



List Building and Generating Income with Expert Interviews

Exercise 5: Six Strategies to Boost Your Facebook Tribe

Facebook is all the rave and for good reason. You can easily connect with clients, colleagues and collaborators just by sharing what you know and by creating value for others. If you want to be successful on the internet you need traffic, specifically, targeted traffic. It's the lifeline of your business. Facebook is the largest source of traffic, even surpassing Google, and it's either free or pretty inexpensive.

Facebook can generate traffic, authority and income. Though it doesn't require a financial investment, it does require an investment of your time and energy. Whether you have people skills or not, the ability to connect and communicate with like-minded people is not a stretch. Here are 6 strategies that I've used to generate thousands of leads.

6 Tribe Boosting Facebook Strategies

Some of these tasks will take preparation time, however, you can easily outsource these to your virtual assistant, or a service.

1. Share valuable, content-rich solutions for your target market.
2. Reveal and share yourself.
3. Relate to others on a personal and professional level.
4. Respond to posts where you have been tagged.
5. Promote and share the content of targeted colleagues.
6. Participate in targeted conversations with colleagues, clients and mentors.

Go to Facebook and use at least four these strategies:

1. Create a digital product from the expert interview, CD and spiral bound report.
2. Create pink spoon/autoresponder series, that will give subscribers a taste of your 'body of work', with related affiliate products.
3. Pull out a tip from your articles, blog posts, programs and trainings.
4. Leave a thank you note on friends walls when you accept their invitation.
5. Thank friends, and leave a personal note, for accepting your friend invite.
6. Share your gratitude with friends who have provided a great service.
7. Thank friends for sharing your blog posts.
8. Chime in on a conversation.
9. Comment on photos.
10. Share targeted articles from article directories on your Facebook Fan Page, like



List Building and Generating Income with Expert Interviews

Exercise 5: Six Strategies to Boost Your Facebook Tribe

<http://ezinearticles.com>

11. Share tips from a conference that you're attending.
12. Share an expert quote and your personal tip or perspective.
13. Share quotes from TV programs, that are relevant to the problems you solve.
14. Share videos that are relevant to the problems you solve, add a personal note.
15. Share your personal passions.
16. Share something about your personal life.
17. Share your personal pictures.
18. Acknowledge your client wins.
19. Acknowledge kudos from your colleagues.
20. Share your social and professional connections.
21. Tag a mentor on a post.
22. Share a blog post from a joint venture partner.
23. Attribute when someone's work inspires yours.
24. Post when you're attending, or on your way, to a conference.
25. Share a book endorsement.
26. Thank your Friends for endorsements.
27. Event followup.
28. Promote a joint venture.
29. Give your mentors specific, results oriented endorsements.
30. Acknowledge your Mentors with kudos.
31. Promote a partner program.
32. Endorse a product you use and love.
33. Invite people to learn more about your programs.
34. Seed/preview an event.
35. Seed/preview a joint venture.
36. Seed/preview your programs.
37. Promote your programs.
38. Share results from an affiliate contest.