

# How To Market Your Business On Facebook

*Learn how I generated 7 leads leads with 3 minutes of work!*

## Facebook Marketing Tip

I used this tip to generate 7 leads in just 5 minutes of work.

Here is another great tip on using facebook to market your opportunity. This applies especially when you are targeting home business owners and in particular network marketers. You obviously are not going to hard sell them into your current company. Other networkers are won over to another company not because of a product or comp plan, but because of leaders that they build a relationship and feel that they offer enough value to warrant the change. Don't get me wrong, the product and the comp plan play a role in the decision, but primarily we'll be won over by the prospects of working with a leader.

Therefore, the best thing you can do is create a system that provides value to other networkers by teaching them how to prospect, recruit and generate leads. Then without being pushy offering them the opportunity to click on a link at the bottom of your email with a description, etc. If you provide enough value to them they will be attracted to you and the company that you are in.

Here are the steps you need to take to have value to offer.

1. Read books and go through training courses. Read them again and again and apply them again and again. Become an expert on something. It isn't hard to do.
2. Offer the knowledge and value that you have acquired without any cost. Help as many people as you can without expecting anything in return.
3. Via auto-responder, a website, newsletter, etc. very carefully give them the opportunity to click on a link for your primary business. Add the link to your signature line with a promotional statement or put a link on your website.

One great way to do this is through Facebook groups. Here are the steps to take to build a substantial group.

1. Build a Friend list of likeminded home business owners of 500 to 2000.
2. Start a generic home business training group and invite each of them to join it.
3. 2 to 5 times a week post valuable information on it. Include a link somewhere to your website that gives them the opportunity to look deeper. Include a link to your generic industry training blog that then has a link to your primary business on it.

Enjoy,

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