power of Your True Self



**New York Times Bestseller**

(click below)

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Deepak Chopra, Debbie Ford, and Marianne Williamson — New York Times bestselling authors and internationally acclaimed teachers — have joined together to share their knowledge on one of the most crucial obstacles to happiness we face—the shadow. These three luminaries, each with a signature approach, bring to light the parts of ourselves we deny but that still direct our life. For it is only when we embrace our shadow that we discover the gifts of our authentic nature.




# Joe Polish

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## THE GENIUS NETWORK MASTERMIND GROUP



Enter your First Name & Email Address.  
Then click the 'Yes, I want access!' button and get **ONLINE ONLY ACCESS** for Joe's Interview with Dan Sullivan Entitled - *"Insights Of Entrepreneurial Minds"*.



First Name

Primary Email

[Yes, I want access! »](#)

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# Joe Polish

**I LOVE  
MARKETING**  
DEAN JACKSON & JOE POLISH



Please enter your name and e-mail in  
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First Name

Primary Email

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We respect your email privacy.


**I LOVE  
MARKETING**  
DEAN JACKSON & JOE POLISH



**Thank You Jason!**




# Brendon Burchard

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**Brendon Burchard inspires growth and giving around the world.**

"At the end of our lives, we all ask,  
'Did I live? Did I love? Did I matter?'"  
- Brendon Burchard



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Enter your First Name and Primary Email below to get **FREE** access to my 8-week *Transformation Truths Coaching Program*.




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**Brendon Burchard inspires growth and giving around the world.**

"At the end of our lives, we all ask,  
'Did I live? Did I love? Did I matter?'"  
- Brendon Burchard

**Thank You Jason!**



Thanks for signing up, please enjoy your complimentary access to my 8-week Transformation Truths Coaching Program.

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# Dr. Jeff Spencer

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**Dr. Jeff Spencer MA, DC**  
Wellness Doctor & Builder of Champions


Please enter your name and e-mail in the fields below and get Dr. Jeff Spencer's **FREE** Audio eBook *Winning 8-Tour de France Victories Wasn't An Accident*



First Name


Primary Email

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**Dr. Jeff Spencer MA, DC**

00:04 01:41



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# Garrett Gunderson

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**Truths That When Uncovered... Will Save You Thousands & Put YOU in The Drivers Seat When It Comes To Serving Patients & Experiencing Record Breaking Practice Success!**

**Give me just 1 hour/week and I'll force 12 of the world's most trusted Chiropractic, Financial & Wellness Marketing experts to SPILL THE BEANS...**

**As they reveal their most important, clever & profitable secrets for "PUTTING AN END to the struggle, frustration & anxiety many chiropractors struggle with!"**

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Is To Help As Many Chiropractors As Humanly Possible In As Short A Time As Possible...

The problem with keeping my commitment is if YOU don't make it to the event... I can't help

**So I've got a BRIBE so you'll LET me help you...**

*Enter Your Phone Number Here*

Phone Number:\*

Submit

So I make sure you have a personal concierge to touch base and remind you about the events, call in numbers & to insure you have someone to talk with in case you have any questions. The bribe is that anytime you hear from them, they will come bearing gifts with their reminders: like recordings of the most popular interviews, my brand new ebook yet to be released, and more!

I give you my word that they won't hound you and you'll never get more than a few reminders over the series and some of these gifts along the way.

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# Amy Porterfield

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**Here's How To Turn Your Love/Hate Relationship with Social Media Into a Hot, Steamy Love Affair**



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- ✓ How trying to be EVERYTHING to EVERYONE is costing you clients, money and sanity.
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- ✓ The ONE THING you can do NOW to completely eliminate the frustration, confusion and overwhelm of social media once and for all. (and start enjoying it!)

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SOCIAL MEDIA ON YOUR TERMS

**The Cure for Social Media Guilt**




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TITLE	MEDIA	PRICE	ITEM NO	TRANSLATIONS	QTY DISC	QTY
<a href="#">One Minute Manager, The (hardcover book)</a>	 Book	\$19.95	11989	<a href="#">Yes</a>	<a href="#">Up To 50%</a>	<input type="text" value="1"/> <a href="#">Add to Cart</a>

A book of timeless truths that started a management revolution! 13 million copies sold worldwide, and 10,000 copies still selling every month make it one of the best-selling management book in history.





# The Exorcist

The Exorcist 

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**THE EXORCIST**  
DIRECTED BY WILLIAM FRIEDKIN

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Edition featuring the Original 1973 Theatrical Version  
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Home :: Movies :: The Exorcist: Extended Director's Cut + Theatrical Cut (Blu-ray Book)



**EXORCIST, THE: EXTENDED DIRECTOR'S CUT + THEATRICAL CUT (BLU-RAY BOOK)**  
BLU-RAY :: SPECIAL EDITION  
★★★★★ (4 Ratings) [Write a Review](#)

REVIEWS

Rating:  Available Date: 10/5/10

Want **FREE SHIPPING** on this item? [Tell me how](#)

Controversial and popular from the moment it opened, The Exorcist marks its historic Blu-ray premiere in a 2-Disc Edition featuring Stunning Hi-Def Presentations of the Original 1973 Theatrical V... [MORE](#)

Director: [William Friedkin](#)  
Cast: [Ellen Burstyn](#), [Linda Blair](#), [Max Von Sydow](#), [Jason Miller](#), [Lee J. Cobb](#), [Peter Masterson](#), [Jack MacGowran](#)

Ships to U.S. Destinations Only

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Price: \$27.95  
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# ClubSport



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**GUEST PASS**  
ClubSport  
(503) 616-7936

**Complimentary Guest Pass**  
Receive a complimentary guest pass and learn more about the ClubSport difference. [Click Here](#)

**Enter your name, e-mail and question below and click the "Here's My Question" button below!**



[+ Contact Us](#) [+ Working Here](#)

Select a Location


[Fitness Locations](#) | [Work Out](#) | [Play](#) | [Kids Play](#) | [Relax & Indulge](#)

## Welcome to ClubSport

Remember when you were a kid, you played for the sheer joy of it. Your memory of that joy keeps you moving now. It's what moves us too. At ClubSport, fitness is our passion. We bring you the latest and most innovative ways to achieve total health and fitness.

But even beyond fitness, you can visit ClubSport any time just to relax and hang out with family and friends. The choice is yours: whether you come to work out or chill out, you'll leave invigorated and refreshed.

[+ Learn More](#)



[Photos](#) - +

### Complimentary Guest Pass

Receive a complimentary guest pass and learn more about the ClubSport difference.

Select a Location

### Select a Location

We invite you to a truly unique fitness resort experience. Learn more about the ClubSport or Renaissance ClubSport near you.

Select a Location


### ClubSport Membership



It's time to gear up for summer. Start with a ClubSport membership - you'll get all the fitness and nutrition tools and you need to tone up in time for summer.

Select a Location

### Events and Schedules



Find out what is going on in your club... Check out the upcoming Events and Schedules

Select a Location



# Somerset Wealth Strategies

Somerset Wealth Strategies: Gain Confidence through Financial Independence  
Product/Service [Edit Info](#)

 **SOMERSET**  
WEALTH STRATEGIES

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**GAIN CONFIDENCE**  
*through Financial Independence*



  
Tom Hamlin

**Ask Somerset Wealth Strategies How Can We Help You?**

Please enter your name, email and question in the fields below and get a FREE eBook *Your Guide to Investing in the Secondary Marketplace*



First Name

Primary Email

Question


[Yes I want account »](#)

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**GAIN CONFIDENCE**  
*through Financial Independence*

**Thank You !**

  
Tom Hamlin

Thank you for your question, and please remember to keep checking my wall for the answers to your questions.

CLICK BELOW to download your free digital copy of the book: *Your Guide to Investing in the Secondary Marketplace*.



**Click Here to Download 'Your Guide to Investing in the Secondary Marketplace'**

**Click for a free consultation with a Somerset Wealth Advisor! »**



# Smart Home Renovations

Lake Oswego's Most Beautiful Homes & Renovations by Metke

Wall Info Welcome Photos Discussions Reviews +

Click the 'Like' Button Above to Become a Fan!

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Remodeling & Woodworking


BEFORE AFTER

CLICK HERE TO SEE BEFORE/AFTER PICTURES

# METKE

Remodeling & Woodworking

Click Here



What question do you have for Jeff?

Jeff Metke

Simply enter your information & question if you have one in the boxes below and you'll instantly receive Jeff Metke's Smart Home Remodeling AudioBook.

First Name

Primary Email

Question

Here's my question, Jeff >

We will always respect your email privacy.

Share this Page Suggest to Friends

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**Thank You Jason!**



Jeffrey Metke

00:06 28:05

Thank you!

Please scroll down to download your audio book



[Click here to download Jeff Metke's Smart Home Remodeling AudioBook](#)

[Click here to view other questions I've answered on my wall >>](#)



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**IMPORTANT NOTES:**

- Please use ALL CAPS when completing this registration form for proper badge presentation.
- To receive a registration confirmation, please use a unique individual email address for each registrant.
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**Invitee Information**

\*First Name:

\*Last Name:

\*Email Address:

\*Registration Type:

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# Dr. Fabrizio Mancini

**Dr. Fabrizio Mancini** • Welcome  
Public Figure • Dallas, TX [Edit Info](#)

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**Dr. Fabrizio Mancini**  
President, Parker University and Parker Seminars

**Feeling Fab**  
*Four Steps to Living a Fabulous Life*

Answer the two questions in the form below to receive your free digital copy of the first chapter of Dr. Fabrizio Mancini's new book *Feeling Fab: Four Steps to Living a Fabulous Life*.

Discover the four simple steps you must know to create a fabulous career, relationship, and life.

**Two questions:**  
**How are you impacting chiropractic?**  
**How has chiropractic impacted you?**

Answer

First Name

Primary Email

[Here Are My Answers Dr. Mancini!](#)

We will always respect your email privacy.

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COLLEGE OF CHIROPRACTIC

## Thank You !

Thank you for your answers! I am so glad to hear your stories of wellness and am excited to continue sharing our vision for a healthy humanity through chiropractic. Please [download your free chapter](#) of my new book *Feeling Fab: Four Steps to Living a Fabulous Life*.



**Special Offer:** Receive 10% off your online purchase at the Parker SHARE store when you enter promo code **FeelingFabFB** at checkout. Shop now!

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# Align with Dr. Patrick Gentempo

**Align With Dr. Patrick Gentempo** » Welcome  
Public Figure · Mahwah, NJ [Edit Info](#)

CLICK THE 'LIKE' ICON ABOVE NOW!



**Patrick Gentempo, Jr., D.C.**  
Co-Founder & CEO

### Ask Dr. Gentempo!

Enter your First Name, Email Address & Question below. Then click the 'Yes I want the e-Book!' button and get Patrick's audio eBook *Grow Up & Play Big*.




First Name

Primary Email


Question

[Yes I want the e-Book!](#)

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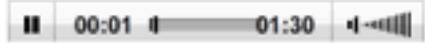


## Thank You !



Thank you for your question, and please remember to keep checking my wall for the answers to your questions.

CLICK BELOW to download your free digital copy of: *Grow Up and Play Big!*



[Click Here to Download 'Grow Up and Play Big!'](#)

**Please share how you are playing BIG in Chiropractic... »**



# Matthew Loop

Click the  icon above right now!

**Let me Show you How to get 10-20 New Patients  
Per Month from the Internet... *WITHOUT*  
Spending any Money on Advertising  
- AND -  
How to Achieve "Celebrity" Status While Getting  
Massive Website Traffic with this Google  
DOMINATION Blueprint!**

  
Click To Play



Simply Enter In Your First Name &  
Email Address To Get INSTANT  
ACCESS Right Now!

[Give Me Access!](#)

  
Dr. Matthew Loop

**Thank You Jason!**



Matthew Loop

Thank you for your question,  
and remember to keep checking  
my wall for the answers to your  
questions.

[Visit My Blog! »](#)



# Doctors Teleseminar Strategies

facebook

Doctors Teleseminar Strategies

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*"If they knew what you knew, they'd do what you do"*



*Reach the Masses With Your Message - and Grow Your Practice!*



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To register for this FREE Teleseminar series, fill out the form below - then click the "Get Call Info Now!" button and we'll email you all the call details including dates, times and call in numbers immediately.

\*\*\*We hate spam as much as you do, and will NEVER send you junk.

First Name \*

Email \*

**Get Call Info Now!**

 Song: Welcome  
Artist: Dr. David Jackson & Dr. Jason Deitch


**Important Message - Turn Up Your Speakers!**

**Join us for a FREE Teleseminar Series**

**Get Your Message To the Most People in the Least Amount of Time for the Lowest Cost and Least Effort!**

**We've hosted the largest Teleseminars in the history of our profession, and now we're going to show you exactly how you can use Teleseminars to reach more people with your message and how to convert them into ideal new patients!**

  
Dr. David Jackson

  
Dr. Jason Deitch

**Imagine Growing Your Practice By:**

- Hosting Live teleseminars with dozens of people eager to hear and act upon your message
- Interviewing local and national experts on hot topics in health care
- Being interviewed by local businesses, civic groups and charities
- Re-purposing all of the above (and so much more) into audio for your website or blog
- Doing it all from the comfort of your home or office using your telephone!

 **Doctors Teleseminar Strategies**

*"If they knew what you knew, they'd do what you do"*



*Reach the Masses With Your Message - and Grow Your Practice!*

**Congratulations... You Are Now Registered For the Free 'Doctors Teleseminar Strategies' Series!**

*Click the play button below for very important information and details about the Teleseminar Series.*




**Important! Print this page out and place it near your phone so you will have all the call-in information handy for the Teleseminar series.**

**Doctors Teleseminar Strategies will take place over four consecutive Monday and Wednesday evenings beginning on Monday, Nov. 30th**




# Free Social Marketing Strategies for Chiropractors


facebook 

Chiropractors- Free Social Marketing Strategies with Jason Deitch

Wall Info Welcome Ask A Question Photos Video +

 Like (click icon above)

## — FREE — SOCIAL MARKETING STRATEGIES FOR CHIROPRACTORS



Dr. Jason Deitch  
Chiropractor & Founder of Fan Page Generator

What question do you have about using your Facebook fan page to reach more people, save more lives and make a greater impact?


Get The Answer Now:

Jason

info@discoverwellnesscenter.com

How can a custom landing page on Facebook help me grow my business?

Yes I want the answer! »



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## — FREE — SOCIAL MARKETING STRATEGIES FOR CHIROPRACTORS



Select Your Video:

- 1 - The New Model of Marketing
- 2 - What Is My Return On Investment?
- 3 - Why Do I Need A Fan Page?
- 4 - What Is a Welcome Tab?
- 5 - What Are the Best Welcome Strategies?
- 6 - Why Is A Welcome Video So Important?
- 7 - What Should I Say In My Welcome Video?
- 8 - Should I Record My Own Welcome Video?
- 9 - Should I Give the Option to Ask Me a Question?
- 10 - What's the Reason for the Free Gift?
- 11 - What's the Best Strategy to Name My Fan Page?
- 12 - Do I Have to Spend a Lot of Time on Facebook?
- 13 - Can My Staff Do It for Me?
- 14 - What Are the Best Ways to Promote?
- 15 - What's So Great About Facebook?
- 16 - Why Do I Need to Be on Facebook?
- 17 - What Makes You Such An Expert?
- 18 - What's the Difference in FPG and the Others?



# Fan Page Generator

fanpagegenerator.com > Welcome  
Product/Service [Edit Info](#)

 Like (click icon above)

**fan page generator**

**fan page generator**



**fpg**

*come for a ride*

 Get the straight-up answer to the question everyone is asking:  
**"How can a Fan Page Make Me Money?"**

Enter your name and email in the box below so we can send you the answer.

**Get The Answer Now:**

[Yes I want the answer!](#)

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Powered By FanPageGenerator.com • [Get A Fan Page Like This](#)

**fan page generator**

**Thank You Jason!**

Please check your email for confirmation of your registration.

The e-mail will look like this:

**From Name:** Jason Deitch  
**From Email:** [info@FanPageGenerator.com](mailto:info@FanPageGenerator.com)  
**Subject:** Please confirm your email

You will need to click the link in that e-mail to confirm your registration. Once you've confirmed your registration, you will receive another e-mail with **Welcome to Fan Page Generator!** as the subject line.

If you do not receive the email in the next few minutes, check your spam/junk email folder as it may have inadvertently been redirected there. Please make sure to whitelist [info@fanpagegenerator.com](mailto:info@fanpagegenerator.com) so that you receive these important messages from us.


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# Lake Oswego Foundation

## Lake Oswego School District Foundation ▶ Welcome

Education - Lake Oswego, OR [Edit Info](#)

Click 'Like' Above to Become A Fan! 



Don't **F**ail Our Schools.



## Lake Oswego School District Foundation

*Celebrating 25 Years of Excellence in Education*

Donate to the annual campaign, the endowment fund or both!

### Donation Form

To process your donation using Visa, MasterCard, American Express, or Discover, please fill in the secure order form below with the requested information exactly as it appears on your monthly bankcard statement.

### Billing Information - Exactly as it appears on your Credit Card

Donor Prefix:

Donor First Name:  \*

Donor Middle Initial:

Donor Last Name:  \*

Suffix (eg: Jr, Sr, II):

Billing Address:  \*

Apartment or Suite:

Billing City:  \*

Billing State or Province:  \*

Billing Postal/Zip Code:  \*

Billing Country:  \*

Day Time Phone Number:

Mobile Phone Number:

Credit Card #:  \*

Expiration Date:   \*

Card Verification Value:  [What's This?](#)

E-Mail Address:  \*



# What's your objective...

- Drive more traffic to your website
- Generate more new leads & build your list
- Impress your visitors with professional video
- Sell your product on Facebook



# Emerging Trends & Opportunities...

- Cause marketing goes social
- Direct marketing goes social
- Local marketing goes social



# How do I manage my Facebook fan page...

The screenshot shows a Facebook fan page for 'fanpagegenerator.com'. The page layout includes a left sidebar with a large 'fpg' logo and the text 'fan page generator', 'Facebook's #1 custom landing page design firm.', and a list of services: 'Drive more traffic', 'Build your email list', 'Impress with video', and 'Sell your product'. Below this is a 'Wall' section with 'Hidden Posts' and a list of links: 'Info', 'Contests', 'Welcome', 'Support', and 'FPG Channel'. The main content area features a search bar, a cover photo with the text 'fanpagegenerator.com', 'Product/Service', and 'Edit Info'. Below the cover photo is a post titled 'fanpagegenerator.com' with a description about a Facebook fan page generator. The post includes a 'Share' button and a 'Write something...' text box. Below the post is a comment section with a comment from 'You and Will Oroz' and a 'Write a comment...' text box.

facebook 2 3 Search

**fanpagegenerator.com**  
Product/Service [Edit Info](#)

**fan page generator**  
Facebook's #1 custom landing page design firm.  
Use your fan page to:  
\* Drive more traffic  
\* Build your email list  
\* Impress with video  
\* Sell your product  
**Generate yours today...**

Wall fanpagegenerator.com · Most Recent ▼

Share: [Status](#) [Photo](#) [Link](#) [Video](#)

Write something...

**fanpagegenerator.com**  
Why Facebook's New Comment Box Plugin Is Important To Facebook Fan Pages & Your website! ~ <http://om.ly/BOEtB>

Why Facebook's New Comment Box Plugin Is Important To Facebook Fan Pages  
At around 12 noon EST time today, while you (and I) were out having lunch, Facebook was quietly releasing a new commenting plugin. The new Facebook

601 Impressions · 0.33% Feedback  
Yesterday at 7:15am via Fan Page Generator · [Unlike](#) · [Comment](#) · [Share](#)

[You and Will Oroz](#) like this.

Write a comment...



# How do I manage my Facebook fan page...

- Post to your wall
  - news, views, reviews, choose, questions, invites, quotes, offers-10%
  - Value & engagement



# How do I manage my Facebook fan page...

## Social Ecosystem

Website \_\_\_\_\_  
YouTube \_\_\_\_\_  
Teleseminars \_\_\_\_\_  
Blog \_\_\_\_\_  
Articles \_\_\_\_\_  
Google Alerts \_\_\_\_\_  
News \_\_\_\_\_  
Event announcements \_\_\_\_\_  
Photos \_\_\_\_\_  
Testimonials-photo/video \_\_\_\_\_





# How do I manage my Facebook fan page...

- When do I post?
  - When you have something of value to share.
  - 8-9am - 5-6pm - weekends



# How do I manage my Facebook fan page...

- Multiple admin strategy





# How do I manage my Facebook fan page...

- DIY                    + authentic   - time consuming
- Delegate           + easier                - less authentic
- Outsource + easiest               - least authentic



# How do I promote my Facebook fan page...

- Use all traditional online/offline marketing

Online

Search

Website

Press releases

Blogs

Banners

Comments

Offline

TV

Radio

Print

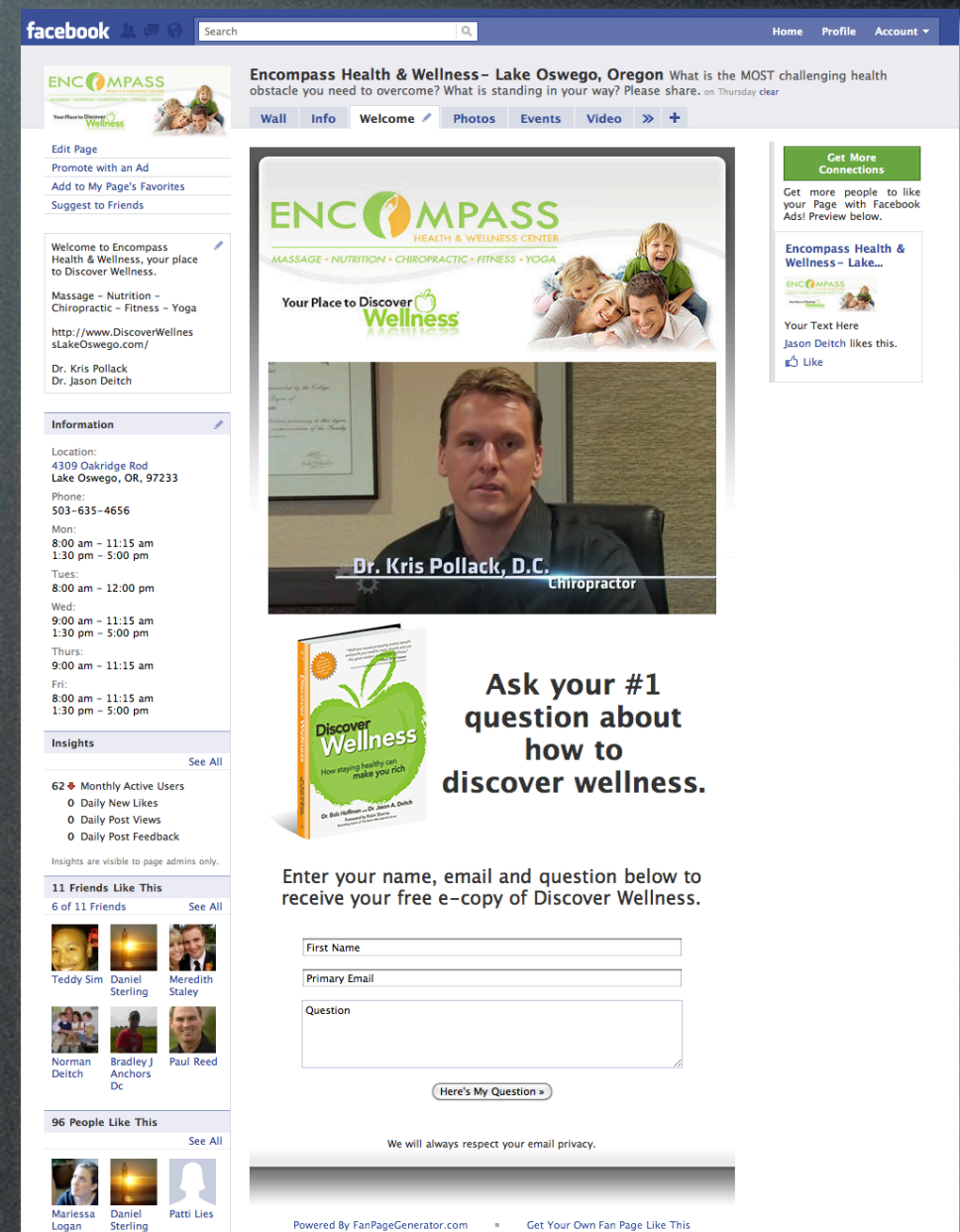
Mail

Word of mouth

Business cards



# How do I promote my Facebook fan page...



## Fan Page Postcards




# How do I promote my Facebook fan page...

**Get More Fans**


Advertise your page and pay only for new fans and clicks. Preview below.

**Cafe of Life Marin Chiropractic Center**




Your Text Here

Jason Deitch is a fan.


 Become a Fan

**Ask Dr. Kris Pollack**




What's your most important question about wellness? Ask Lake Oswego's top wellness doctor right now and receive a free ebook as a gift.


Jason Deitch likes this ad.

 Like

**Goodbye Back Pain.** ✕

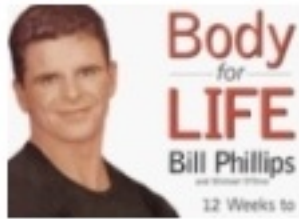


Free local seminar shows you how gentle spine procedures can give you fast relief. Seating is limited - Click Here to Register Today


 Like

**Create an Ad**

**Download a Free Audiobook** ✕








Download this audiobook free, with a free 14 day trial subscription, or choose from over 60,000 other titles. Learn more at Audible.com

 Like




# How do I promote my Facebook fan page...


facebook    Search 

 **Advertise on Facebook**

1. Design Your Ad [Design Your Ad FAQ](#)

Destination:   [\[?\]](#)

Type: ☒ Facebook Ads [\[?\]](#)  
☐ Sponsored Stories [\[?\]](#)

Destination Tab:   [\[?\]](#)

Title:  [\[?\]](#)  
4 characters left


Body:  [\[?\]](#)  
100 characters left


Image:  no file selected [\[?\]](#)  
[Remove uploaded image.](#)

Preview:

My Practice Name Here

Visit our Page and 'Like' us today!



 Like · Jason Deitch likes this.



# How do I promote my Facebook fan page...

## 2. Targeting

[Ad Targeting FAQ](#)

### Location

Country:

☒ Everywhere  
☐ By State/Province   
☐ By City

### Demographics

Age:  -   
☐ Require exact age match

Sex: ☒ All ☐ Men ☐ Women

### Likes & Interests

### Connections on Facebook

Connections: ☐ Anyone  
☒ Only people who are not fans of My Practice Name Here.  
☐ Only people who are fans of My Practice Name Here.  
☐ Advanced connection targeting

Friends of Connections: ☐ Only show my ad to friends of the fans of My Practice Name Here.

### Advanced Demographics

Birthday: ☐ Target people on their birthdays

Interested In: ☒ All ☐ Men ☐ Women

Relationship: ☒ All ☐ Single ☐ Engaged  
☐ In a relationship ☐ Married

Languages:

Estimated Reach

**137,787,340** people

- who live in the **United States**
- age **18** and older
- who are not already connected to **My Practice Name Here**



# How do I promote my Facebook fan page...

**3. Campaigns, Pricing and Scheduling**[Ad Campaigns and Pricing FAQ](#)

**Campaign & Budget**


Campaign Name:


Budget (USD):  Per day ⬆ ⬆ [?]

What is the most you want to spend per day? (min 1.00 USD)

[Choose an existing campaign \[?\]](#)

**Schedule**

Campaign Schedule:  2/24/2011 at 12:00 am Pacific Time

 3/26/2011 at 1:00 am Pacific Time

☒ Run my campaign continuously starting today

**Pricing**

Based on your targeting options, Facebook suggests a bid of **\$1.42** per click. You may pay up to this much per click, but you will likely pay less.

Note: Tax is not included in the bids, budgets and other amounts shown.

[Set a Different Bid \(Advanced Mode\)](#)

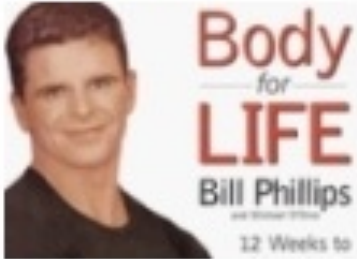


# How do I promote my Facebook fan page...

- Drive traffic to website or fan page?

Create an Ad


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Download this audiobook free, with a free 14 day trial subscription, or choose from over 60,000 other titles. Learn more at [Audible.com](http://Audible.com)

👍 Like

**Ask Dr. Kris Pollack**




What's your most important question about wellness? Ask Lake Oswego's top wellness doctor right now and receive a free ebook as a gift.



[Jason Deitch](#) likes this ad.



👍 Like




# What about YouTube?

Search Browse Upload Create Account Sign In



**Dr. Joe Fanning, Chiropractor**  
 [Facebook.com/JohnsCreekWellness](https://www.facebook.com/JohnsCreekWellness)  
 [Twitter.com/JoeFanning](https://twitter.com/JoeFanning)




**Chiropractor, Joe Fanning**  
johnscreekchiro's Channel Subscribe

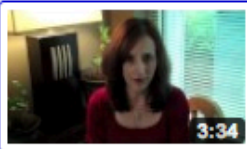
All Uploads Favorites

Search Uploads


**Ear Infections Suwanee Johns**  
45 views  
8 months ago




**Suwanee Chiropractor 30024!!**  
16 views  
9 months ago



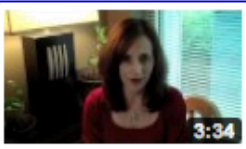
**Suwanee Chiropractor 30024**  
37 views  
11 months ago



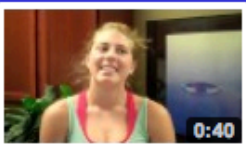
**Wyatt Leaman Foundation**  
63 views  
8 months ago




**Johns Creek Chiropractor Offers**  
27 views  
9 months ago



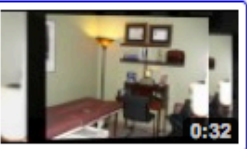
**Ear Infections, Digestion, and**  
25 views  
10 months ago



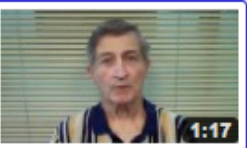
**Suwanee Herniated Disc Relief**  
4 views  
9 months ago



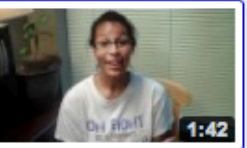
**Johns Creek Chiropractic**  
39 views  
9 months ago



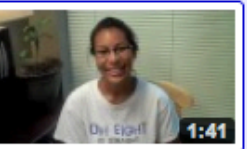
**Johns Creek Chiropractic**  
56 views  
11 months ago




**Suwanee Herniated Disc Relief**  
41 views  
9 months ago



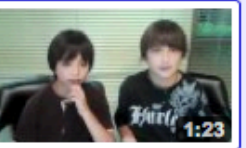
**Learn More About Back Pain at Johns**  
6 views  
9 months ago



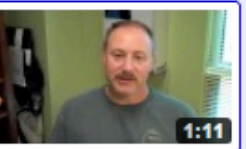
**Johns Creek Chiropractic Care for**  
49 views  
11 months ago




**30024 Suwanee Chiropractor!**  
24 views  
9 months ago



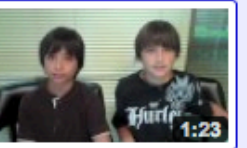
**Chiropractor helps children at Johns**  
113 views  
9 months ago



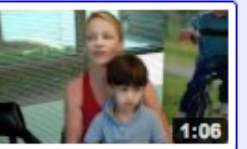
**Johns Creek Migraine Headache Relief,**  
14 views  
11 months ago




**Suwanee Chiropractor and Back Relief Johns**  
4 views  
9 months ago



**Chiropractic Care for Children Johns Creek**  
84 views  
9 months ago



**Back Pain Relief at Johns Creek**  
18 views  
11 months ago



Date Added

Most Viewed

Top Rated

Friday, April 1, 2011



# What about Twitter?

**JOHNS CREEK**  
wellness center



**Dr. Joe Fanning,**  
Chiropractor

[Facebook.com/JohnsCreekWellness](#)  
[Twitter.com/JoeFanning](#)

**twitter**

Have an account? [Sign in](#)

**Get short, timely messages from Dr. Joe Fanning.**  
Twitter is a rich source of instantly updated information. It's easy to stay updated on an incredibly wide variety of topics. **Join today** and **follow @joefanning**.

**Sign Up >**

Get updates via SMS by texting **follow joefanning** to **40404** in the United States  
[Codes for other countries](#)

**joefanning**

**More Proof that Whittling Your Waist Adds Years to Your Life**  
<http://bit.ly/9EBWLP>  
about 4 hours ago via twitterfeed

**Why has This Life-Sustaining Essential Nutrient Been Vilified by Doctors?** <http://bit.ly/cTieHW>  
about 19 hours ago via twitterfeed

**WARNING: Fructose Feeds Cancer Cells** <http://bit.ly/9glg40>  
6:22 AM Aug 9th via twitterfeed

**Arthritis Patients Benefit from Weight Training**  
<http://bit.ly/9XGDvS>  
6:22 AM Aug 9th via twitterfeed

**Test post on 9thAug2010 in fitness** <http://bit.ly/d8tYcA>  
12:14 AM Aug 9th via twitterfeed

**Test post on 9thAug2010** <http://bit.ly/bOhmmy>  
12:14 AM Aug 9th via twitterfeed

**Name** Dr. Joe Fanning  
**Location** Atlanta  
**Web** <http://www.johnscreekwellness.com>  
**Bio** Husband, Father, Chiropractor, Owner of Johns Creek Wellness Center

**1,201** **1,170** **8**  
following followers listed

**Tweets** **843**

**Favorites**

**Lists**  
[@joefanning/chiropractors](#)  
[@joefanning/marketing](#)  
[View all](#)

**Following**

[View all...](#)



# What's your question?

What's my ROI?



or

What's my COI?





# What's your passion & purpose

Do well by doing good - Ted Leonsis

Make money making a difference...



# Free Social Marketing Report

## facebook.com/FanPageGenerator

fanpagegenerator.com • Welcome  
Product/Service [Edit Info](#)

 Like (click icon above)

**fan page generator**

**fan page generator**



*come for a ride*



Get the straight-up answer to the question everyone is asking:  
**"How can a Fan Page Make Me Money?"**

Enter your name and email in the box below so we can send you the answer.

**Get The Answer Now:**

First Name

Primary Email

[Yes I want the answer! >](#)

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# Underground 7 Special Offer

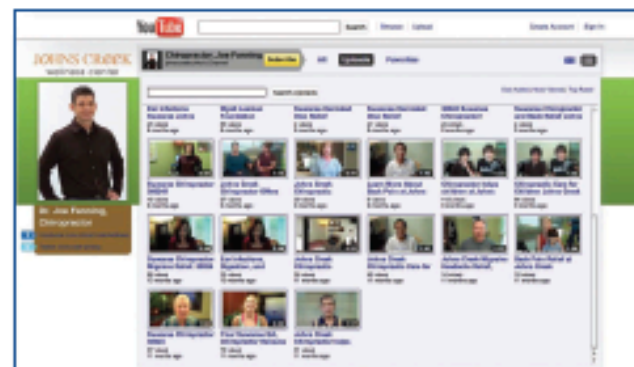
facebook.    www.fanpagegenerator.com

 **fan page generator**

**Social Marketing Package**



**SPECIAL OFFER  
TODAY ONLY!**



**Yes!** I want a Social Marketing Package  
**INCLUDING** my own on location video  
created by one of your professional videographers.

SOCIAL MARKETING PACKAGE		PRICE
	Custom Facebook fan page	\$1,197
	Custom YouTube channel	\$797
	Custom Twitter page	\$797
	Custom On-location Video	\$1,297
	Live Q&A Training w/ Jason	\$297
Total		\$4,385

**BONUS:**

Lifetime- Ask the Doctor Campaign     \$19.95/mo  
30-days Doctors Teleseminar Network     \$67/mo



# What others are saying...





# Underground 7 Special Offer

- Who this is best for
- Who this is not for...



# If you're a guru...

1. Demonstrate to your tribe how it works
2. Let's work together to offer it to them

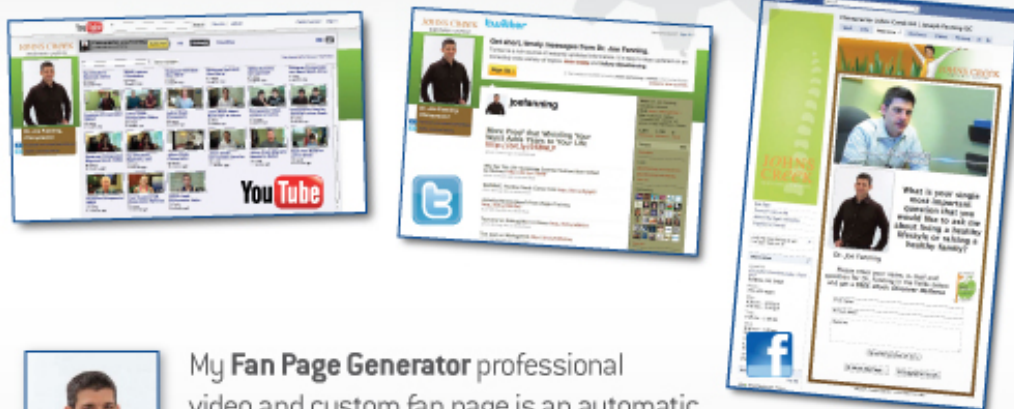


# Underground 7 Special Offer

facebook.  [www.fanpagegenerator.com](http://www.fanpagegenerator.com)




## fan page generator Social Marketing Package



My **Fan Page Generator** professional video and custom fan page is an automatic new patient referral machine. I'm now automatically receiving new patients who come in wanting wellness and feel like they already know me.

My fan page even shows up on the first page of Google with no effort. I was skeptical about the cost at first but you have far exceeded my expectations in every way. - **Joe Fanning DC**, Johns Creek, GA

**SPECIAL OFFER  
TODAY ONLY!**

 **Yes!** I want a Social Marketing Package  
INCLUDING my own on location video  
created by one of your professional videographers.

SOCIAL MARKETING PACKAGE		REGULAR PRICE
	Custom Facebook fan page	\$1,197
	Custom YouTube channel	\$797
	Custom Twitter page	\$797
	Custom On-location Video	\$1,297
	Live Q&A Training w/ Jason	\$297
Total		<del>\$4,385</del>

**BONUS** Lifetime- Ask the Doctor Campaign \$19.95/mo  
30-days Doctors Teleseminar Network \$67/mo

**Today Only \$2,697.00**  
(Save more than \$1688!)

1 of first 10  
will win their  
package  
**FREE!!!**

---

1-Pay Bonus  
save \$200  
**only**  
**\$2497**

\* Bonus Training for Underground Members