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# Earn Money on Facebook

More than a site to just make contacts, Facebook is a place to make money. How can you start making money on Facebook ? I do like to contrast Facebook with eBay. When we started using eBay, Many of us used it to sell pre-loved or surplus objects. Worried that we could get scammed, we were cautious to start with, then knew to count on feedback, traded more stuff. In the end, we became used to buying from traders on eBay as we recognised the emergence of PowerSellers, the real entrepreneurs of eBay. Individuals who used eBay to make money first, gained themselves a place in the sun.

The equivalent will occur as people start to make money on Facebook. More and more people will turn to it to get support, information and achieve business. If you're not making money on Facebook currently, get started before others do it for you on Facebook.

Now allow me to use some descriptions to get my meaning across: Facebook is like a road (newsfeed) somewhere you see everybody walk about, you can look at them (profile), and have a chat with them (messaging). On the side of the road, there are a few cafes and shops (groups, pages), few of them concealed in the back streets or wanting detection, some of them private, open to a preferred few only, some of them significant and well established and there are billboards (facebook advertising).

What is distinctive about Facebook, if you've recognised my line of thought so far, is that this road obviously isn't real, yet the connections feel valid. The street isn't your neighborhood one, it's a widespread one, and it's the one you've selected as it's populated by the individuals you've put on it and accepted yourself.

The cafes and shops are the groups and pages you have shown interest to, and the billboards are the ones you've gained by discussing your areas of interest.

Cafes are becoming meeting places that have shops at the back. You go in the cafe to have a conversation and then recognize there is much more to it, you then purchase from someone you trust: the owner.

And that's what it goes down to: Becoming a famous cafe proprietor. One with a marketing strategy. When you think about it, it is no difference whether it's in actual life or on Facebook, to make yourself recognized, you're going to need to develop a brand. On Facebook, that brand is YOU.

Build a strong brand and you'll draw plenty of people to your profile, and will start to generate business. The fantastic thing with Facebook, is that it's enough that you have things interesting to say, for people to come and be interested and start buying from you. To that extent, to make money on Facebook is free.

But in reality, to get an outcome for your business, you want to bring it to the next level and implement a Facebook Marketing Strategy.

The first thing to organize is to acquire yourself a logo and a set of professional photos. This need not be expensive, you simply need to stand out from all those who will merely be users on Facebook.

Then, you need to have a decent technical awareness of Facebook itself. I recommend you find yourself a professional training programme and discover how to setup your profile properly, add basic tabs and applications, include advanced applications, learn facebook networking, learn to setup your specific groups and pages of course, learn to start a fan page, to leverage on events, how to get it all organized and develop a massive group, page or event, and lastly how to manage facebook advertising.

The technique is to use your fanpage, group page, profile with a well-planned Facebook Advert that has your profile photo on it. As you will then appear everywhere, in the cafes, on billboards, and if you add value and people come to like you, they won't mind. Actually the reverse. They'll begin associating themselves to your brand and will bring more individuals to your business.

This is, in a nutshell, how to make money on Facebook.

Learn how to adopt the right [Facebook Marketing Strategy](#) from the start, and use the best tools to [take your](#)

[business to the top.](#)

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