

Facebook Secrets Revealed!

Tips That Work Every Time!



Michelle Lake

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Tips That Work Every Time!

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Why Post On Facebook?

Facebook posting can take time and effort, why bother? With all the fake profiles and auto posters is it worth taking the time to post? It is not as easy to get traffic to our sites from Facebook as it used to be. So why spend time posting?

Your pages and profile can still generate Organic Traffic. Facebook is still a good place to get free targeted traffic. The more you stay engaged the more people see what you post. The more people who see what you post the more traffic you can get. I am going to give you some ideas on what to post to get the most engagement.

Most of these ideas work as well on a business page as they do on your personal profile. If you have a business page you want to get going because these posts are ways to help you do that!

Let Your Friends Meet Your Friends!

Get people to talk about themselves. Always include a picture with these posts as it makes your post get noticed in the News Feed.

Some great tips:

- Post your Facebook Page in the comments and tell us what it is about.
- I would love to visit your website or blog. Post the link in the comments.
- How long have you been on Facebook?
- How many friends do we have in common?
- If you are on Twitter, post your username below so we can follow you.
- If you are on Google+, post your profile link below so we can follow you.
- If you are on Pinterest, post your profile link below so we can follow you.
- Has anyone ever used ___?
- Post a picture of your four-legged friend or any other pet you have in the comments.
- I am trying to___ , any advice?



Post Pictures With Quotes!

Get a photo and add a quote to it then post it to your newsfeed.

It is good to say something about the picture and quote when you post it.

You can also add just a picture and ask, "What quote would you add to this picture?"

Easy places to find quotes, or even be creative and make up your own:

<http://www.inspirational-quotes.info/>

<http://www.thinkexist.com/>

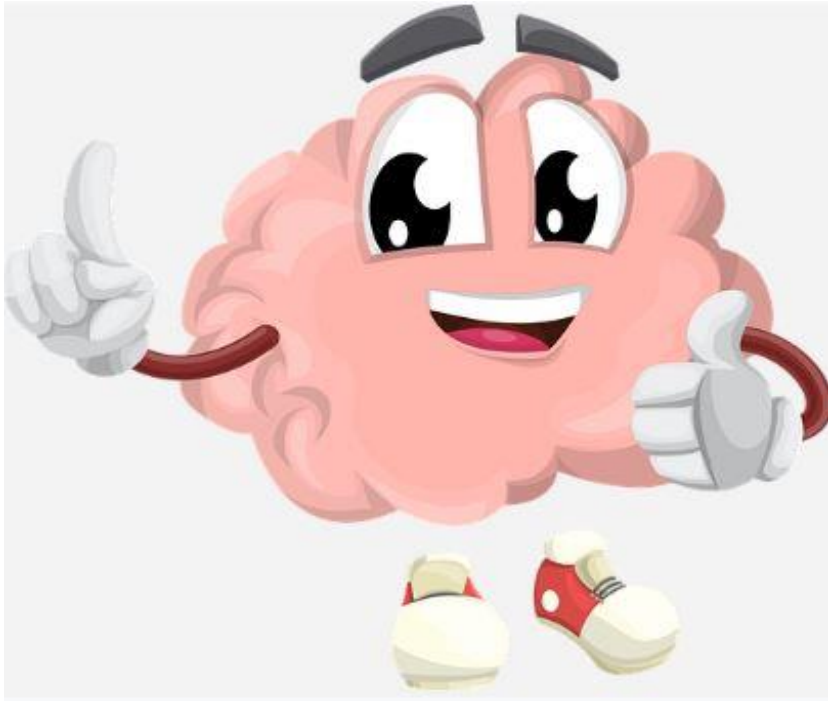
<https://www.brainyquote.com/>

<https://www.briantracy.com/blog/personal-success/26motivational-quotes-for-success/>

<https://www.passiton.com/inspirational-quotes>

<https://www.goodreads.com/quotes/tag/inspiration>

Be creative!



Use Canva or Picmonkey to add the quote to an image.

Also when you add the quote, in the bottom corner **add your website**. Put it in smaller letters without the HTTP://.

Use just the name of the website. **Do this on all the images you post on Facebook.** It is easy to do on Canva. (If you do not know how to do this, contact me on Facebook and I will be glad to show you.)

Take several images that you have already used. Add them as slides in a video and post it on Facebook and Youtube.

Let People Know You Are Real

My daughter and I on a vacation in Malta



With all the fake profiles on Facebook people want to know that you are real. Let them know what is going on in your life.

On your business page this might not be appropriate, but you can always let them know what you are planning or what is coming up.

Here are a few suggestions:

- Say good morning to everyone.
- Say goodnight to everyone.
- If you are going to be off Facebook for a few days let people know.
- If something exciting is happening let people know.
- You go to a restaurant to eat lunch, then check in and post a picture of what you ordered.
- Show a picture of where you work even if it is a home office.
- Show a picture of your coffee cup if you have a special cup.
- Anything that helps them connect with you as a person.

Talk About Your Niche & Ask Questions

Types of Niches

IMADID Niches...

Weight Loss	Healing
Relationships (Men)	Self Hypnosis
Relationships (Women)	Parenting
Mindset	Dog Training
Personal Development	Survival
Alternative Beliefs	Writing/Getting Published
Problem/Solution	Woodworking
Hobbies/Passion	Wealth
Fitness	Internet Marketing
Health	Wholesale Sourcing

Targeted Questions are and have been one of the easiest ways to get people involved.

Make sure the answer is easy.

Questions that people have a definite opinion about or that the answer is short are best. In these posts, replace the blank space use something from your niche.

For instance, if you own a restaurant the first one could be, “What frustrates you when eating out?” If you want to talk about coffee. “What do you like best when drinking coffee?”

Other suggestions:

- What frustrates you when ___ ?
- What do you like best about ___ ?
- When was the last time you ___ ?
- What book about ___ is your favorite?
- What is your blog about ?
- What one thing would you like to know more about?

Have Fun!

What is your KODAK moment?



Laughter is the best medicine.

Make people smile or laugh. Providing good content is important but remember this is social media and people are on here to be social so have fun with it.

Fun things you can do:

- You can take a poll - have pre-written answers and have them answer with a letter or number.
- Show short funny videos.
- Show animals doing things that will make you laugh.
- Find a funny quote and add it to an image.
- Find a funny image and add a caption on the image.
- Post a funny picture and ask people to leave a caption.

Ask These Questions:

- What is your favorite movie?
- What is your favorite book?
- What was the last thing that made you smile?
- Coffee or Tea in the morning?
- Cream or sugar in your Coffee or Tea?
- If you had a superpower what would it be?
- Which famous person did you meet?
- Which season is your favorite?
- Do you like Summer or Winter best?
- What was your favorite vacation that you had?
- If you could take any vacation, where would you go and what would you do?
- Which app on your phone is your favorite?
- What is your favorite city?
- Do you like dogs or cats most?
- If you could have dinner with anyone (living or dead) who would it be?
- Where is your favorite place outside in nature?
- Do you like to sleep late or get up early?
- Do you go to bed before 10pm or after 10pm?
- Do you work from home?
- Do you like where you work?
- What is the funniest thing that happened to you at work that you can talk about?
- When you laugh, do you laugh so that everyone can hear you?
- Do you work from home?
- Do you like where you work?
- What is the funniest thing that happened to you at work that you can talk about?
- When you laugh, do you laugh so that everyone can hear you?

Use a Video To Post

Go Live!



Videos are one of the best things to use right now and are only going to increase in importance. It is easier to get a video shared than it is to get a post shared.

Video lives get more attention than any other post right now. It also helps people to connect with you and to see that you are a real person and not just a profile or page.

Videos do not have to be professional or edited.

That is one of the beauties of video lives. Short, simple and easy to do. All you need is a phone that can record a video and connect to Facebook

There are a lot of tools out there to help you make your lives better but simple is better.

If you start doing regular videos investing in things like a lapel mic and a wide-angle lens for your phone is a good idea. They sell for less than \$20.

They are not essential, and you can still make great live videos without them.

You do not even have to put your face on it. You can do a video that is a series of screenshots and upload it.

Post Interesting Articles

Everyone Loves A Story!



The thing you want is interaction with friends.

Posting an interesting article that you found helps get that started. Articles that have a number involved seem to work the best.

Examples:

- 10 Foods that are not good for you.
- 5 Ways to Get Traffic To Your Site.

Just make sure that it is not an affiliate link and that it is an easy page to get to.

The best ones to post are your own articles on your own site.

If you have not written an interesting article that you want to post, then a simple Google search will help you find ones that you can use. This works with any niche.

When you post an article ask a question:

- “What do you think?”
- “Which of these 5 do you use?”
- “Do you think this article/post is right?”

Curiosity Drives Traffic

Post just enough to get people interested and tell the rest of the story on the blog. Tell the story without telling everything. Make people want to click to find more.

Do not mislead people or trick them as it will backfire on you and you will very quickly lose readers that you will not get back.

The other day I was reading something, and you will not believe what I found (add link).

I know about one of these but the other one I have not heard of (add link).

News Flash Post

Your niche may not have fast-breaking hot new flashes but there is always new thing coming up that you can post about.

You can also use Google alerts to let you know of news or new things coming up.

Give Something Away!

Hold a contest and give something away. Things to give away:

- Video Training
- Cheat Sheets
- Worksheets
- eBooks
- Email series with training
- Promo Code
- Free Chapter to your book

There are many places you can buy inexpensive gifts to give away or hold contest with. For less than \$100 you can buy a travel package to give to someone in a contest.

To know it is worth spending \$100 depends on how much money a contest brings in. Contests tend to be lower cost per action than running ads. So before running a \$100 ad you might try a \$100 giveaway.

A contest instead of a straight giveaway in many instances will draw more traffic. You can do a contest that which only requires the reader to provide an email and a name to enter.

A contest is a fun way to get your audience engaged and you don't have to give away anything too expensive. Make sure your giveaway is related directly to your business.

You can do a Timeline Contest or one that requires a name and an e-mail to enter. And make sure you use Facebook to promote a contest that you are having somewhere else, like Instagram.

Connect With Me On Social Media

It has been a pleasure sharing these Facebook Secrets with you. I hope you found value in this eBook and that you will take the time to implement it and watch your engagement grow to new heights!

Much success,
Michelle



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- [Facebook](#)
- [LinkedIn](#)
- [Instagram](#)
- [Twitter](#)
- [Pinterest](#)
- [1000 Dollar Project](#)

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