The Truth About Fan Pages

and why they suck!!

From the desk of Brian Moran
Washington, D.C.



The Problem with "Facebook Marketing"

In the next few pages I'm going to change the way you look at facebook as a tool for your business online.

You're going to have a few "Ah-Ha" moments that are going to clear a few things up for you whether you've tried and failed before, or are thinking about just getting started.

I'm also going to expose every other person out there trying to convince you that facebook is your key to making millions online, or finally seeing the success you've also dreamed of.

They're promising you thousands of fans who all buy your products, make you rich and famous, and give you freedom.

Sounds great, right?

In theory.

The real truth is a little bitter tougher to swallow.

Fan Pages suck.

Especially for business.

They're setup completely wrong. They don't bring anything really valuable to the table. Unless you look a little deeper.

I'll get to that later.

Even if you do manage to create a fan page and get thousands of fans to "like" your page. What good is that?

Even fans...suck.

Having fans doesn't make you any more money.

Fans don't buy products. Customers do.

And the way facebook setup fan pages, there's no way to sell products if you're a business.

The real value comes if you can find a way to get your fans OFF of facebook. You need to be able to follow-up with prospects, engage with customers, and really connect with people.

(Did you know that less than 5% of your fans ever see your fan page's updates?) That blows.

How can you be expected to make that work as a business?

You can't.

Enter new shiny software.

I'm sure you've seen all these new pretty pieces of software, web apps, whatever you want to call them.

They're everywhere.

The only reason these new companies exist are because fan pages, in their natural state, suck.

Take a look yourself.

Here's my fan page. Get 10,000 Fans (http://facebook.com/get10000fans)

It's where I teach how to actually market on facebook, if you're a small business ACTUALLY trying to help people.

What I want you to notice, is how dull fan pages really are.

Right when you set one up, all you have is the "Information" section, where you enter your website, contact info, and other useless pieces of information and your "Wall," which is where you can chat with your fans.

Most of the time this ends up being a place where people complain, nag, and engage in random conversations that don't do your business much good at all. (in fact, sometimes in can end up harming your reputation online)

Check out the picture below to see what I mean.



Sorry, let's get back on track.

So, these other companies exist solely because facebook failed to provide any real value to businesses with fan pages.

Now, these new tools allow you to customize your "tabs" on fan pages so you can show videos, add links to your website, and a whole lot of other really cool stuff.

But here's the problem.

Tools don't create businesses.

You get sold of the latest shiny object that promises to deliver loads of paying customers, but that's just not how it works. (I'll tell you how it DOES work in a little bit)

I know how it is.

[STORY] You see this brand new piece of software that makes everything look sooo easy. You get sold on the idea of having a beautiful fan page with videos and pretty pictures.

You get promised that more people are sure to come visit your page if it looks great.

Lies.

That's not how the world works.

The whole, "If you build it, they will come" philosophy is straight out of fairy tale land. It's bull.

Ever created a website, fan page, youtube video, or a twitter account...and then watched the traffic flood in without doing any work?

I didn't think so.

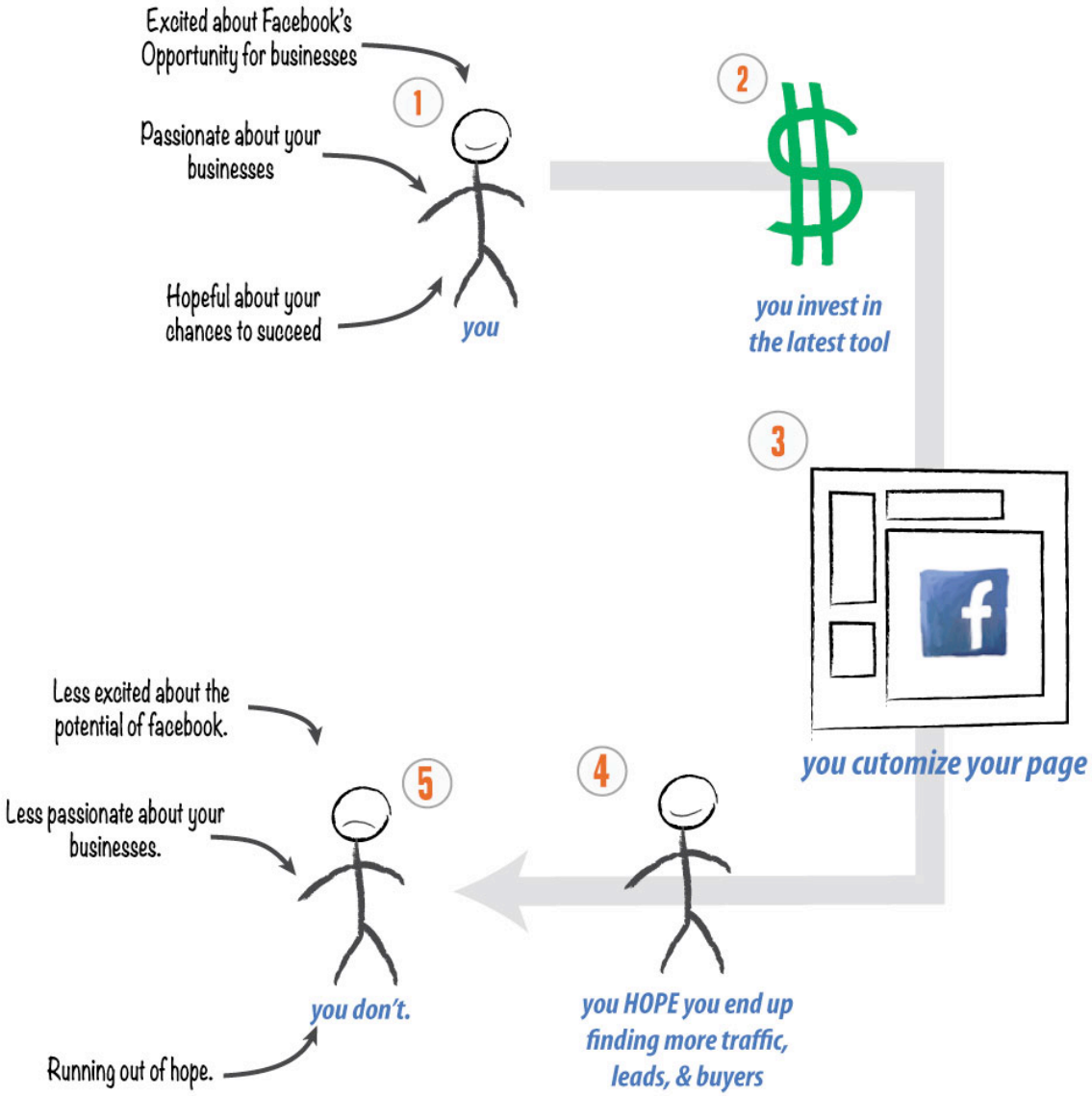
These things get created, and do absolutely nothing. Why?

I'll talk about that later...

Yes, design is an important part of succeeding on facebook...but there's one more critical part of that success.

Before I go into that part, I drew a little picture of the sad process most business owners are going through when they get sold on these new "social media tools."

See below.



Notice something?

You're left to fend for yourself.

You have this new pretty fan page, but what about actually getting visitors to that page?

What about turning those visitors into fans? Fans into real leads? Or leads into paying customers?

That's what the tools are missing. They don't REALLY explain how to use them correctly.

They don't train you, the business owner, on the real tactics that work on facebook.

Tactics that drive traffic. (I've attracted over 90,000 fans in the past 10 months)

Tactics that convert traffic into fans. (I convert over 71% of my visitors into fans)

Tactics that get your fans off of facebook and turn them into valuable leads.

Tactics that turn leads into actual **paying customers**. (I've create over 5,000 paying customers from my fan page alone)

The problem is, the software companies don't know how to do these things. It's not their fault. It's not what they're best at.

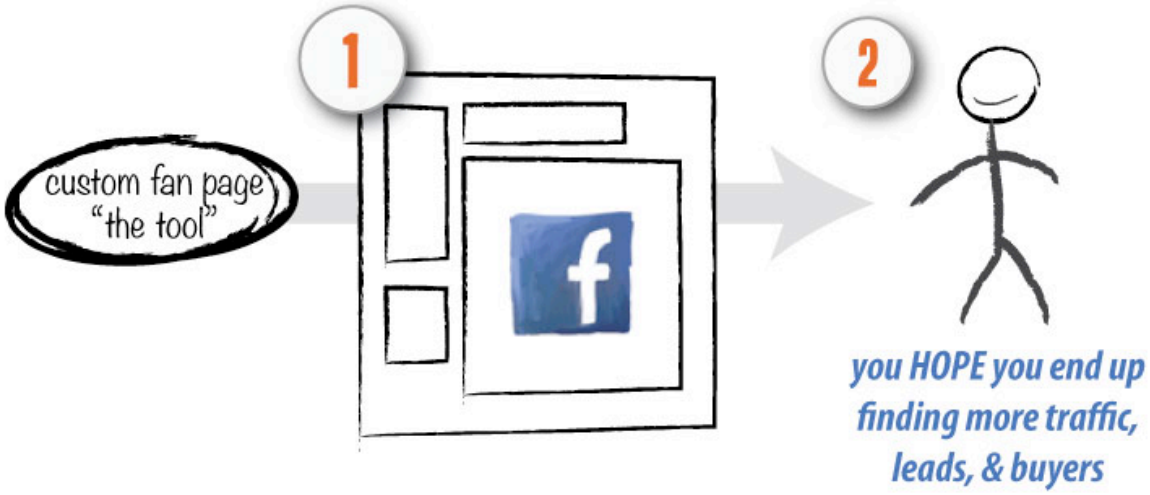
But you get left in the cold.

You never get a chance to learn that their is a proven system for using fan pages. A system that collects traffic, turns that traffic into real leads and then into paying customers.

I'll walk you through the entire process (my business plan, really) in a new video I've recorded for you.

Look for an email from me when that video is ready for ya.

The "system" you get sold on from these software companies looks a little like this:



Not too promising.

I don't have time in this report to break down each step of my process, but I'll draw another picture of it below for you.

And then explain it in depth in Video #1.

For now, just remember that a normal fan page, doesn't cut it by itself.

Even a customized fan page...on its own...isn't enough.

And this is where the software companies are missing the mark.

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Action Steps - aka your "Homework"
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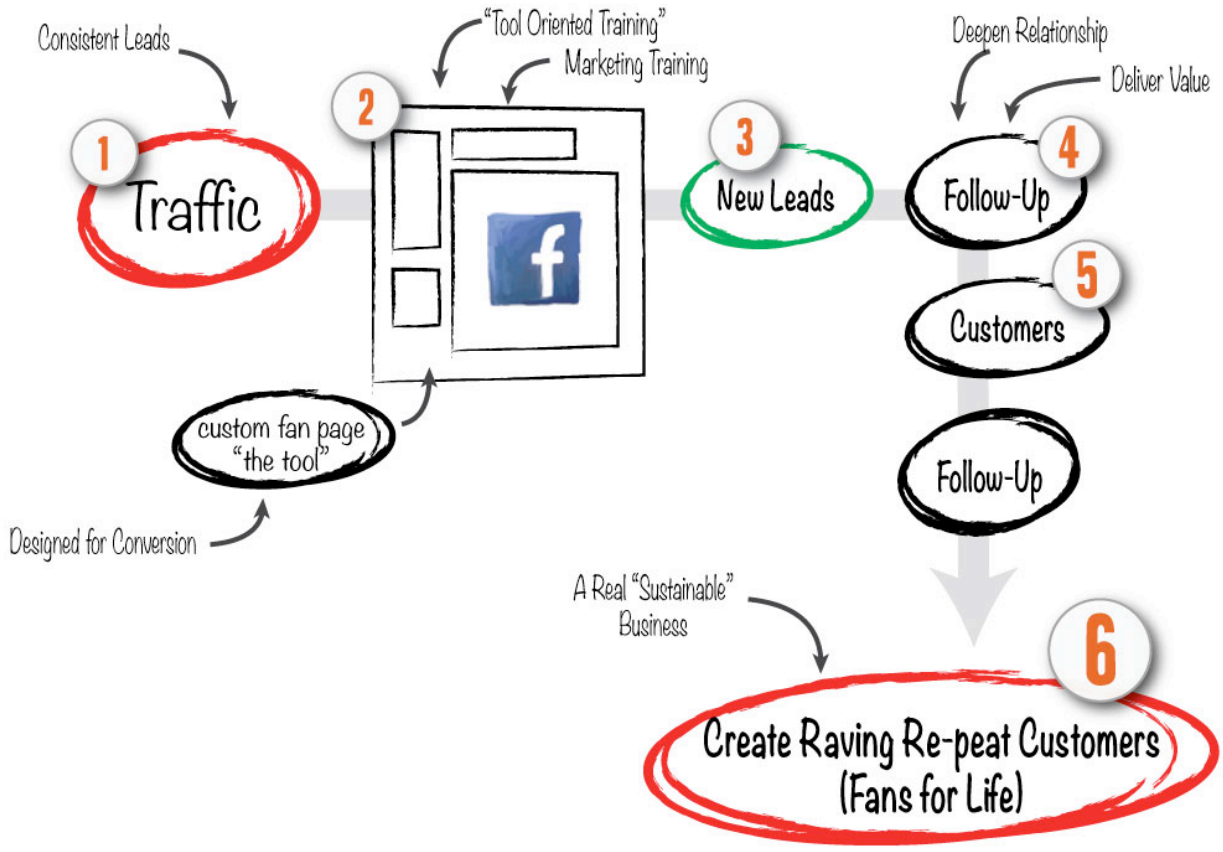
For now, study the chart below.

Learn this thing backwards and forwards. Read over this at least twice and be ready for our next conversation.

You will be receiving an email from me when video #1 is ready you.

It's going to expose everything I'm doing on facebook and how you can get around all the "social media fluff" and actually grow your business instead of waste your time.

Now check out your chart below...



Talk soon,
Brian Moran

P.s. Please, do not pass this around, as this is absolutely not for public use. You trust me, so I am trusting you.

I will walk you through the whole thing in my emails to you. It isn't something I want to share on a public .pdf that everyone can see.