



facebook Genius with

Jason Fladlien & Tina Williams

Maria: Welcome everyone to the Facebook Genius product. This is Maria Gudelis speaking here and I'd love to introduce world famous marketers Jason Fladlien and Tina Williams. Now it's rare, extremely rare to get both of them on a special interview like this, and what the topic is going to be all about is Facebook. And right now the number one concern that are on a lot of business owners and marketers mind is the new changes in the Facebook Timeline and the Facebook Covers. For instance, business owners are scared they are going to lose their Facebook page because you can no longer use what's called a call to action in your cover line. And yet at the same time, national reports that there is a 46% increase in brand engagement when users start to use the new Facebook Timeline changes.

So, if you're not interested in a 46% increase in brand engagement to get more customers, get more fans for life with Facebook, which is over 850 million customers at your reach, then I don't know, you're on the wrong call. So what I'd like to do is first kick this off to Tina Williams. And Tina, if you could answer that number one concern. Oh my goodness, one of the biggest things in the Timeline and the new cover is that you can no longer use a call to action. So what do you have to say to that and maybe perhaps if you and Jason can take it from there and kind of share your wise expertise with individuals right now listening on how they can profit with these Facebook Timeline changes.

Tina: Absolutely Maria. Thank you very much for the intro, and Jason thank you so much for joining us today.

Jason: Well, thank you for having me.

Tina: This is going to be a lot of fun. A lot of people are thinking that these changes are scary; they are going to never be able to use Facebook the same way in business. And you know what, what they forget about is change brings opportunities and opportunity is knocking big time with these new changes to Facebook, particularly the cover. So many people are nervous in the fact that this cover, which is 851 pixels, that's how long it is across the top, by 315 pixels down the side, they originally thought it would be a place where they could have all kinds of calls to action, phone numbers, websites, but Facebook said no hard and fast. The

Facebook police say you cannot use anything but imagery and really very minimal text. So that scared the heck out of a lot of people because they weren't using their imagination.

Truthfully, we are a visual person and the fact that Facebook is forcing people to brand themselves online defines who they are, who they want to be and what they have to offer to me is great for lots of different reasons. Because truthfully, you're going to get people really putting out there who they are so when we see those images, we have the opportunity to really give people a little bit of **** trust for us and for our business, our brands, or our services right in an image. Also, not having a call to action there gives us an opportunity to get people to get a feel of what the community is. However, you can still put strong call to action using images. The way that image is designed, the Like button is right underneath to the right, you can draw the eye with the way your imagery is done right to that Like button, and that cover for me as a consultant is a great opportunity to get recurring money from my clients, because the cover can be changed regularly. If your brand changes and you have different items that you want to highlight without saying discount coupon here, you can put, if you have red shoes on sale this week, put a big picture of those red shoes up there, and this cover, you can add it to your recurring income. Increase your recurring income by saying that you can change covers three times a week.

I just did this with my chiropractor and told them that, or three times a month, I'm changing his cover three times a month, depending on the products that he has on sale. He has vitamin lines and he puts those products on sale periodically during the month. So we're using the imagery from the cover, because it's above the fold, it's the first thing people see, to highlight his special products of the month. So there is so much that you can do using the visual graphics there and using it to increase your income monthly. Jason, does it sound like a good plan?

Jason: It sounds like a great plan Tina. It's always fun when you develop something and it works really reliably and you get very comfortable with it. But the fact of the matter is change is going to happen and you can either get mad at it or figure out ways to use it to your advantage. The good news is, like Tina said, one of the ways is since we can't rely on the old fashioned call to action, which allowed us to get kind of lazy in a sense because it was really easy just to stick a call to action there,

we're actually going to have to do much more testing to figure out what works now. And that's good, because if you figure out what works and you test and you get these results, you can become sort of a legend or a genius in Facebook and everybody is going to look for you to apply. So that's how I would first position it in my mind. Now with that said, I'm very good at design. A lot of people don't realize that. But with design is the call to action now cannot be direct, it can be indirect. So for example, the big old image that Tina was talking about, you can't put like say call this number or go to this website or whatever, but you can use subtle designs in your images to change or direct patterns, an eye path, leadership path.

So the idea here though is for the littler image, and I don't know if it has a specific name or not, do you know what I'm talking about?

Tina: Yeah.

Jason: It has a little [inaudible].

Tina: [Inaudible].

Jason: Right now it's like the profile pic.

Tina: Yeah, the profile pic right there takes its place.

Jason: Right?

Tina: Yep.

Jason: Yep. So the profile pic, at least as I know it right now, correct me if I'm wrong, but you can put a call to action on that profile pic.

Tina: Yep, absolutely you can. And what's great is that is a clickable photo and you can do a lot with that.

Jason: Exactly. So the idea here is one of the things that you would want to add or try out or use is ways of making your main image, the bigger image, subtly but

effectively pull the eye to the bottom left, at least that's the location now until Facebook changes it probably, or they're going to pull it into that little profile pic. And that they can have a call to action. And so some of the things that you can do on that is like triangles are nice for design and triangles are also kind of like arrows, so they can point to that. The other thing that you can do is different borders, so the borders that wrap around the image. A red border around that image is good, but even more effective is that is to have the red border extend outside of the image. So the image that you're using from the branding, the bigger image, can do that. So think of ways of like; hey, I can't do direct call to actions right in that image, the branding images [inaudible], but I can do subtle things that will guide the eye to where I want it to go, and one of those is the profile pic. The other is the way that the Like button is now on the top right, as Tina was talking about, and so we can guide that as well. And also, the tabs that are underneath it, which we used to be able to make default landing pages that we no longer can, you can guide the eye to those as well.

So the idea here is you have now three different locations where you can choose to guide the eye. You can actually incorporate all those in a design. But at the least, you should consider incorporating one of them. Now the other thing is we have a heck of a lot more room for a nice branding picture on Facebook than we have ever had before, so I like that. I think that's a great thing because we can actually sell the branding better with a bigger image. Now, that's good because most of the local businesses that we're going to work with or that you're going to work with if you're listening to this call, they don't get direct response marketing. They understand branding though and they like branding and they prefer branding. And so it's an easier sale for you as a consultant to go to them and show them this will be a branding tool for them. And they're like; ooh, that's awesome. And now you can do a lot more with that, where in the past you were rather restricted. So I think it's actually going to be an easier sell, especially if you incorporate some of the stuff like Tina was saying where you offer to update the image like three times a month and that's a fee, or even redesign the image that they have there for them to make it more eye catching and pleasing and more brandable. All those are great opportunities. So what we miss from having the default landing page and the calls to action, we make up for with these new opportunities. Does that make sense?

Tina: Yeah, it absolutely does Jason and that is exactly it is making opportunities out of all of these changes. Because Facebook has really put some things in there that are great things. It's a little more work. I know a lot of people are like; wow, this is a ****. Their big concern is that this is all going to be so much work. I have all these clients. I'm going to have to re-do their pages. To me, my answer is like; oh darn, I'm going to have to go back and re-do all my clients pages, yay. It's not your fault. You didn't cause this to happen. So the best thing you can do is to go back to your [inaudible] positive light and say; hey, I'm your savior, this is going to change whether you like it, I like it, or anybody likes it--it is changing irregardless. So what you want to do is, I will take care of this, I'm the solution to your problem, I'm going to go back in, I'm going to charge you x amount, and I'm going to make your page optimized to meet these new changes. And don't be afraid to ask money from your clients. Jason, have you encountered that with people, where they've done a platform per se, Facebook, Google, any of them, they make changes and then you have students or consultants that choose to do the work for free for clients because they feel that they owe it to their clients?

Jason: Yeah, and honestly I'll tell you how to remedy that problem the easiest way possible, is you clearly define and spell out your relationship as a service provider to them ahead of time. So as much as possible you anticipate things like these happening in advance and then you build that in to whatever the agreement that you have with the local business. So for example, one of the things that we do is we charge by the change. So when somebody signs up with us as a local business to work with us, we say; you're allowed this many changes per month and anything above those changes is going to cost you this amount of money. And so one of the things that we'll do, and we actually roll those changes into a monthly maintenance fee. So they are paying a monthly maintenance fee regardless of whether they use any of those changes or not. So once they use those changes up, then we tell them exactly how much it cost per change in above and beyond that. So before we ever even have to breach the subject if it ever happens, they were already conditioned in advance these local businesses to understand what's going on. And yeah, if you want me to change this, you're going to pay me money because it's right there in our agreement.

Tina: Exactly.

Jason: And if you don't want to change it, well that's fine for you in a sense, but you're going to look very **** and so I have to do very little selling, only if people come to me with changes. So if you did that, then you're fine. If you're in a position where you did not anticipate this happening in advance and this absolutely will happen in every single situation consistently, I bet a dollar to a dime against it not happening. There is no way in heck this isn't going to happen, where things are going to change, especially with Facebook. So if you're in a position like that, then it's going to be tougher and that requires you to have a backbone in this case, where somebody comes to you and asks that and you say; hey, this is the deal. And you let them know that my time is valuable, your time is valuable, and these things are going to change. These things are going to cost money, they are going to change. Now, that's harder.

So my advice is build that in advance during your initial agreement and use that as a selling point. You say in the fee, unlike some service providers who are wanting to only do something once and you can never hear from again, I'm by your side and that's why I will be here if you need these changes or updates and that's why you can get them for this amount of money for change, or for time, or for fee, or whatever. So that's what you want to do. And if you built that into your agreement before these changes have happened, congratulations, you just had a goldmine of a month.

Tina: Exactly.

Jason: If you haven't, then that should be your biggest thing that you do from here on out. Because I guarantee you, Facebook will do another change in the next eight or nine months that's going to disrupt everything again. What do you think of that?

Tina: Yeah, Jason. In fact, guys if you guys didn't write that down, for those of you who are listening that are doing this either for your own business or you're out there as consultants, which many of you who are listening are either consultants now or looking to be consultants. In the social media playground, platforms, all the toys out there will change guaranteed. Now today, we're doing Facebook changes because that is front and center for us, but Twitter, we have Pinterest, we have Tumblr, we have all the social platforms out there that are on that, like Maria and I like to call it, the social playground as opposed to platforms. Those toys are

going to be changed. So in your consulting business, write down exactly what Jason said and if you do nothing else after you finish this call, change the structure of your business to incorporate those changes, preempt those changes, make yourself part of the team, those were some of the keywords that I pulled out of what Jason was saying, with your clients because when you come to them and you say; listen, there are changes, instead of them being oh no, they're going to embrace you and they're going to be excited to pay you and they're going to really know that you're doing everything in their best interest. Jason, those were some really key points, thank you.

Jason: You're welcome, Tina.

Tina: Well guys, you know what, one of the things that we see Jason, and I know you have a lot on this too because you have such an amazing product with WP Fan Pro. One of the other things that is freaking people out is the new tabs and the way there is no default landing tab. That was a big thing that people were talking about. No more default landing tab where you can have people come and like your page and put your fan gating into place. People, and part of that is a myth actually, were freaking out about that. Jason, you can definitely address this first and then I have definitely some ideas on this. Because I know WP Fan Pro as a product has got you covered on this. It's great and personally the way the new tab structure is designed, I love it. I think it's great because it's for those calls to action and for you as a consultant, again, building on your business as Jason had talked about earlier, this is something that could really take your business to the next level just with the recurring income alone. So Jason, what are your thoughts on the way they have that designed with the new tabs and they kind of took away that default landing tab?

Jason: That's really an interesting thing that we have going on here Tina. On one hand, it has leveled the playing field sort of speak because everybody starts with the same thing. Whereas in the past you could define a **** custom landing tab instead of being the default wall on Facebook fan page or whatever; you had a default, you could make it an actual page. And typically the page would be like; hey, like this to get this free gift or you can't access this until you like us. So that's called gating or like locking, whatever you want to call it, right? And that was cool. But the

problem is anybody could put anything there and you had all these different options. And so we weren't all starting on equal grounds.

In this case, the user keeps pretty much the same layout for everybody. The only thing that you really have control above with all of the new Timeline changes is that branding image, that profile picture and then the icons that you're using for your cap. So we'll talk about all those. So the good thing is you are now more confined, which is actually a benefit because within that confined space you can now go toe-to-toe, head-to-head with anybody, whereas in the past, they might beat you with better technology on their custom landing page. Now the biggest loss of the battle is just getting them to that path, which is great because that's a lot easier to control and it's easier for somebody just starting out to control, and it's easier to show to a local business. Because I had issues when I was selling **** pages to local businesses, it was hard to describe to them; well we can change this to this default landing tab instead of this right here. And then they got confused between tabs and pages and menu links and all this stuff, and now it's different. Now it's like; oh this is a tab that you can click on and this will open this, and they get that. So it's much easier to understand from a business owner's point of view.

Now with that said, the biggest thing that I do like is the icon is much bigger for your custom tabs that you're going to create. In the past, I think it was like 32x32 pixels and you only saw it in like the left hand side under your profile picture and it was a really tiny, tiny, tiny little icon. Now it's much bigger than that. I don't know what the specifics are.

Tina: I got them. I got them for you Jason. They are 111x74 pixels for those cool tabs right underneath your cover.

Jason: Yes. So they are 111, so they are much bigger. They are giant compared to what they used to be. So there are a lot of things that you can do with those. And one of the things that you want to do with them is make them clickable. So I got a whole bunch of tips that will be very helpful.

The first tip that I have is I love studying Facebook Ads themselves. So whenever I'm on Facebook, anytime an ad jumps out at me, I take a screenshot of it and I say; why did that ad get my attention. So it's the profile picture for the ad that

typically gets my attention. So I incorporate that attention grabbing design of the image and I say; well, how can I use this? Now we can use those for the tabs, for the tab images, because it's pretty much the same exact size as what people are using on Facebook Ads themselves. So some of the things that I have found is, for example, if you have a lot of color, so you have color on your big branding image, you have color on your profile picture, one of the easiest ways to stand out on your tab is to make the color black and white for the tab that you want them to click on, because it's going to be the only thing on the page that's black and white. And so you might have like your photos tab is going to be a color, it shows how many likes you have with a thumb up, you have your map, you have all these colors with one black and white image, and that will grab the eye. And I discovered that trick because I had seen ads where every ad on the page of Facebook was color except for one and that grabbed my attention.

The other thing that I like to do is if everything else is an image of an actual picture, then I like to make the tab, the custom tab image, a graphic. So you might have like a picture of the face of the business and you might have a picture of like the storefront, and then you have this cartoonish graphic. And that will grab attention again because it's different than everything else that you see. In some instances we take an image that we're going to use Tina and we re-blur it a little bit, we make it a little blurred, and so that grabs the eye because of the resolution is blurry and it has intrigue to click on it because why is it blurry, or why is it distorted? We could take a picture the size of a face and distort it and make it look like one of those carnival mirrors that you'd be looking into, and that grabs people's attention.

Tina: Human nature, curiosity, curiosity.

Jason: Right. The other part of it is the name. So in the past we would call stuff like welcome, or coupon, or discount, or directions, right? Now we can be more descriptive in the name and we could call it something like look here or now, or special offer..., right? So we actually make the tab name. In the past they were used more for menu navigation, so you would have to make them descriptive to what it did as part of a menu. These days, it's not menu descriptive necessarily. You don't need it to be, so you can make it more call of action orientated. And the easiest thing of all if you do nothing else is just put a damn arrow in the image that

points down and then underneath the arrow it says click me, and use that for your custom image tab.

Although, I really wouldn't resort to that Tina, because here are the facts. Facebook doesn't want you to do that kind of stuff. So if they don't change it now, which they haven't addressed it yet, they will probably in the future. So I prefer much more to use images like I talked about that are black and white against color, or vice versa, everything else is black and white and that's color, or everything is an image and that's a graphic, or the board fades or something that is going to grab attention because you saw an image kind of like that that had some of the same elements in the Facebook Ad. That's going to be your best bet in the long term, because Facebook is never going to change that.

Tina: No [inaudible].

Jason: But they might change arrows pointing down just as images, you know?

Tina: Well, I think Facebook truthfully and for better or worse of it is trying to move us to marketers with integrity. They are trying to get us to think as marketers and my favorite quote is; build community around your business and your community will build your business around you. And I think Facebook is forcing us to use more integrity-based marketing and they want us to draw people in because we have good stuff, not just fake them out with some arrows and some calls to action. And these tabs, what's great about these tabs, all of the techniques that Jason is talking about rock guys, so listen very carefully to what he was talking about. And listen how he drew in Facebook Ads to this, because what's really cool about those individual tabs, if you create them just the way Jason said that he designs them according to what drew his attention in Facebook Ads with the various different types of design elements, those individual tabs create unique URLs and there is some really cool functioning in the Facebook Ad creation itself that you can actually bring people right to those tabs. [Inaudible] as a unique URL, you can not only use to create Facebook Ads with super cool images just like Jason was saying, but outside of Facebook with your other marketing--Twitter, your blog, whatever, LinkedIn, whatever other tools, Pinterest, that you're using--you can grab that unique URL and use a tool like the Rapid Crush guys, Wilson and Jason's Easy Redirect, create a link to that that is trackable and you can use those links to draw

people to those tabs directly with inside of Facebook that was not as easily done prior to these new Timeline changes.

Now what's even better is I told you there was a myth before, those tab pages are now not only more accessible and you can have a stronger call to action right to them, but they have increased from 520 pixels, which is kind of little skinny tabs, to big, giant tabs. They take up the full screen, 810 pixels in width. That's huge and unlimited in length. So you can draw people with a call to action to a really cool tab, and myth is fan gating is alive and well. You can inside of those tabs, you just aren't necessarily setting it up as your default landing tab, so inside of that tab directing people right there. It's forcing you to have full circle marketing and be a little bit more creative with your call to action right on Facebook or in your outside marketing, but you can have your fan gating right there. Because there is a Like button right up to the right hand side and you can have a call to action and a forced like, or [inaudible] like Jason said, like gating, whatever you want to call it, it's alive and well.

What's also very cool about the tabs, when you look at Facebook, four show. But, you can actually have up to 12 of those little tab images and you can move them around. Another way to increase your income with your clients is you can rotate those tabs. The first one is always going to be photos, but the other three, you can change them up as need be. So if your client is a pizza place and they have a weekly special or if it's a restaurant that has a soup of the day, you just move those tabs up with a rocking cool image, add some good calls to action in naming those tabs and just move those tabs regularly. The action that you take is the income that you make. Jason, what do you think of that?

Jason: I think it's great and that really drives to the heart of what Facebook wants. Facebook wants inner activity. A lot of marketers started to abuse it by grabbing them on Facebook, getting them to like it to get more people on Facebook, but then bouncing them outside of Facebook. Which is effective for making immediate quick money, but it's not what Facebook wants. Facebook wants a community, and what drives a community is the dynamicism. If people are continually coming back to that fan page and things are changing up constantly, the branding image is changing, the tabs are rotating in and out, some tabs are only available for a short time, then you close them out and you remove them. So that's like your expiring

coupon deal, you know? That really will get people back continually to your Facebook page. Which is great because like Pinterest for example, the only way to join Pinterest is to connect through Facebook, and a lot of other businesses are building their whole business around Facebook. And so you're just working with that stream of where everything is going anyway, which is good.

A further point about what Tina was saying I think is brilliant is you start now separating the two. You have your Facebook fan page with the regular landing page, which everybody has, and you also have now a separate property. So you can use them in combination and you should on the Facebook page itself, but you also should start thinking of them as separate web properties. Just for example, like a blog is different than a sales letter and you don't send people to your blog first necessarily all the time to try to get them to then go to your sales letter. In some instances you send people to your blog. In some instances you send them directly to the sales letter. So because we have 810 pixels now or 800-and-whatever-it-is, 815, 810, 812, something like that, we can do a lot better with the layout of our page. And we can make that page a standalone page and much more attractive, whereas before when it was just like 500 pixels or whatever it was, it was really small, you were a lot more limited in what you could do. So these pages can stand on their own now outside of Facebook much more easily than they could in the past. So you start thinking of what kind of custom campaigns can I create that draw people into these URLs.

And also, in addition to that, what can I do if I'm doing consulting and helping people? Can I roll this up as part of my services that I provide? If one of my services is to integrate the fan page with the custom tab, the other service is external custom tab marketing in its own rights, right? And that's now opening up a whole variety of new services that people can get access to that previously they can't. And if you've ever played with Facebook Ads, Tina you're absolutely correct, you can advertise and get that image of the custom tab just right there, just like that, and everything is good. And it's actually really easy to set up an ad and run it, and I have a sneaking suspicion that Facebook gives you a discount sort of speak. They never really said it, but my ad costs have always been cheaper if I drop them right on a direct tab, as opposed to doing a general thing where I'll select external URL and then put something in there. Do you know what I'm saying?

Tina: Absolutely Jason. We found exactly the same thing. And this content right now, and you can actually guys, don't kid yourself with these tabs, Jason is spot on that not only are these tabs individual entities, but you can have your calls to action there, you can do your list building there. You have in WP Fan Pro a really cool function where you can add your opt-in boxes right there, and you can do your list building using the external marketing, using internal marketing, using Facebook Ad marketing, and Facebook definitely loves to stay within Facebook. If they could find a way to keep everybody in Facebook forever, I bet you they would be the happiest group in town, because they don't want anybody to ever leave Facebook.

So that strategy is just amazing and the possibilities are endless with it. Because those tabs, you can run contests with them, you can do your list building with them, you can have your contesting, and these are all tools that just what Jason was saying with building on additional income, Maria and I, you've heard us talk about the CPC, the consulting profit chain, getting the client, getting them to know you, like **** and trust you, and then building on your services as you build return on investment, that is a strategy in and of itself. Because you want clients not for the **** like Jason was talking about earlier, the hit and run clients, you want clients for the long haul. I have clients that I've had three and four years now that every month I come back in and have a different opportunity to sell them something else that is going to benefit them based on return on investment from the prior month. And build your business around this guys, because Facebook is giving you the opportunity with this new Timeline to do all of these things.

Jason, you know what? Have you noticed one of the things, another question guys, and Jason kind of brought it up before when he was talking about engagement, engagement and EdgeRank. The new Timeline changes, I know a lot of people were nervous about the way it was going to effect that community building, bringing people back to the pages and Jason hit that when he was speaking before, that this imagery, these tabs can bring people back to the page. Statistically in the past, it was found that a fan does not go actually back to the page itself. They like your page, but unless you do something or take an action to actually bring them back to the page, it was difficult to get people to interact on pages. It's a lot of work. But with the new designs, the way the tabs are and some of the new tools that Facebook has, new language guys, lingo, the highlighting and the pinning and

the milestones, these are all tools that are going to help you build that community. Because highlighting and pinning are two things that you can actually use to build your business. Jason, have you looked at any of those at all and how they can build?

Jason: Yeah, absolutely. I'm not nearly the expert that you are in this area Tina, but why don't you tell them about this direct messaging capability now that previously, to my knowledge at least, it makes sense the way that it exists now.

Tina: I love the direct messaging for me and it's something that for all of you listening to as consultants, you can actually direct message the admin of a page. So, for instance, if you see a page that if you do vets in your area. Say you're looking to market to vets, they are your target audience; vets in the Tampa Bay area. You can actually search through Facebook, you can search in the faces category, you can look for vets pages or groomers pages or anything like that, you can click on those pages and if you see that they haven't upgraded and they aren't utilizing the new Cover and the new Timeline properly, you can send a direct message to the admin of that page. That was something that you had no way of really doing before. We had a few strategies on how to find the admin, but now you can directly message that admin, which for those of you who are consultants is huge. Jason, is that like, how easy peasy can that be to find clients?

Jason: Oh yeah. In the past what we would do is we would post on their wall.

Tina: Yeah.

Jason: And then try to get the person and say; hey, whoever is the one who maintains this or the owner, send me a direct message. So then you'd have to go, they'd click on your name and go to your profile page and send you a direct message. And that was a lot more cumbersome. But now you can directly message the owner just by clicking a button, so you really save several steps in the process. Now that's very powerful and that's a feature that a lot of people don't even know about right now Tina that they should understand and start utilizing much more effectively, because it's a direct line to the owner or the maintainer of the page at least, whereas in the past you had to do it more indirectly. So that's one of the really cool things that you can do, and you can outsource the **** too by the way.

Tina: There you go. You hit the nail on the head. When in doubt outsource.

Jason: Yeah, it's one of those things that never existed before that exists now. I think it's tremendous. Now talk to them a little bit Tina about pinning.

Tina: Okay guys, as far as pinning is concerned, it is another great feature that Facebook has between pinning and highlighting and milestones. Pinning is where you take your shared photos, and that's why imagery is so important, even keep in mind the strategies that Jason spoke about earlier by using black and white boxes around your photos. You need to be better marketers and put your thinking caps on because let's take a coupon. You can create an image of that coupon for your client, possibly put a red box around it, make it black and white, whatever [inaudible] so that it really pops. And the image size, the shared photo size is about say 400x400 when it comes in on the Timeline, and you can go up to the right hand side, there is a little edit, and you can hit pinning. You'll see a little gold kind of flag show up. What pinning does is it makes that image stay right on the top of your Facebook Timeline for up to seven days.

So a client that has specials, weekly specials, you can create a really cool photo of that and you can pin it to the top of the Timeline. What's great about this though is shared photos have the option, when we spoke about EdgeRank and engagement just briefly earlier, is Facebook builds according to likes, comments and sharing of content. Your image, people [inaudible]. It's pinned to the top. Getting that image liked and commented on, especially if it's a cool coupon, give your outside audience a reason to come back and comment on that coupon or discount offer, but the share button is there. That is highly effective in social proof.

We did this earlier today in a little test where we put an image with a quote on it and we said; if you like this, then click the like button and share the image. We noticed in doing that that, we did this with Maria Jason, it was a really cool little test that we did. Maria put the image on, said like this and share it, I reiterated that in the comments. I think she had up to eight comments already and a handful of likes. When I shared it, I got like 30 more pieces of engagement, likes, comments and reshares on it. So that image that Maria put on Facebook went viral. That moves it up and it brings people back to your page. Because Facebook will

continue to put that image higher and higher on people's Timeline because they feel it's important. That's kind of the way the EdgeRank works, and no worries if you're a little confused on that guys because Maria and I in conjunction with Jason and Wilson have a challenge coming up, the Ultimate Social Challenge, where we're going to be hitting this EdgeRank thing big time, talking about how it works and how it kind of spins with search engine optimization and engagement and building your page. So for those of you who want to use pinning, you put a really cool picture, you pin it to the top so it stays there for seven days, and then you push people to like, comment and share it to really create that viral effect of the coupon. Jason, do you think that might benefit a small business to take some of those strategies into consideration?

Jason: Oh, absolutely. And it's something that really didn't exist before that now exists when previously it didn't. So one of the things that you can use just the pinning function alone with is you contact the local business, you just click on message right on the Facebook page and it will be able to directly message whoever is maintaining it, and you can offer them this as a free service to get your foot in the door, so if you want to get a new client. And that free service is nothing more than showing them how to pin an image and creating and pinning an image for them. And now we're going to look at [inaudible]. First of all, yeah, I mean how long is that going to take you? 5, 10, 15 minutes maybe? But they're going to look at you as like this person is a Facebook genius, they know stuff about Facebook that we don't even know. And then you can follow up with them or they might ask you; hey, what else can you do with Facebook? And then you could explain some of the other things that we talked about, as far as getting people custom tabs. And not just custom tabs, but getting the profile picture that can have the call to action and the branding image. And these are things that a business owner is going to be like; oh my god. Because most businesses weren't even optimized for the previous style of fan page Tina. They were still in the dark ages.

Tina: Yes, they were.

Jason: So now they're not one step behind, they're two steps behind and two steps behind, it gets to a point where the late adapters become the early adapters because they become so frustrated by being so far behind. They are the people that went from a Walkman to an iPod because they skipped everything else, but they got so far

behind, they felt so **** that they're ready to jump on board with the newest thing and be one of the pioneers sort of speak. So this is just one of many things you can get your foot in the door, but the technique extends to, its logical conclusion is there is all kinds of little tiny functions that previously didn't exist but now exist with the fan page, and we've talked about a lot of them already that you can offer just that one function to a new client for free or in exchange for a conversation of how all the other things that you can do that can make them money on Facebook. And these things are much easier because in the past there really wasn't these little specific features that nobody knew about that you could like unveil in a minute or two and people would think that you're some sort of like genius who knows something.

Tina: [Inaudible] genius.

Jason: That 99.9% of the world doesn't.

Tina: You know what Jason, you're so right, you brought it back to that Facebook genius thing. And guys, you're all geniuses. All of you on this call that are listening and hearing some of these little tidbits, you can be a Facebook genius out there too. I'm just going to throw out two more of my other little fun things that I just think is amazing that Facebook put in with this Timeline. Highlighting and milestones. Highlighting, again, image based, where you can take any post and by hovering over it and up in the right hand corner you hover over it where the pencil is and you're going to click the star, and what it does is it makes that post the full length of your Facebook page. So that's about 840x400 pixels. That's the entire length and it's kind of fat, it's chubby. So you can highlight it and it will stay there. Again, from the branding perspective, from the calls to action, all of the things that you can't do in a cover, you can do in individual posts. You can do events there and highlight an image to an event and it will stay right underneath the tab, right on top, and it will take the full length of your page. So think about imagery, what's the first thing you want people to see? Highlighting is a great tool for that. And you could always unhighlight something. Again, as Jason had spoken about earlier, per change income benefits, so you add this per change as part of your consulting fee, just going in and either, like Jason said just now, making this a free tool where you go in and you can teach them just the act of highlighting or making it as part of your services.

Because Jason, you probably find this too. We teach clients, I do something called insourcing, but I go in and I teach clients how to run their Facebook. And as much as I teach them is as little as they do. So they still need me coming in monthly as the consultant to come in and kind of **** knuckles of the people that they've assigned as community manager to make sure they are actually taking action on the things that I've showed them and the tools that I've given them. Have you ever encountered that? This is just [inaudible] what they do best and they need us for the rest. Does that make sense?

Jason: Yeah. In fact, you're much more kind than I am Tina, because I basically tell them I don't want them to do anything. I tell them, I go; if you guys, if I leave you guys to do it, you'll screw it all up and you're not going to make the ROI of what you're paying me, you're not going to make 10 times that yourself of what you're paying me. I say the best thing that I can do for you is be the one that does all this for you. And there is benefits to both. It's more of a personal style than anything. Insourcing is fantastic. I just don't have the patience like you do Tina. I just tell them; you guys are going to mess this all up and the best thing I can do for you is not allow you to get in the way.

Tina: Let me tell you what the truth is about the insourcing thing. I just love, it's supposed to come in on the 15th of every month, I just love looking at the page on like the 13th and 14th and seeing the mad scramble of them putting all this content up and saying; oh my god, the witch is coming, she's going to yell at us all. So it's just entertainment value for me.

Jason: Well and it's definitely a great service too, and frankly you probably build more customer loyalty because you're showing them how valuable you are. Because each month they're trying to do it, they can't do it and you come in and you fix it in a second. So they really appreciate your skill on that level. So it's just a matter of preference of how you want to do something like that. But the fact is, again, with something like this you can go to a local business and you can train them, whoever is the manager of the pages, for a fee, a consulting fee in this case or a coaching fee on what they need to do and when they need to do it. Show them how they do it and make them self-sustaining, say; hey, now you can do this. And then I'll just

come in and check it out and that's very powerful because there are so many little things that you can bundle together and show people, like we talked about.

The other way that you can do it simply is the way that I was saying, where you just say; I'm doing this for you and these are the things that you need to do and this is what I'm going to charge. If you want this, this and this, this and this, it's this much. If you want just this and this or this, it's this much. And I have a variety of different packages you can offer that you didn't have before, much more options because of the way...there is just so much more options with the new Timeline changes than there were previously and those are all opportunities. You talked about highlights, correct Tina?

Tina: Yeah, yes. Highlights and milestones.

Jason: Now let's talk about the [inaudible].

Tina: Yeah milestones, can I tell you guys, milestones is a money maker in and of itself. Because visually, I know you're all listening on the call, but picture your Facebook and you're going to see the line through the middle. Milestones gives you so many options to increase your business as a consultant. Because prior to them putting in these milestones in this Timeline as it's called, you basically, you couldn't really go back and add stuff or talk about prior events or anything like that. You could have an entire service around building Timeline, going back in and talking to a business and talking about the history of the business. We just did this with the Chamber of Commerce, where we went back to them and asked them when the chamber was initially started and it was started in like 1933. So you can create a milestone going back to the founding day of the chamber and then, for instance, if they have an annual event. This particular chamber has an annual picnic that they do.

So you can go in, click on that milestone, and you can create a date at any given point in the milestone. So you can go back in history and put in significant dates to really build your brand and build that no alike trust value around your Facebook page by filling in that Timeline. Now that is something that may be a little more tedious, but a brand, especially a business that wants to build their brand, can actually go in and do that. So you as a consultant can come in and say; hey, I want to build your brand and get people to know who you are, educate them about you

by utilizing the milestone feature, where you can go in and go back to literally the day of conception of the business, add in any highlights, the day that Susie Qusie got promoted and how important that was to the business, or annual events and put them in so people can go back in and put pictures there.

Now, what's great about milestones is they do make a nice image and there is a content box there. So calls to action, bring them back to sign up for the event. When the event is coming back up, use that to advertise for Facebook Ads. There is so much that you can do with the milestones. One of the other very cool things that you can do with milestones, Maria and I just did this with one of our new signature products, our black label product, we actually created a milestone of the inception of that product with a link back to how to learn more about that. And milestones in and of themselves, again, are the same size as highlights, the 840-ishx400, so it's a big image on your Timeline that is going to draw attention that you can again draw attention to. It's got the like and the comment feature on it, so you can bring people back to that milestone. If that milestone happens to be the inception of a new product, hmm, Jason, if there's the opportunity to click and buy there, that's not a bad thing is it?

Jason: Absolutely not. It's funny because the way that it works, as far as I understand with the new Facebook Timeline changes is that you **** the milestone. You get the full width of the milestone, the option of the full width of the page, right? So 800 and some pixels wide, right? Tina?

Tina: Yeah, exactly. It's the full length. It's 843-ishx400 exactly with the milestones.

Jason: Yeah and it's got a maximum height. But then what I noticed on some pages and maybe you can clear this up for everybody listening, is on some pages I see a milestone that's just half the page. So it's on the left hand side of the line in the middle underneath where it's just like highlighted.

Tina: Yeah, they probably just collapsed it there. Now I haven't seen milestones on the left hand side designed like that, but you know what, with Facebook, like we all know guys, Facebook is still beta testing and all of that. So honestly, that's what they've probably done Jason is pinned the highlight so the highlight is on the top of the page and it's on the left hand side, so that it brings more attention to it. So

using both strategies of taking the milestone and pinning it, how much more attention could you draw to something guys? And especially if it's a link and it's a new product.

Jason: Yes, and that was the point that I was making is you can make it so it's full width, but you can also then collapse it later so that way it keeps the dynamicism like we talked about earlier, and also you can pin it. So you can pin a milestone so it will show up on the left hand side, at least as of now on the top. In addition to pinning it, you can collapse it if you wish to collapse it as well. So you can constantly fluidly change these things and it's ridiculously easy to do this, as far as changing the settings go. It takes you all of a couple seconds to do this. So again, this is more dynamicism. Before, the only real dynamicism that you had on the fan page, the **** built custom tabs, I just [inaudible] like a status update. That was pretty much it. Status updates were the only real thing that you could do to make it dynamic. Now you have, in addition to status updates, you have highlighting, you have pinning, you have milestones, you have different widths, you can make them half the width, you can make them the full width, you can do things with the photos, with photos that are pinned can stay for a certain amount of time before they are moved around. And this is what Facebook wants, they want you to continually change and update and make things fresh and new just beyond status updates and design updates, layout updates. They want you to do this constantly and that's why they have this Timeline stuff, and so people can continually click and access the old things as well. But it has this ever changing thing, and that's not an accident because by **** of doing that, they've increased to 46% activity rate on people coming back to the page that they had previously. And some of the things that you ought to realize too is that these things are not just necessarily separate; these are things that can be combines to create a **** together. So the highlights, the pinning, the milestones. You can even make a milestone if you add a new tab, a new custom tab.

Tina: Oh, great idea. [Inaudible]. Yes, look at the doubly duty. Alright guys, talk about double dipping there. You create a cool new tab, create a milestone for it, you pin it right to the top. I mean goodness, the possibilities are endless here. And for those of you, because Jason I'm sure you heard it too in your community, people were freaking out with Facebook making these changes and it's going to be so

hard. Embrace it, because the changes that they've made, I don't know about you Jason, but I just keep hearing cha-ching, cha-ching, cha-ching.

Jason: Well, yeah. I mean the people that are going to prosper are the ones that can handle change and adapt, and the people that aren't going to prosper they were probably not very prosperous anyway. That's just how I look at it [inaudible].

Tina: And what's nice about this is they really are building community. For those of you who are really building for businesses, social proof and really creating that viral effect for your clients or for yourself for that matter. If you have a new product or you're a coach or a speaker or you have your own business, the possibilities with all of the branding and all of the viral capabilities of having cool images that get shared through people's Timeline and that developed properly build on the EdgeRank so that it stays on top of people's personal Timeline. So you make the most benefit out of those 900 million people that are out there. Facebook is giving you so many opportunities to do that. So Jason, do you think that people's heads might be spinning now?

Jason: Yeah, a little bit.

Tina: Is there anything else?

Jason: There are a couple things I want to touch on Tina before we wrap this up.

Tina: Sure.

Jason: One of the things that I've noticed, and again it's so hard to tell since this is so new and Facebook just made these changes a couple days ago. When I click on some of the custom tabs now, I don't see ads running on the right hand side a lot of the times. So whereas in the past with the 500 pixels, the other 300 pixels were all ads that were running. Now, like I'll go to either Facebook.com/TinaWilliams page and I'll click on like the Like Me custom tab that you have, and there are no ads running on the right hand side.

Tina: Wow, that's cool.

Jason: Yeah, at least as of now.

Tina: I think Facebook is looking for more engagement on the page and keeping people more engaged, as opposed to sending them pretty much every which way but off the page. So that's a cool feature.

Jason: Right. So like if I click on Good Karma for example, I don't see the ads either and, again, this might just be for me and this is something I'm going to talk about later, and it just might be for the time being and it might change. But even if you click on your old ***, including yourself there are still no ads. But there is an ad on the landing page, your default Timeline page. There is ads running down the right hand side. So I don't know if that's a feature that is going to stay or that's going to change, but that hits at a larger point that I want to make before we wrap up Tina is it seems to me Facebook is now creating kind of custom fan page results on the Timeline, depending on who you are. So for example, if I go to Tina Williams' page, I might not necessarily see what somebody else who goes to Tina Williams' page sees.

So for example, I'll see something like Michael S. Logan mentioned Tina Williams in his link. And then there is a little thing in the upper right hand corner with like an icon of like two people, and it says; you're seeing this here because you're friends with Michael. This page is personalized to show you stories about your friends and the Tina Williams page. So if somebody else came to this page and they weren't friends with Michael, guess what? They don't see that. And so what Facebook is really trying to do is customize down to the granular level. So even if two separate people look at the same fan page on their computers, they might see two completely separate things. And that's what [inaudible] Facebook's ultimate goal is. And if we can help people achieve that goal, not only are we positioned to where there is never going to be a fire when Facebook makes giant changes or we're not going to be in a paralysis position when they might want to come and hammer us or shut us down or takeover our fan page, but in addition to that it's going to be easier just to give Facebook what they want. They are going to reward you more and it's going to be easier for you to get your local business owners the results that they want.

Tina: Yeah, absolutely. And it's funny because I'm looking at this page now, and Jason I do have that milestone pinned so it's on the left hand side. So that's exactly what you were talking about is now if I unpin that and basically all it is is editing it and unpin from the top, it opens up the link and it becomes highlighted again. So those are just some cool tools that you can use for engagement. And the way Facebook is designing everything, we actually did a little bit of a test on that recently, is we had pages where people were only subscribed, not friends for personal and looking at the way that effects the personal Timeline, and then you can still view and comment. Facebook has changed that so that even though you haven't liked a page, you can still comment on it and interact on that page, something that you couldn't do before. But just what Jason said is customizing that comment to both the person who is on the page, liked the page and to the person who hasn't liked it yet, but you're looking to give them a reason to join your community. Just another way for you to build your marketing business.

Jason: Yeah, absolutely.

Tina: So Jason, anything else [inaudible].

Jason: [Inaudible] we pretty much covered, this is a good primer for people. I think we pretty much covered all the major changes, unless there is anything else you want covered before we wrap this up?

Tina: No, I think pretty much, guys, the possibilities are endless here. Embrace them. Branding is essential. Using good imagery is essential. Making sure you have your marketing hat on and for the tabs, for utilizing your pinning, your highlighting and your milestones, all to help build your consulting business or your own business. So for those of you who may say; well, I'm not in consulting, I do internet marketing online or I work from home. The opportunities utilizing all these strategies for you using all of those different tools to help build your business if you have products that you market on your own, use Facebook to your benefit because there is a tremendous opportunity out there for you to do it. And Jason, I know we are going to be doing the Ultimate Social Challenge where we're going to kind of be digging deep on all this, right?

Jason: Yeah, and I what I like about the Ultimate Social Challenge Tina is Facebook is not in a vacuum. For example, at any given time, over 50% of people that are on Facebook itself are on a mobile device. Not necessarily true exactly **** of pages, but at least the profile people are constantly going in and reading what their friends are doing and statuses on a mobile device. And so if you're using Facebook but you're not incorporating specific mobile strategies, then you're only using a small portion of what you could be using for Facebook personally, and then you're only offering the ability to offer a small portion as a consultant. And then, again, like we talked about with Pinterest earlier, Pinterest is now saying; hey, do you want to be a member, you got to connect with us on Facebook. You got to go through Facebook to get to us. And so everything is tightly integrated. Twitter can be integrated with Facebook. LinkedIn can be integrated with Facebook and vice versa. And so what I really like about the Ultimate Social Media Challenge is that you show all the pieces of the puzzle. And once you have them all combined, guess what happens? Everything becomes stronger than it would individually. So mobile on its own is powerful. Facebook on its own is powerful. When you combine the two, your mobile becomes more powerful, your Facebook becomes more powerful, and the end result is something that you previously didn't have that in its own right is a powerful entity. And so, yeah, people would be insane not to at least consider and look at the Social Media Challenge when it comes up.

Tina: Yes. I'm really excited about the mobile part and to bring text messaging in through Facebook and QR codes, that in and of itself will be a strategy that you're not going to want to miss because you can just do amazing things with mobile. And not just mobile websites, which are super cool and we'll talk a bit about that, but using text messaging strategies is going to be something that we're really going to...we're going to show you how to really make that fun, and utilize both Pinterest and Facebook to really use text messaging as a strategy in your business and then to take that show on the road and bring it to your clients. Because I mean who doesn't have a Smart Phone these days? Or in my house we have seven. We have a few too many, but we use it for everything. And honestly, I depend on my phone to tell me when the pizza place on the corner and Victoria's Secret has discounts.

Jason: Exactly.

Tina: Well Jason, thank you so much. You are just a wealth of information. I actually took some notes here guys and Facebook genius that you are, I'm super excited to like get moving with the Ultimate Social Challenge, because we're going to have some super fun stuff in there. And Jason, thank you, thank you, thank you. We will be seeing you, and is there any final parting words you have for everyone?

Jason: Well, I think we pretty much covered it Tina, but I will say that most of the initial changes that I learned about the new Facebook Timeline, I learned from you. And then I was able, that's where I went to, the first person I looked to when I wanted to know about these changes was you. And then once I figured out what the changes were from you, then I developed some of the strategies that we talked about today. So you're always in good hands with Tina and that's going to be my parting words that I'm going to say Tina.

Tina: Okay. Well, thank you Jason!