

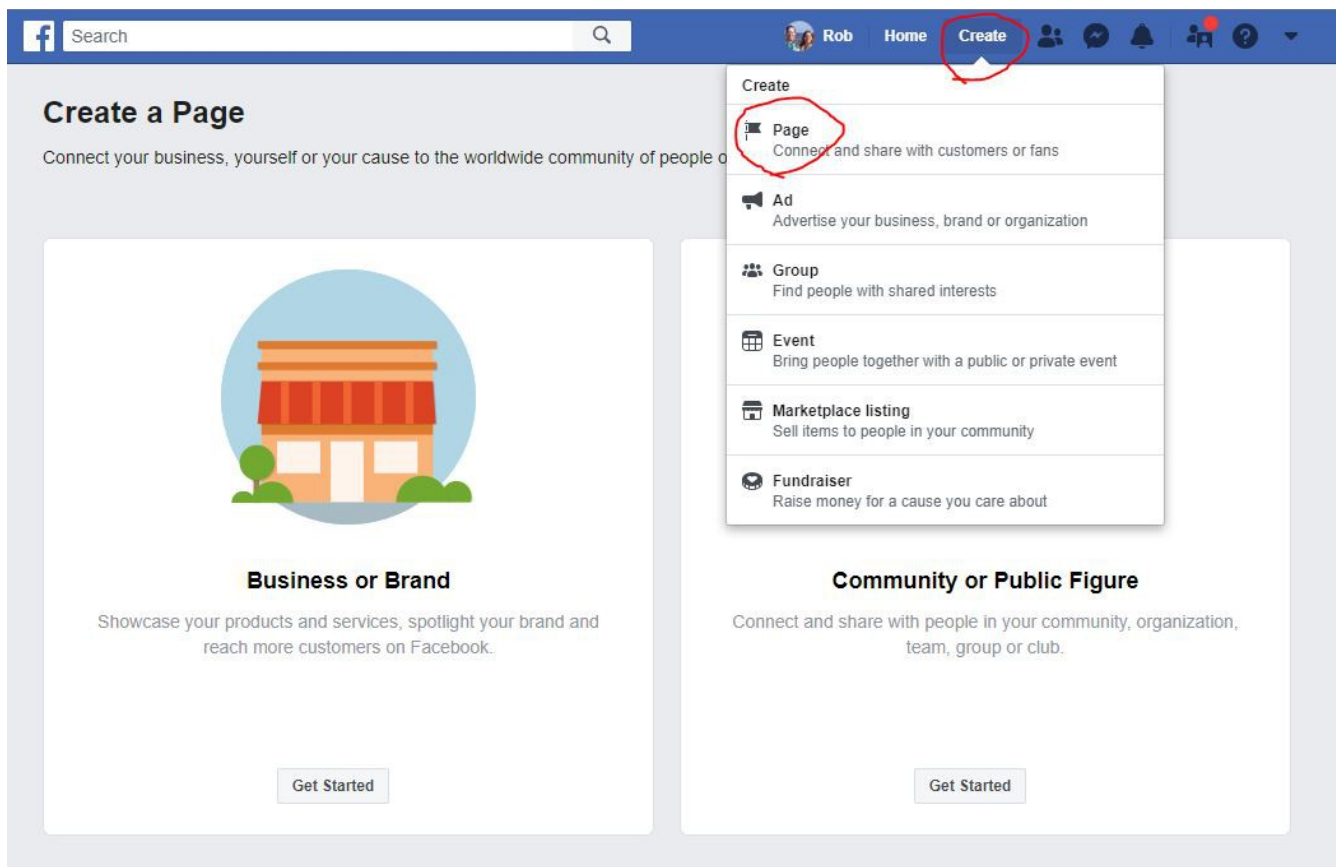
Facebook Fan Page

This document is intended to help you create your Facebook fan page, plus begin to get **free** signups. First create and set up your Fan page, should take about 10 minutes plus the creative parts.

I will also suggest that you create an additional personal Facebook page for yourself. The personal Facebook page that you have now is used for family things, maybe politics and religion. If not by you then by your family and friends.

It is true that business, politics and religion don't mix. For everyone you gain from your religious and political views you will lose one or more. We don't want to miss any. So, create a new personal Facebook page. You can use all of the same information. I would suggest that you use a different, current photo of yourself. Pages with photo's get far more visitors and those visitors stay longer. More and more people want to know who the person is behind the business Fan page. You don't want to drop them into your friends and family.

Millennials coined the phrase; "I don't care what you know until I know that you care." More and more people are adopting this attitude. So, you need to have a personal Facebook page that makes them feel like they are like you or they won't do business with you.




As you can see, from the Facebook main page, in the blue header, just to the right of your name click on Create then I am suggesting that you choose Page from the drop down menu. The only other one that you can choose from here is group. Some members are choosing that and you can too if you want to.

The other items will be chosen to be used on the page that you are creating, so disregard them for now.

Facebook navigation bar: Search, Rob, Home, Create, and various icons.

Create a Page


Connect your business, yourself or your cause to the worldwide community of people on Facebook. To get started, choose a Page category.



Business or Brand

Showcase your products and services, spotlight your brand and reach more customers on Facebook.

Get Started



Community or Public Figure

Connect and share with people in your community, organization, team, group or club.

Get Started

From the next page, choose **Business or Brand**. If you want to choose **Community or Public Figure**, you know enough about Facebook that this document will not help you.

I always tell all of my students that unless you are already a public figure, such as Oprah or a Kardashian you are **NOT** a public figure, don't try to become one.

Create a Page

Connect your business, yourself or your cause to the worldwide community of people on Facebook. To get started, choose a Page category.

Business or Brand

Page Name
Catchy Curiosity Page Name

Category
Sports & Recreation

Address
Street Address
City, State ZIP Code

Phone Number (Optional)
Phone Number (Optional)

Don't show my address. Only show that this business is in the City, State region.

When you create a Page on Facebook the Pages, Groups and Events Policies apply.

Continue

Community or Public Figure

Connect and share with people in your community, organization, team, group or club.

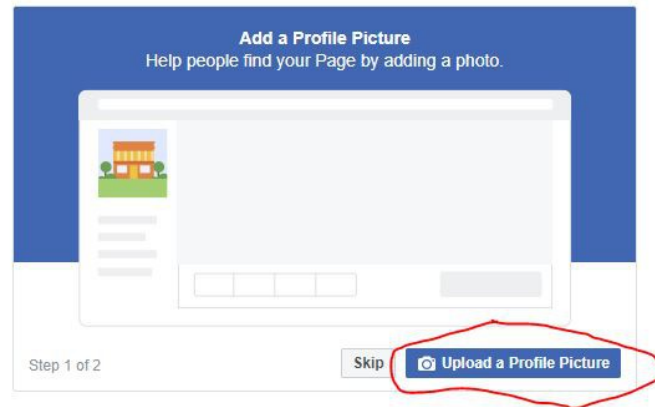
Get Started

On this next screen, you'll name your business or brand. Be careful; you don't want to use any portion of 360win, YiggiY or any of the games, poker, blackjack, etc. If you have already done that. Don't worry you can create this new page properly, then merge the old one with this one under this new name.

Be sure to read the naming conventions that Michelle wrote to get ideas on naming your page. You'll want it to be a catchy name that evokes curiosity.

It is going to force you to put in an address. Do that, then put an X into the box that I am pointing to. I will show you later in this document how to make it even more obscure.

Click continue.



This is where you upload your personal photo. As I said above, pages without a photo of a real person gets fewer visitors and those visitors don't stay as long.

Of course, attractive people always do better so make it attractive but don't over think this, a recent picture of you is the most important part of this. If you use an old picture of you or a picture of someone else, it'll hurt you eventually.

Using a cover image. They are very easy to create. I won't go into detail about this but a group of images works well. On a PC, I use Paint and I'm sure there is something equivalent for the Mac. If you make it too small, it'll look weird, if you make it too big or the right size it won't.

Add a Button to Your Page

Preview

Like Follow Share ... **Add Page Button**

Step 1: Which button do you want people to see?

The button at the top of your Page helps people take an action. People see it on your Page and in search results when your Page appears. You can edit it any time.

- Book with you
- Contact you
- Learn more about your business
- Shop with you
- Download your app or play your game

Step 1 of 2 Cancel Next

A button is important, you'll get more signups.

Catchy Curiosity Page Name

Home Create

Page Inbox Notifications Insights Publishing Tools Ad Center More

Settings Help

Add a Cover

Like Follow Share ... **+ Add a Button**

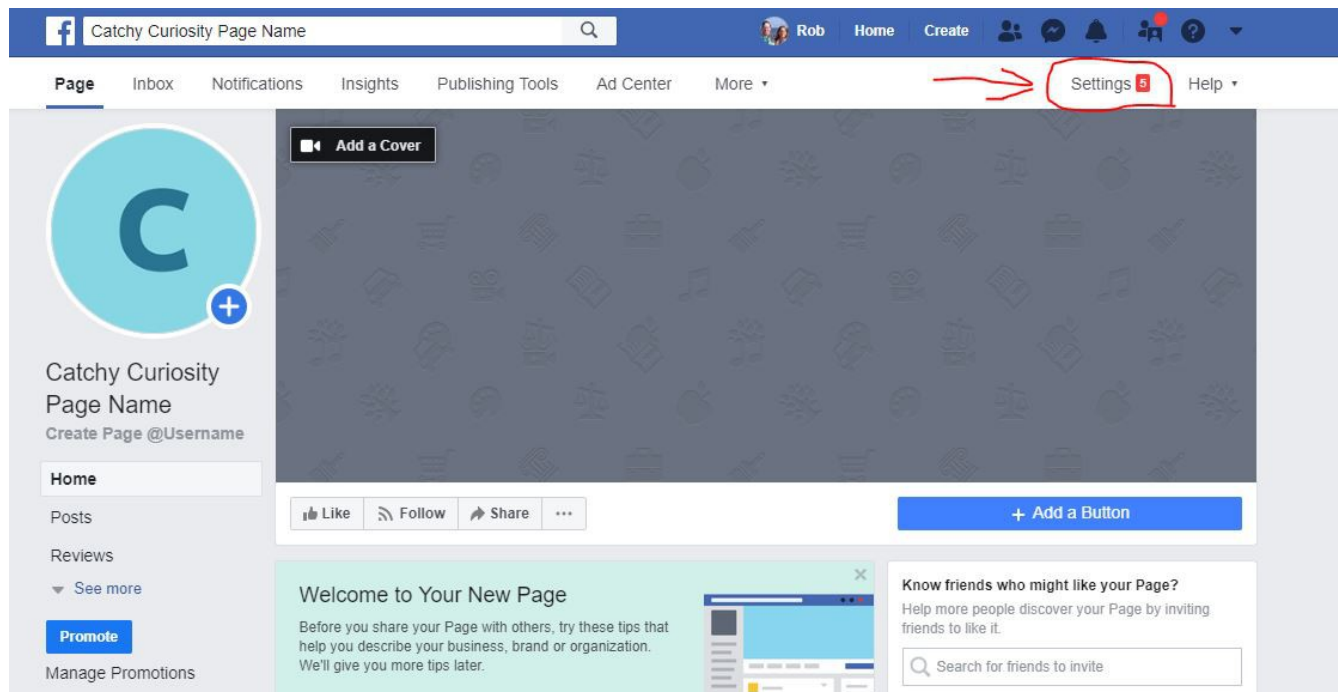
Welcome to Your New Page

Before you share your Page with others, try these tips that help you describe your business, brand or organization. We'll give you more tips later.

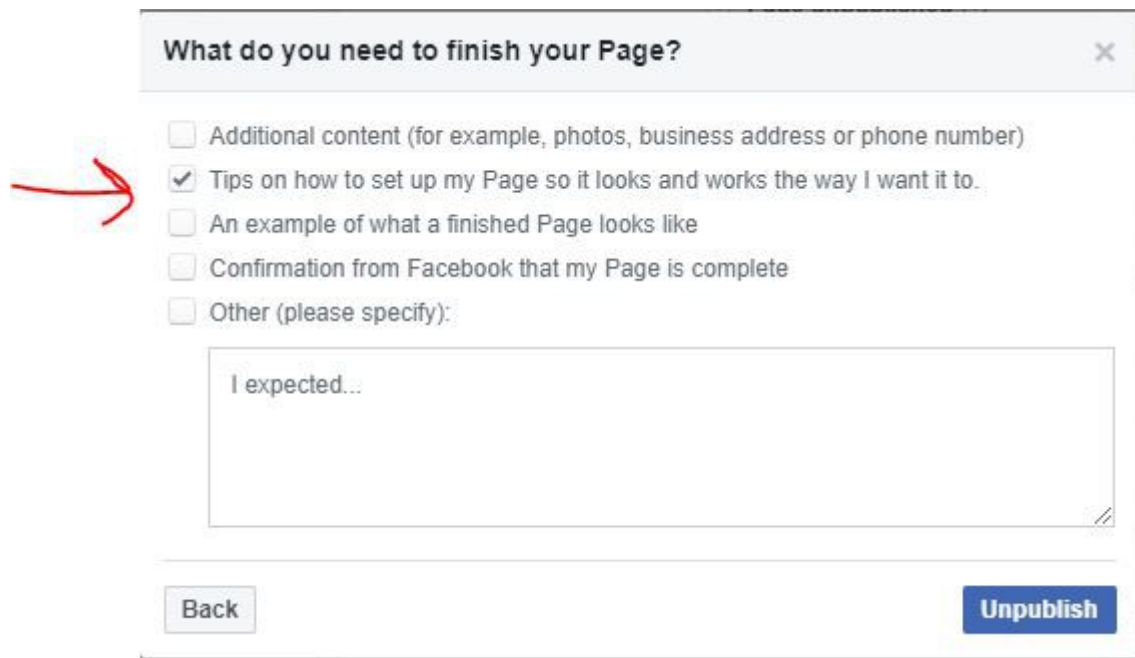
Know friends who might like your Page?
Help more people discover your Page by inviting friends to like it.

Search for friends to invite

Do you have friends who will want to be a part of your page? If you have added anyone here to your friends list, they will. Choose as many as you can keeping in mind that you only want people who will be a positive influence on your page.



We're getting close to the fun stuff now. Only a few more boring but necessary tasks left. You'll see in the upper right the word settings with a red number next to it. Click on it. The red number is the number of tasks that Facebook wants you to do. We'll do a few more than that but either way, Facebook will let you ignore that and most people do but we won't.



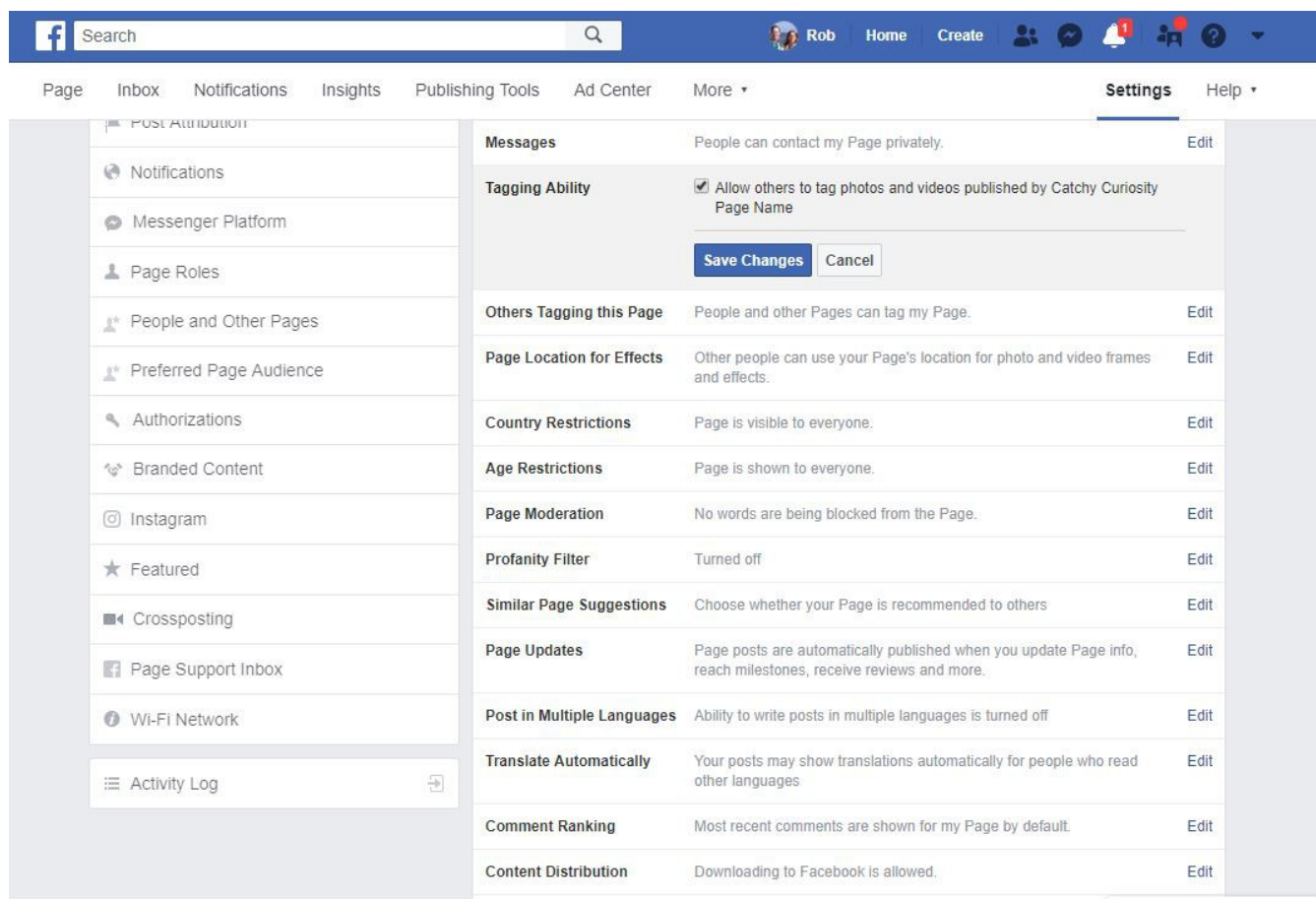
What do you need to finish your Page? ✕

- Additional content (for example, photos, business address or phone number)
- Tips on how to set up my Page so it looks and works the way I want it to.
- An example of what a finished Page looks like
- Confirmation from Facebook that my Page is complete
- Other (please specify):

I expected...

Back Unpublish

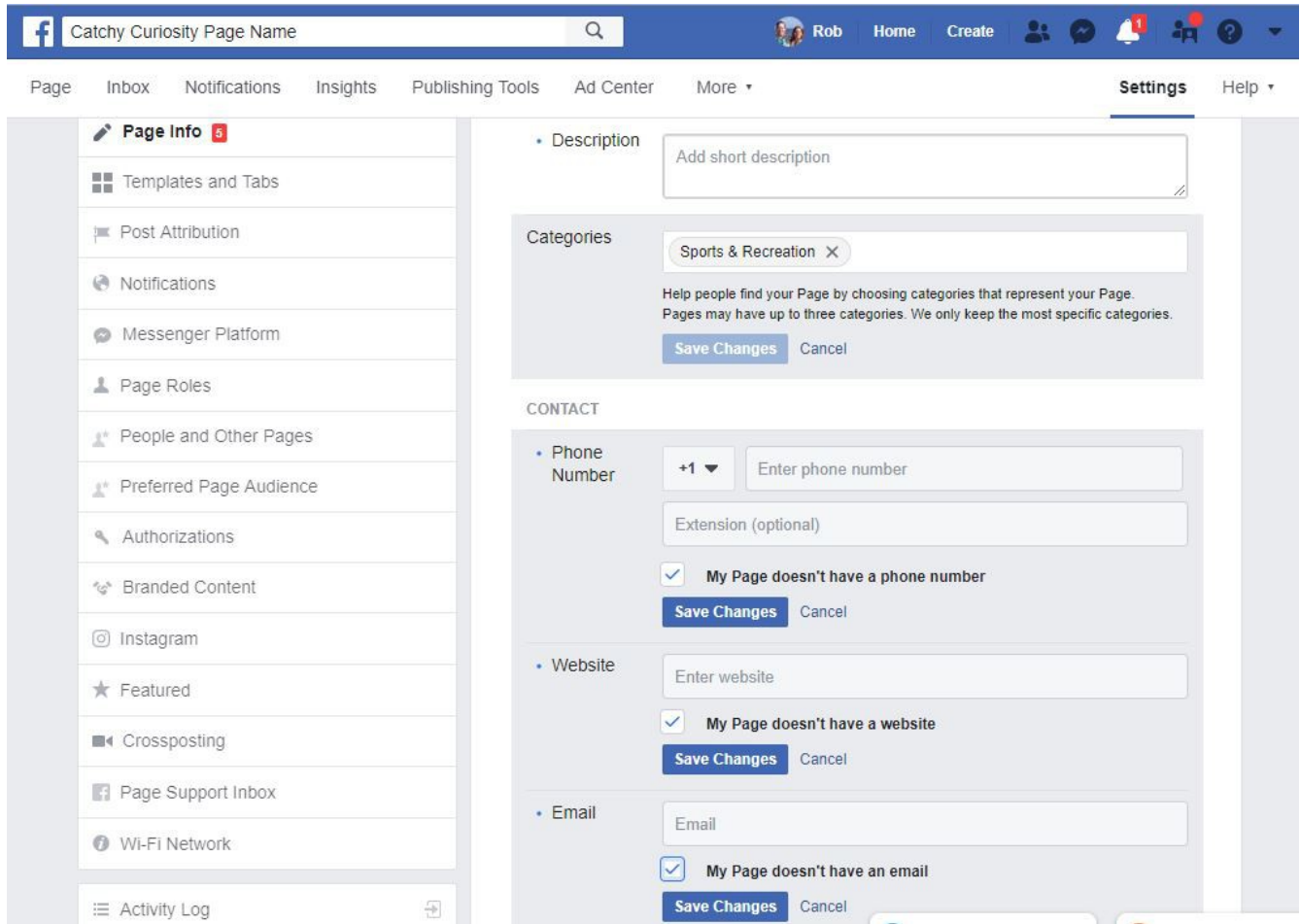
I didn't get a picture of it but at the top it will say page on the left and published on the right. If you're not ready yet or if you want more information directly from Facebook, click on edit. This image will come up. You can see that they have several choices for why you might not want to publish your page yet. Choose one. If you want information from Facebook, check the one that I am pointing to, click on unpublish.



In the general tab, I always want anyone to tag anyone. So, see where I put the check?

A little lower you will see moderation with profanity filter below it. I don't select profanity filter because I believe it is too restrictive. I use moderation instead. One fascinating thing about moderation is the person who's post is not published, it looks to that person like it is published where in reality no one but the poster and the admin's can see it. If you respond to it, everyone can see it, so ignore those.

I would fill that box with every word that you don't want to see on your page, separated by comma's.



In the left column, click on page info.

Put in a great description. Facebook will show this to people they think might like your page. You want to use this to sell them on your page.

Add more categories, Facebook uses these to decide who to show it to.

Decide to what to do with the next items and click save changes each time.

Facebook interface showing business settings for a page named "Catchy Curiosity Page Name". The page is managed by "Rob". The "Settings" tab is active, showing the "WIFI" and "LOCATION" sections.

WIFI

WIFI Name This place has a wireless network
Your Wi-Fi network name as it appears in your settings

LOCATION

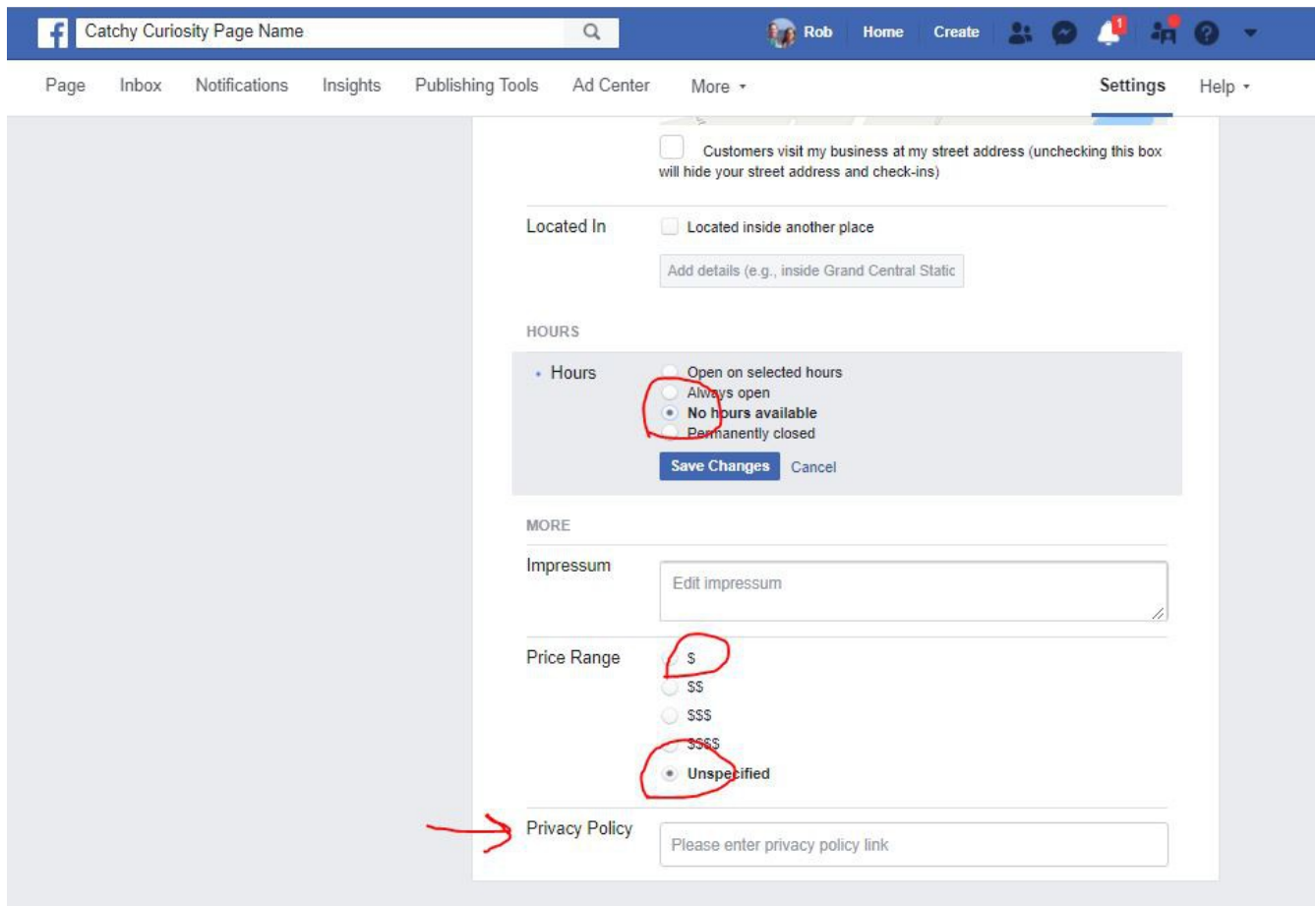
Address Has a street address
781 S Washington St Yosemite Junction, Calif 95370

Map showing location near Coronado Park. A red pin is placed on the map. A button below the map says "DRAG MAP TO REPOSITION".

Customers visit my business at my street address (unchecking this box will hide your street address and check-ins)

Located In Located inside another place
Add details (e.g., inside Grand Central Station)

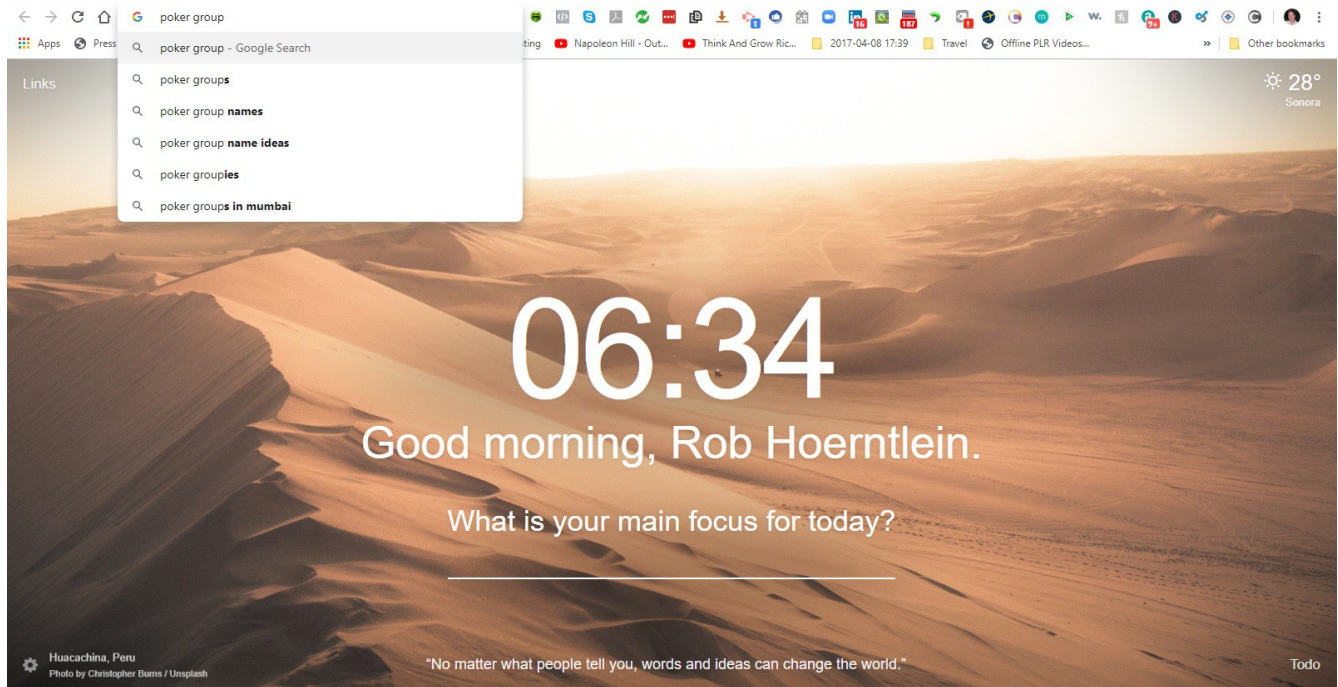
Decide what to do with these items and click save changes each time.



Decide what to do with these items. See at the bottom where it says privacy policy? If you have a webpage, have a privacy policy. Google and Facebook will put you higher on their list if you do.

The boring parts are over.

Now we are going after players!



Google and Chrome team up everyday to give me a little inspiration. Look at the last line of the page above, I thought this was especially good for today and the venture that we are embarking on.

So, the next task is to find people who will find our messages compelling. Going back to a message that I gave you in the beginning. People aren't going to care what you have to say until they know how much you care. So, posting your link everywhere is going to backfire on you. It will make people mad and will destroy all of the work that we've done.

What should we do then? We first want to find the places where these people hang out, then we want to hear what they have to say, find out what their concerns are. Then gradually we want to answer their concerns. We don't want to pass out our link yet. We want then to get to know us by answering their questions without a link.

After doing this for a while, they will begin to respond to us in a positive way. Only then can we give out our link and preferably after

they ask for it. Avoid short changing this process. We will find groups that match our interests and skills. We do that by searching. Some of you joined because you love the charity aspect of it. You will be searching for groups that are focused on charity. Others joined because you love poker. Look for poker groups, etc.

Once you decide what is the most important part of 360win to you, look for groups. You want to find 3 to 5 groups. They should be mid sized groups. What is midsize? If the groups that you are looking at go from 500 members to 5,000 members, then 2,000 to 3,000 would be midsize. You want to find groups that post from 5 to 25 messages per day. If they are not very active, there won't be enough people reading the messages to matter. If they are posting too many, you'll get lost in the activity. So, if you find a group of 50,000 but they only post 1 every day or two, it's not good for you. See?

How do you find the groups? Look at the image above. Search for a 1 or 4 word search term as I did. The results page doesn't matter to us. Look at the image below this. We are looking for related search terms. Google has determined that these are the most searched terms in their system that relate to the search term that you used.



poker group name ideas



Volume: 0/mo | CPC: \$0.00 | Competition: 0 ★

Poker Room Name | ChipTalk.net - Poker Chips and Poker Chip Ad...

[www.chiptalk.net](#) > [Forums](#) > [Home Game Advice](#) > [Home Game General](#) ▾

Jan 15, 2007 - **Poker Room Name** ... I was thinking something along the lines of "The _____ Club" or "The _____ I'll third the Address based **name idea**.

Chek Out Group Name Ideas | Fast And Easy Search

[search.chek.com/](#) ▾

Find Exactly What You Are Looking For On Chek.com!

Searches related to poker group name ideas

great poker room names	10/mo - \$3.16 - 0.12 ★
unique names for poker clubs	0/mo - \$0.00 - 0 ★
poker names	720/mo - \$3.09 - 0.05 ★
online poker name ideas	0/mo - \$0.00 - 0 ★
poker pun names	10/mo - \$0.00 - 0.01 ★
clever poker screen names	50/mo - \$0.00 - 0.01 ★
poker business names	0/mo - \$0.00 - 0 ★
girl poker screen names	10/mo - \$0.00 - 0.09 ★



1 2 3 4 5 6 7 8 9 10 Next

You will likely find search terms that you wouldn't have thought of. You can click on these search word strings to find more. Write down the 10 that you like the best. We will take these to Facebook to find the right groups for you.

The screenshot shows a Facebook search interface. At the top, the search bar contains 'the poker room'. Below the search bar, navigation tabs include 'All', 'Posts', 'People', 'Photos', 'Videos', 'Marketplace', 'Pages', 'Places', 'Groups', 'Apps', 'Events', and 'Links'. The 'Groups' tab is circled in red. On the left, a 'Filter Results' sidebar is visible with sections for 'POSTS FROM', 'POST TYPE', 'POSTED IN GROUP', 'TAGGED LOCATION', and 'DATE POSTED'. The main content area displays a list of search results for groups:

- The Poker Room** (Casino): 78 miles · 1200 Athens Ave, Lincoln · Always Open. Includes a 'Like' button.
- The Poker Room** (6.1K like this · London, United Kingdom · Casino): Aug 4 · GOLIATH 2019 CHAMPION LEE REYNOLDS!! Includes a photo of a man and a '24' like count.
- The Poker Page Group** (Group · 8.9K members · 10+ posts a day): This group is all talk related to poker! Please do not spam the group with endless plugs to different things! Feel free to suggest anythin... Includes a '+ Join' button.
- The Poker Room** (Group · 291 members): Atlantic City, New Jersey · Philadelphia, Pennsylvania. Includes a '+ Join' button.
- The Poker Room** (6.1K like this · London, United Kingdom · Casino): Jun 3, 2016 · A moment of staff bonding ❤️ Johnny Bravo needed cheering up 😊 Includes a photo of three men.

On the right side, there are language options (English (US), Español, Português (Brasil), Français (France), Deutsch) and a '+', along with links for Privacy, Terms, Advertising, Ad Choices, Cookies, and More, and a Facebook © 2019 notice.

Using each of the 10 long tail search words that you wrote down from the example above, you will put them one by one into the search bar. See the circled word groups above. Be sure you click on that. We are only searching for groups.

One more tip. If the group only has 1 to 3 people posting all the time, probably look for a different group.