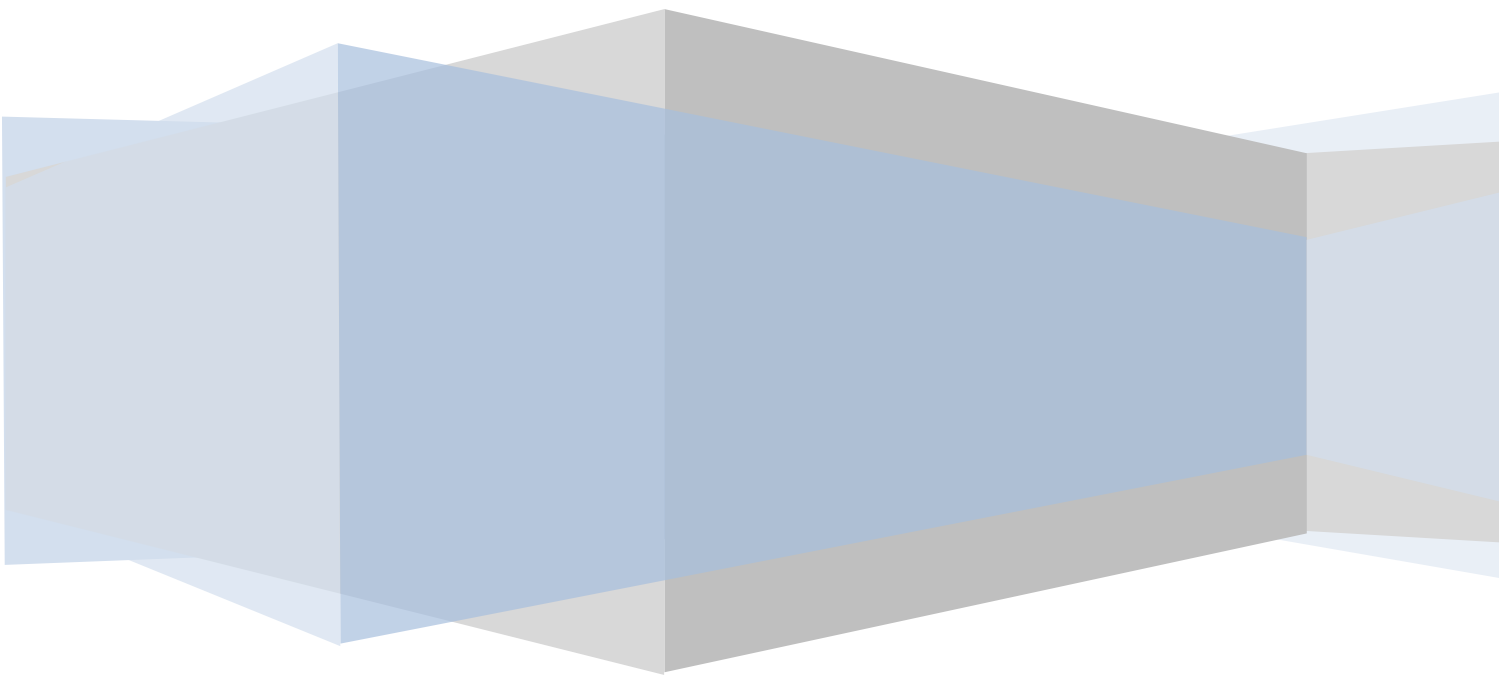


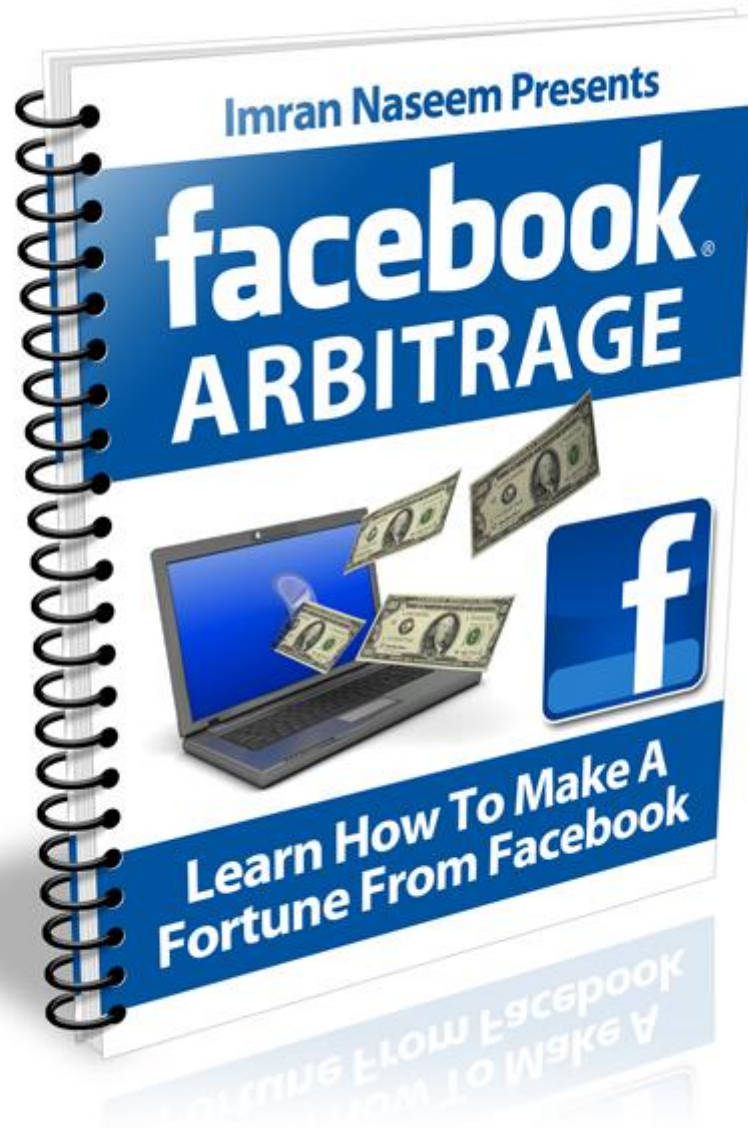
<http://ebooks-pdf-download.yolasite.com/>

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## Facebook Arbitrage

**Learn How To Make A Fortune From  
Facebook**

## Facebook Arbitrage – Imran Naseem

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Hello and welcome to a special guide on how to make money from the world's number one social networking site – Facebook.

Now if you have never heard of Facebook then you are living in a cave. Facebook plays a big role in our lives and many individuals and businesses rely on Facebook to promote their brand and make money.

Now before I get into the meat of this report the reason I wrote this is because over the last 5 years Facebook has not only evolved as a leading social networking site but it has become a powerful, mainstream platform for many people.

In this guide I am going to focus on one thing – how to make money from Facebook.

This guide will be no fluff and straight to the point. I am not going to give you a history of Facebook and how it started – if you want to find out about the origins of Facebook then you can head over to <http://en.wikipedia.org/wiki/Facebook>.

I remember being in cyber café in South Africa in 2004 and coming across a guy named Mark Zuckerberg. This is the 26-year-old genius behind Facebook and to what it is today. Facebook is now worth billions and billions of dollars. Now at that time Facebook was just starting out and it was a “normal looking website”.

In this guide I am going to reveal the cut throat methods on how you can make money from Facebook and how you can continue using the power of Facebook and keep making money.



# Getting Started

Now I am going to keep this guide no fluff and I am not going to bore you.

## Facebook Community Pages

In the first part of this guide we are going to focus on Facebook **“Community Pages”**.

Now community pages on Facebook are very popular. People join them either to support a certain “cause” or they join them simply to “like” a page and show that they are part of something “special”.

For example, I have “liked” pages that have something to do with music, fighting movies and hip hop. However, a girl might “like” something else – e.g. make up, TV soaps and horse riding.

So without boring you I am going to go straight into this.

So the first thing you need to do is create your community page and deciding on the type of page you want to create.

Simply head over to <http://www.facebook.com/pages/create.php>

The screenshot shows the Facebook 'Create a Page' interface. It is divided into three main sections:

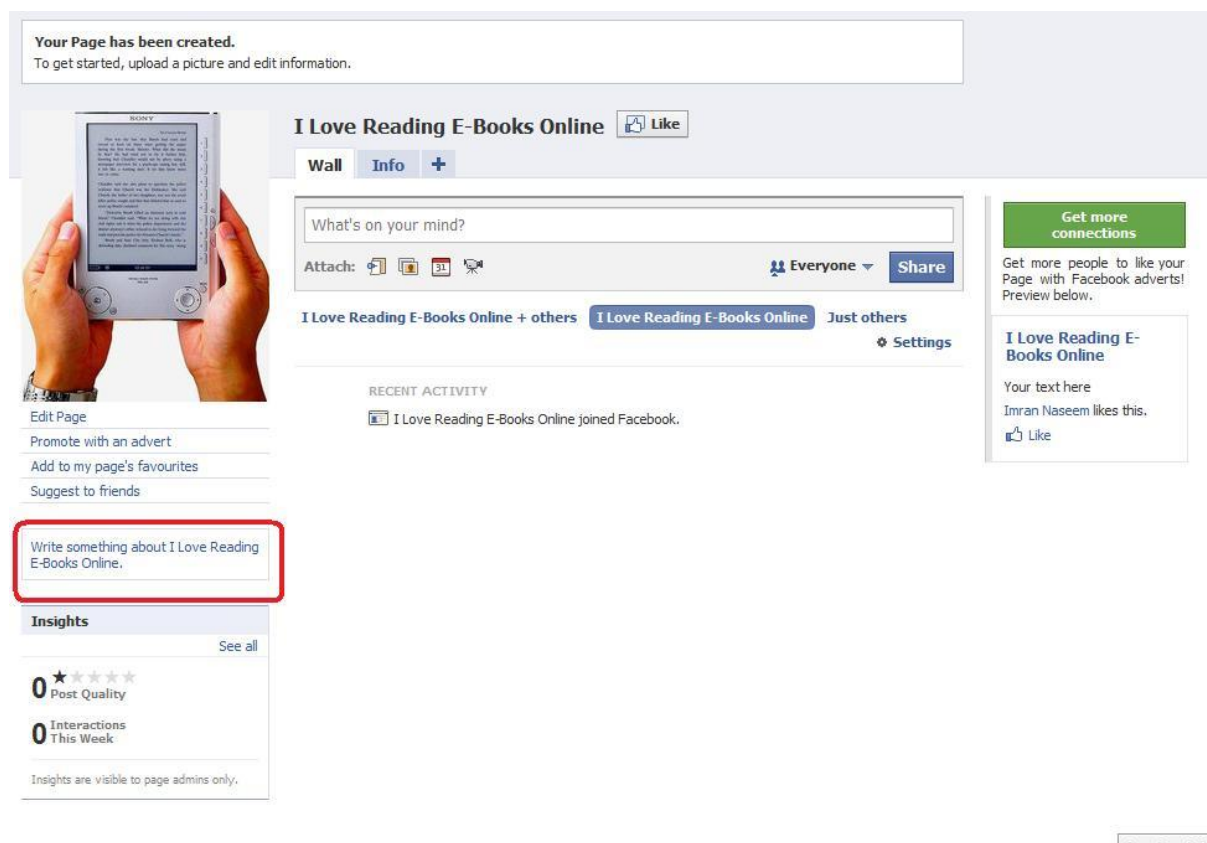
- Create a Page**: The main heading for the form.
- Official Page**: A section for creating an official page. It includes a description: 'Communicate with your customers and fans by creating and maintaining an official Facebook Page.' Below this, it asks 'Create a Page for a:' with three radio button options: 'Local business', 'Brand, product or organisation:' (which is selected), and 'Artist, band or public figure'. Under 'Brand, product or organisation:', there is a dropdown menu currently showing 'Products'. Below the options is a 'Page name:' input field with examples: '(examples: Summer Sky Cafe, Springfield Jazz Trio)'. At the bottom of this section is a checkbox: 'I'm the official representative of this person, business, band or product and have permission to create this Page. Review the Facebook Terms'. A 'Create official Page' button is at the bottom.
- Community Page**: A section for creating a community page. It includes a description: 'Generate support for your favourite cause or topic by creating a community Page. If it becomes very popular (attracting thousands of fans), it will be adopted and maintained by the Facebook community.' Below this is a 'Page name:' input field with examples: '(examples: Elect Jane Smith, Recycling)'. A 'Create community Page' button is at the bottom.
- Create a group instead?**: A section with a heading and a description: 'Communicate directly with other Facebook members who share a professional interest or hobby. Create a Facebook group'.

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Now as you can see you have two options here. You can either create an “official page” (which is for businesses or representatives of some organisation) or you can create a “community page” on anything.

I usually focus on the “community page”. So the first thing to do is simply give your page a name and then click “create community page”.

For the purposes of this example I am going to create a fanpage.



The screenshot shows a Facebook page titled "I Love Reading E-Books Online". At the top, a notification states "Your Page has been created. To get started, upload a picture and edit information." The page features a cover photo of hands holding a Sony e-reader. The main content area includes a "What's on your mind?" text box, attachment options, and a "Share" button. Below this, there's a "RECENT ACTIVITY" section showing "I Love Reading E-Books Online joined Facebook." On the right, a "Get more connections" box encourages users to like the page. At the bottom left, an "Insights" section shows "0 Post Quality" and "0 Interactions This Week". A red box highlights a text input field with the placeholder "Write something about I Love Reading E-Books Online."

As you can see I have created a fanpage on “I love reading E-books online”.

Now when it comes to deciding on the type of Community Page to create the possibilities are endless. Generally, I focus on pages ages that focus on a specific thing or something people either enjoy doing or hate doing.

Later on in this report I will show you examples of my own community pages which have hundreds and hundreds of members.

Now once you have created your community page you will need to find a suitable picture (avoid using pictures that break copyright rules).

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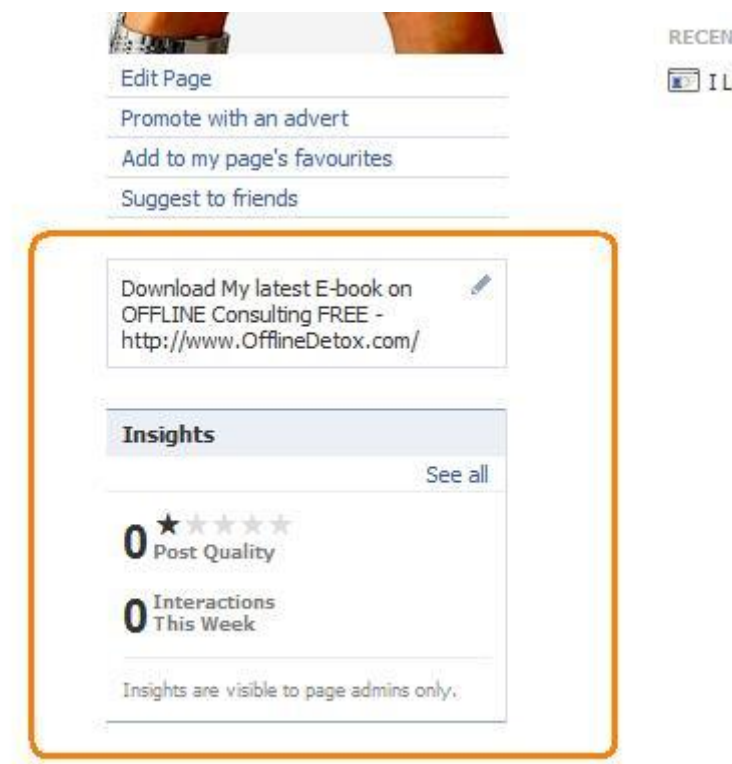
So the first thing I would do is head over to [Public Domain Pictures](#) and find a picture that relates to your community page.

Now once you have created your page you need to monetise your community page. Now if your prime focus is to make money then you will need to find a suitable CPA or Clickbank offer you can promote – depending on the type of page you have.

However, if you have created a community page just for the fun of it then you can always find other ways of monetising it.

### Monetising Your Community Page

So the first thing you need to do is put something in the description box of your community page.



Now this is important because this is where people will see your URL link. Now the key here is to put something that would entice your audience. For example, I have put “Download my latest e-book FREE”. Now the word

## Facebook Arbitrage – Imran Naseem

FREE automatically triggers a response and therefore, people are more willing to click on your URL link.

### Inviting people to your Page

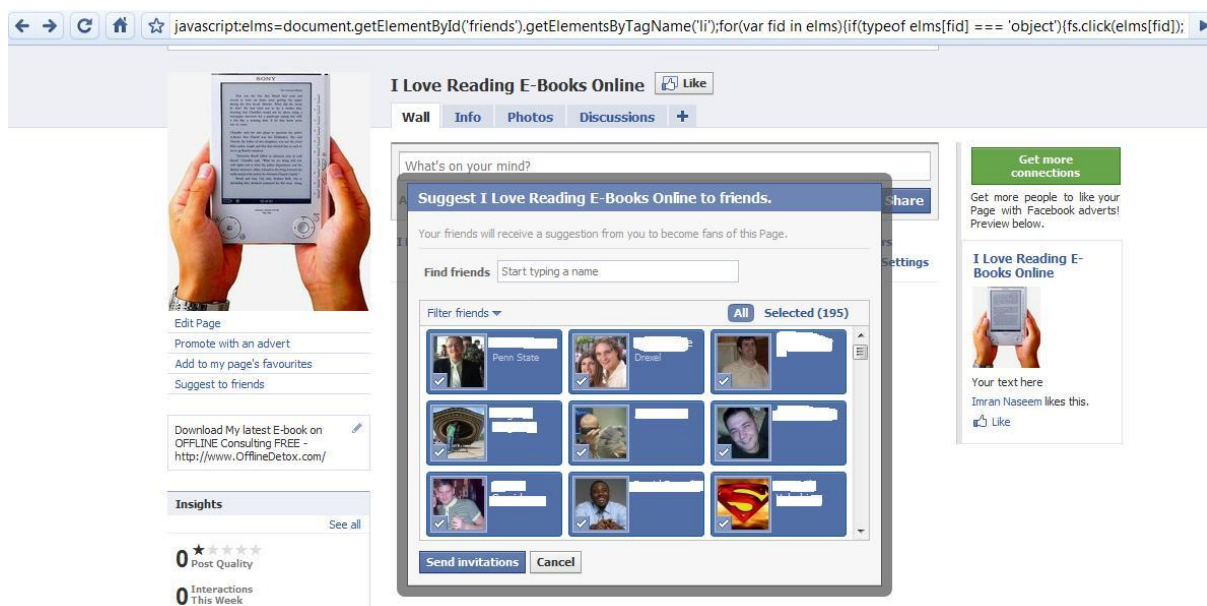
Now when it comes to inviting people to your fanpage many people resort to using Blackhat methods and start to use software – Facebook will ban you if you cheat the system.

The best way to invite lots of people to your page in a short space of time is use my simple method.

1. Grab hold of a Javascript code and paste it at the top of your browser.
2. Javascript code is

```
javascript:elms=document.getElementById('friends').getElementsByTagName('li');for(var fid in elms){if(typeof elms[fid] === 'object'){fs.click(elms[fid]);}}
```

Now the first thing you need to do is paste this at the top of your browser (as shown) and press ENTER.



The screenshot shows a browser window with the JavaScript code pasted into the address bar. Below the browser, a Facebook page for 'I Love Reading E-Books Online' is visible. The page has a cover photo of hands holding a tablet displaying text. A 'Suggest to friends' dialog box is open, showing a list of friends with checkboxes and a 'Send invitations' button. The dialog box also shows 'Selected (195)' friends. The page itself has a 'Like' button and navigation tabs for 'Wall', 'Info', 'Photos', and 'Discussions'. There are also sidebars for 'Get more connections' and 'I Love Reading E-Books Online' with a 'Like' button.

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3. As you can see once you press ENTER all your friends are highlighted and this allows you to invite everyone on your list to join your fanpage.

The next strategy is simply powerful to drive lots of traffic to your fanpages and have hundreds of people joining your page in a short space of time.

Simply head over to [Fiverr](#) and type in “Facebook Fanpage” and you should see lots of people who would be willing to invite people to join your fanpage for just \$5.00!



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The screenshot displays a grid of seven Facebook marketplace listings, each offering a service for \$5. The listings are as follows:

- Listing 1:** "I will invite all my facebook friends (5000+) to join your group/fanpage up to 5 invites for \$5". Offered by wpbuzz. Includes "Read more", "Like", "Share", and "order now!" buttons.
- Listing 2 (highlighted with a red border):** "I will suggest 1100 Friends to your Facebook Page/Fanpage for \$5". Offered by kill4glory. Includes "Read more", "Like", "Share", and "order now!" buttons.
- Listing 3:** "I will send you a list of 10,000 facebook contacts to add them to your facebook group, fanpage or jus... for \$5". Offered by yetiveti. Includes "Read more", "Like", "Share", and "order now!" buttons.
- Listing 4:** "I will share your Etsy/ArtFire url with my 1,079 artsy FB friends and my 868 Twitter followers up to ... for \$5". Offered by mazerdesign. Includes "Read more", "Like", "Share", and "order now!" buttons.
- Listing 5 (highlighted with a red border):** "I will place your ad as my facebook fanpage status (about 6000 fans) for \$5". Offered by zaxsas. Includes "Read more", "Like", "Share", and "order now!" buttons.
- Listing 6:** "I will post link for 10 facebook groups/fanpages for \$5". Offered by stanleo. Includes "Read more", "Like", "Share", and "order now!" buttons.
- Listing 7 (highlighted with a red border):** "I will send my 10,000 facebook friends to your fanpage for \$5". Offered by canvoudigit392. Includes "Read more", "Like", "Share", and "order now!" buttons.

At the bottom of the grid, the start of another listing is visible: "I will invite my 19,000+ facebook friends to your fanpage or group for \$5".

As you can see people are willing to invite thousands of people to join your fanpage. For just \$5.00 you can have hundreds of people be a member of your page.

I created a fanpage on "I love Tattoos" and I managed to have hundreds of fans in a short space of time.

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You can check out my Tattoo page at  
<http://www.facebook.com/#!/pages/I-Love-Tattoos/119259694763954?ref=ts>

I also find that “virally” your fanpage will spread fast if you use this tactic as opposed to using any other methods of driving traffic to your fanpage. By far this is the best way to drive hoards of people to your page without breaking the rules.

### Want to build a List?

It is also possible to add an Opt in page (html code) to your fanpage and build a list.

The first thing you need to do is to add a “Static FBML” to your page.

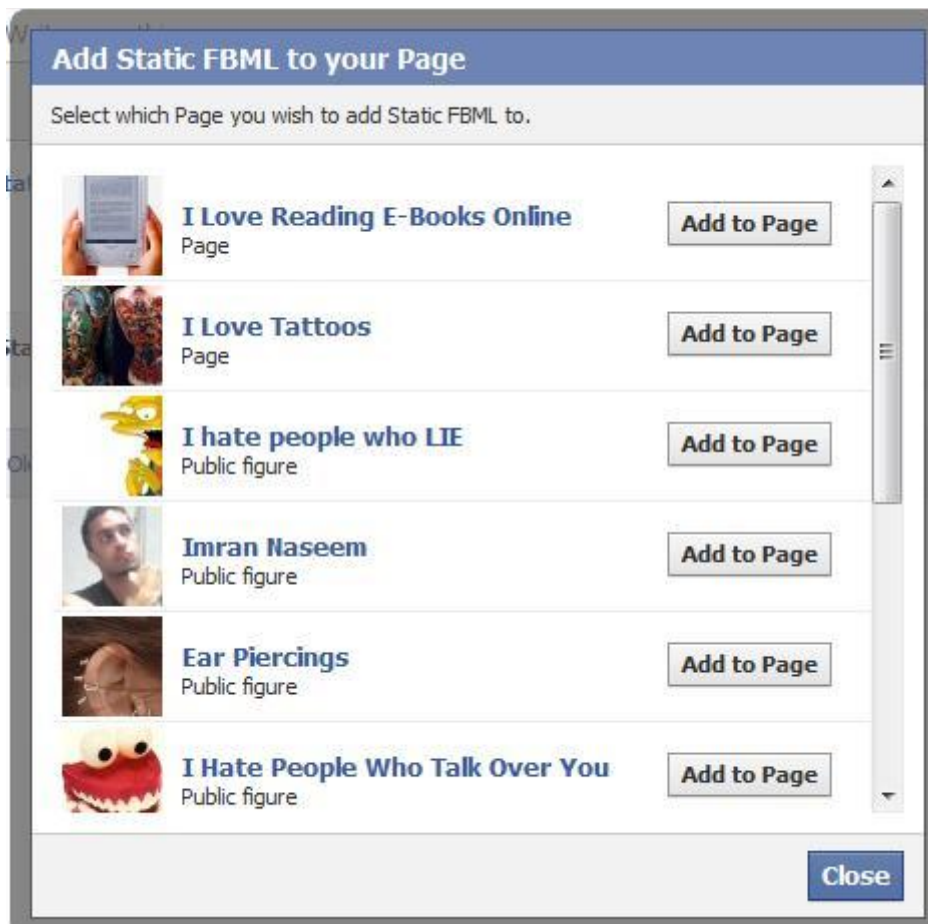


The screenshot shows a Facebook page for 'Static FBML'. The page has tabs for 'Wall', 'Info', 'Reviews', and 'Discussions'. On the left sidebar, there are options: 'Add to my Page' (highlighted with a red box), 'Add to my page's favourites', and 'Suggest to friends'. Below this is the 'Information' section showing a 4.1 out of 5 star rating based on 3159 reviews, and a 'Fans' section with 6 of 249,541 fans. A red arrow points from the 'Add to my Page' button to the 'Static FBML + others' section in the main content area. The main content area shows a text input field with 'Write something...', a 'Share' button, and a section titled 'Static FBML + others' with sub-tabs for 'Static FBML' and 'Just others'. Below this, it says 'Static FBML has no recent posts.' and 'Older Posts' with a dropdown arrow. On the right, there is an advertisement for 'Give a Gift' featuring a diamond ring.

Simply locate the “Static FBML” application on your search bar and once you have located it click “Add to my Page” – until you see a screen that looks like this (see below).

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As you can see you have an option to add this to any of your community pages. So for example, for the purposes of this example I am going to add this to my "I love reading e-books online" page by clicking the "Add to Page" link.

Once you have added this to "your page" the next thing to do is locate the "static FBML".

Simply click "Edit" on your community page until you see a screen that looks like this.

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## FBML - FBML

Edit · Application settings · Remove application

Add advanced functionality to your Page using the Facebook Static FBML application. This application will add a box to your Page in which you can render HTML or FBML (Facebook Markup Language) for enhanced Page customisation.

As you can see you can edit this part of the application and plug in your Autoresponder code.

To do this simply click “edit” until you see a screen that looks like this (see below).

I Love Reading E-Books Online (edit)

Edit 

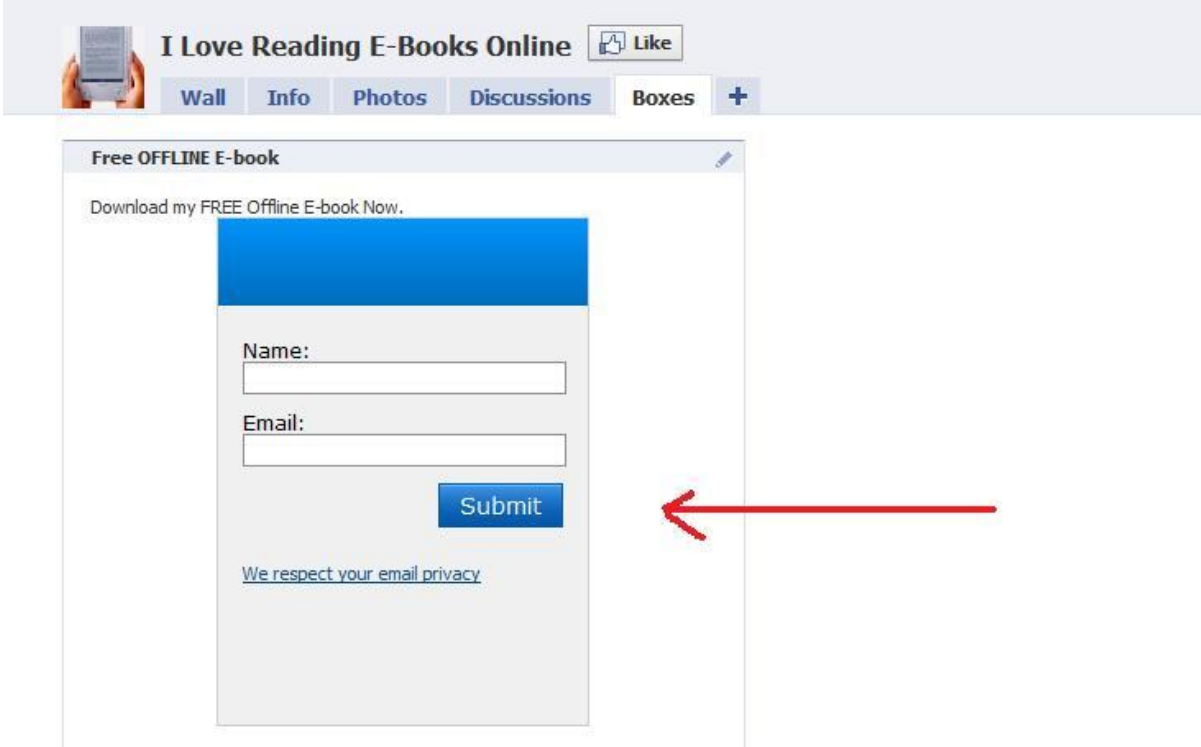
## Edit FBML

Box Title:	Free OFFLINE E-book
FBML:	<pre>&lt;!-- Aweber web form generator --&gt; &lt;style type="text/css"&gt; #af-form-196819103 .af- textWrap{width:98%;display:block;float:none;} #af-form-196819103 .af-body .privacyPolicy{color:#000000;font-size:11px;font- family:Verdana, sans-serif;} #af-form-196819103 .af-body a{color:#094C80;text- decoration:underline;font-style:normal;font-weight:normal;} #af-form-196819103 .af-body input.text, #af-form- 196819103 .af-body textarea{background- color:#FFFFFF;border-color:#919191;border- width:1px;border-style:solid;color:#000000;text- decoration:none;font-style:normal;font-weight:normal;font- size:12px;font-family:Verdana, sans-serif;} #af-form-196819103 .af-body input.text:focus, #af-form- 196819103 .af-body textarea:focus{background- color:#FFFAD6;border-color:#030303;border- width:1px;border-style:solid;} #af-form-196819103 .af-body label.previewLabel{display:block;float:none;text- align:left;width:auto;color:#000000;text- decoration:none;font-style:normal;font-weight:normal;font- size:12px;font-family:Verdana, sans-serif;} #af-form-196819103 .af-body{padding- bottom:15px;padding-top:15px;background-repeat:no- repeat;background-position:inherit;background- image:none;color:#000000;font-size:11px;font- family:Verdana, sans-serif;} #af-form-196819103 .af-footer{padding-right:15px;padding- left:15px;background-color:#transparent;border- width:1px;border-bottom-style:none;border-left- style:none;border-right-style:none;border-top- style:none;color:#000000;font-size:12px;font- family:Verdana, sans-serif;} #af-form-196819103 .af-header{padding- bottom:9px;padding-top:9px;padding-right:10px;padding- left:10px;background- image:url("http://forms.aweber.com/images/auto/body/009/5f f/005/999");background-position:top left;background- repeat:repeat-y;background-color:#005999;border-</pre>

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Once you have pasted your Autoresponder code simply click “Save changes”.



The screenshot shows a Facebook page header for "I Love Reading E-Books Online" with a "Like" button and navigation tabs for "Wall", "Info", "Photos", "Discussions", "Boxes", and a "+" icon. Below the header is a "Free OFFLINE E-book" opt-in form. The form contains the text "Download my FREE Offline E-book Now." followed by a blue header bar. Below the bar are two input fields: "Name:" and "Email:". A blue "Submit" button is positioned to the right of the "Email:" field. A red arrow points from the right side of the page towards the "Submit" button. At the bottom of the form, there is a link that says "We respect your email privacy".

As you can see the opt in page now appears under “boxes”. It is clearly visible and people can enter their name and email address to access the material – thus building you a list in the process!

You can also add images to your “static FBML” page.

In order to add an image to your fanpage is it pretty straight forward.

The first thing you need to do is upload your image to your server or some other place e.g. tinypic.com.



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```
<a href="http://yourwebsite.com" target="_blank"></a>
```

This is the correct code format in order for your image to be shown and to link an image to an external website.

As you can see I have added the image and linked it to my external website.



The screenshot shows a web browser window with the title "Free OFFLINE E-book". Below the title, it says "Download my FREE Offline E-book Now." There is a large, circular, black button with a yellow hand cursor icon and the text "CLICK ME" in white. Below the button is a form with a blue header bar. The form contains two input fields: "Name:" and "Email:". To the right of the "Email:" field is a blue "Submit" button. Below the form, there is a link that says "We respect your email privacy".

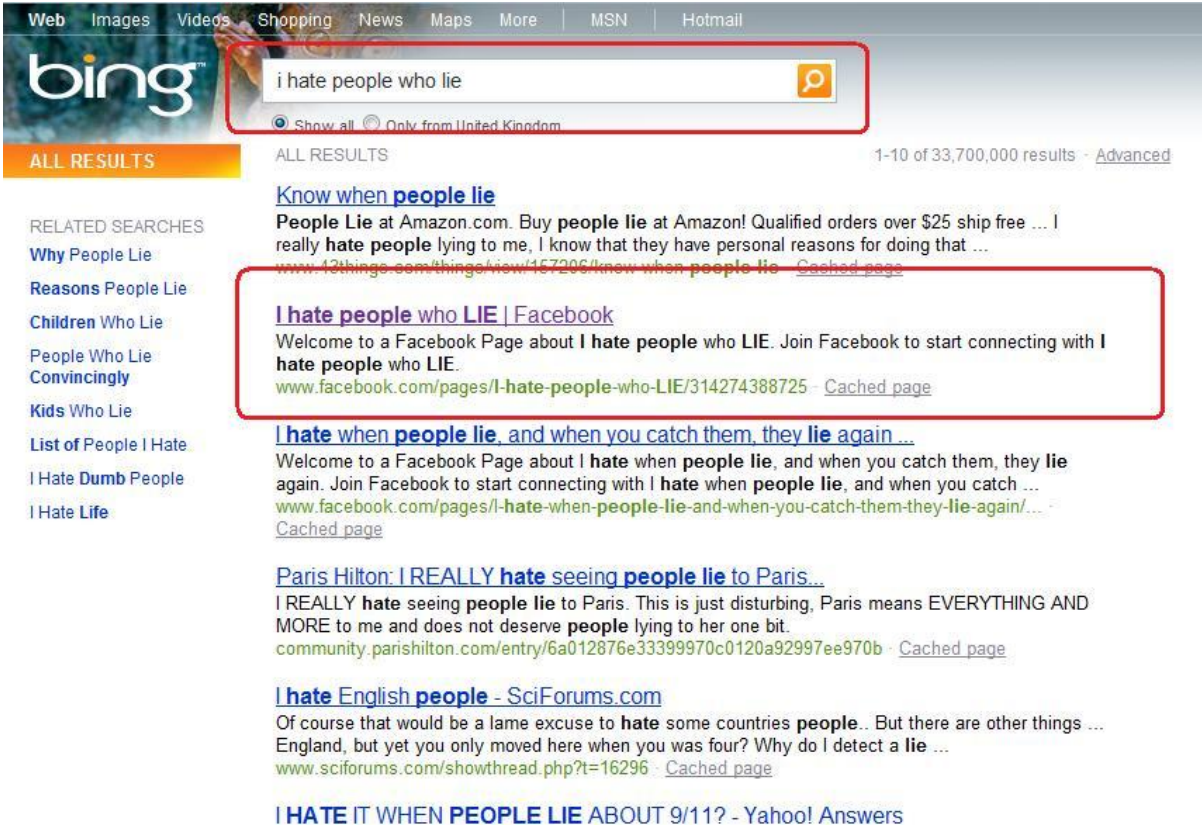
## Facebook Arbitrage – Imran Naseem

I have several community pages that have gone “viral”.

Here are some of my most successful community pages.

**[I hate people who lie](#)** – As of now nearly 22,000 members and it is growing. This is one of my most active pages and I set this up just for fun. I did not realise how huge this page would become!

For the keyword “I hate people who lie” I am listed on page 2 of Google and the first page of Bing.



The screenshot shows a Bing search results page for the query "i hate people who lie". The search bar at the top contains the query and is highlighted with a red box. Below the search bar, the results are listed. The first result is "Know when people lie" with a snippet about Amazon. The second result is "I hate people who LIE | Facebook" with a snippet about a Facebook page. This result is also highlighted with a red box. The third result is "I hate when people lie, and when you catch them, they lie again ..." with a snippet about a Facebook page. The fourth result is "Paris Hilton: I REALLY hate seeing people lie to Paris..." with a snippet about Paris Hilton. The fifth result is "I hate English people - SciForums.com" with a snippet about a SciForums thread. The sixth result is "I HATE IT WHEN PEOPLE LIE ABOUT 9/11? - Yahoo! Answers".

Web Images Videos Shopping News Maps More MSN Hotmail

bing

i hate people who lie

Show all Only from United Kingdom

ALL RESULTS 1-10 of 33,700,000 results - [Advanced](#)

RELATED SEARCHES

- [Why People Lie](#)
- [Reasons People Lie](#)
- [Children Who Lie](#)
- [People Who Lie Convincingly](#)
- [Kids Who Lie](#)
- [List of People I Hate](#)
- [I Hate Dumb People](#)
- [I Hate Life](#)

[Know when people lie](#)

People Lie at Amazon.com. Buy people lie at Amazon! Qualified orders over \$25 ship free ... I really hate people lying to me, I know that they have personal reasons for doing that ... [www.12things.com/things/view/157206/know-when-people-lie - Cached page](#)

[I hate people who LIE | Facebook](#)

Welcome to a Facebook Page about I hate people who LIE. Join Facebook to start connecting with I hate people who LIE. [www.facebook.com/pages/I-hate-people-who-LIE/314274388725 - Cached page](#)

[I hate when people lie, and when you catch them, they lie again ...](#)

Welcome to a Facebook Page about I hate when people lie, and when you catch them, they lie again. Join Facebook to start connecting with I hate when people lie, and when you catch ... [www.facebook.com/pages/I-hate-when-people-lie-and-when-you-catch-them-they-lie-again/... - Cached page](#)

[Paris Hilton: I REALLY hate seeing people lie to Paris...](#)

I REALLY hate seeing people lie to Paris. This is just disturbing, Paris means EVERYTHING AND MORE to me and does not deserve people lying to her one bit. [community.parishilton.com/entry/6a012876e33399970c0120a92997ee970b - Cached page](#)

[I hate English people - SciForums.com](#)

Of course that would be a lame excuse to hate some countries people.. But there are other things ... England, but yet you only moved here when you was four? Why do I detect a lie ... [www.sciforums.com/showthread.php?t=16296 - Cached page](#)

[I HATE IT WHEN PEOPLE LIE ABOUT 9/11? - Yahoo! Answers](#)

## Facebook Arbitrage – Imran Naseem

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[Driving, With the windows down with Loud Music on](#) – As of now this community page has over 8500 member and it is growing.

I set this up one day when I was really bored and I wanted to go out and go for a drive 😊

[How fast can you type?](#) – Here is another page I once set up when I had an idea. I wanted to see how fast people can type when it comes to filling out a form. I linked several simple CPA offer to this and started generating up to \$100 a day thanks to this fanpage!

Here are my other community pages!

	<b>Driving With The Windows Down, With Loud Music On!</b> <a href="#">Edit Page</a>   <a href="#">Advertise Page</a>   <a href="#">View Insights</a>   <a href="#">Delete Page</a>	<b>8,505</b> Fans
	<b>Ear Piercings</b> <a href="#">Edit Page</a>   <a href="#">Advertise Page</a>   <a href="#">View Insights</a>   <a href="#">Delete Page</a>	<b>572</b> Fans
	<b>Emo Hairstyles</b> <a href="#">Edit Page</a>   <a href="#">Advertise Page</a>   <a href="#">View Insights</a>   <a href="#">Delete Page</a>	<b>207</b> Fans
	<b>Footballers Are Overpaid!</b> <a href="#">Edit Page</a>   <a href="#">Advertise Page</a>   <a href="#">View Insights</a>   <a href="#">Delete Page</a>	<b>262</b> Fans
	<b>Guantanamo Bay Should Be Closed!</b> <a href="#">Edit Page</a>   <a href="#">Advertise Page</a>   <a href="#">View Insights</a>   <a href="#">Delete Page</a>	<b>144</b> Fans
	<b>How Fast Can You Type?</b> <a href="#">Edit Page</a>   <a href="#">Advertise Page</a>   <a href="#">View Insights</a>   <a href="#">Delete Page</a>	<b>3,863</b> Fans

So by now you should know how to create and monetise your Facebook community page.

The next thing I am going to show you is how to make money from your community pages using CPA and Clickbank affiliate offers.



## Making money from your community pages

Making money from your community pages is not rocket science. Personally, it depends on the type of page you have. However, sometimes you can create a certain page with the intention of making money.

For example, my community page “how fast can you type” was created on the basis of testing people on how fast they can fill in a simple form. Therefore, I plugged in a CPA offer (simple short form) and easily cashed in.

However, sometimes you can also make by using Clickbank offers.

For example, if you had a fanpage on Tattoos then all you need to do is head over to Clickbank and look for Tattoo-related affiliate products.

Most of these pay up to **75% commission** and have good sales letters.

For example, here are several Tattoo-related Clickbank offers.

The screenshot displays the Chopper Tattoo website interface. At the top, the logo "Chopper Tattoo" is prominently featured with the URL "www.chopper-tattoo.com" below it. Navigation links include "join now", "download", "artists", "faqs", "contact us", and "member login".

The main content area is titled "Tattoo Designs" and includes a sub-header "Top Tattoo Designs" with a list of categories: Tribal Tattoos, Dragon Tattoos, Cross Tattoos, Star Tattoos, Lower Back Tattoos, Butterfly Tattoos, Celtic Tattoos, Fish Tattoos, Egyptian Tattoos, Gothic Tattoos, Armband Tattoos, and & Much More. A large image of a man's torso with intricate tattoos is shown on the right. A "DESIGN GALLERY >>" button is centered below the main text.

Below the main content, there is a search section with a "Search Database:" input field, a "Find Tattoos" button, and several filter checkboxes: "Black & White", "Small", "Medium", "Large", and "Adult". A "12 per page" dropdown menu is also present. To the right of the search section, three thumbnail images of tattoos are displayed, each with a "Design Gallery >>" link below it.

The footer contains navigation links: "home | join now | affiliates | artists | faqs | contact us | members area" and a copyright notice: "© Copyright 2006 - All Rights Reserved".

If you're thinking about getting a tattoo soon, then you need to read this *entire* letter...

**"AVOID A PAINFUL TATTOO MISTAKE AND GRAB INSTANT ACCESS TO OVER 300 OF THE HOTTEST, SEXIEST, BADASS TATTOOS AROUND... AND WALK OUT OF THE PARLOR *KNOWING YOUR INK ROCKS!*"**



Download over three hundred tattoo ideas instantly. Use them as a starting place for your next tattoo!

If you're looking for tattoo ideas then you've come to the right place mister.

You're probably browsing around the good ole Interweb looking for tattoo designs, right?

Well, if so, then boy or boy do I have something special for you! So pay attention, (especially if you're thinking about getting your 1st tattoo) and read this entire page. Cause I'm going to show you how to get the perfect tattoo...

Before I tell you exactly how to get a super-duper brand-spanking new tattoo, let me give you a piece of *oh-somewhat-critical advice*...

### **The Most Important Words On This Page!**

Grasshopper! Read the following paragraph carefully! Do it!

You need to know the skill level of the artist that you'll be working with **BEFORE** you get inked! And I mean you **REALLY** need to know how good (or bad) the artist you're hiring actually is!

As you can see both of these Clickbank products have attractive landing pages which entice the person who would be interested in Tattoos.

Now the best CPA offers that would work well with your fanpages are simple submit offers. These offers simply require a person to fill in a short form and pay anywhere from \$2.00-\$3.00.

For example, the IPAD offers are very popular right now (see below).

# MyOffers.co.uk

## Win an Apple iPad



Get your hands on a 64GB Apple iPad!

Streamlined, elegant and lightweight at just 0.68 kg and only 0.5 inches thick, the iPad packs in a 9.7 inch LED-backlit IPS display and multi-touch screen which allows effortless navigation. Use all your favourite apps, watch movies, listen to music, play games, read emails and browse the net with up to 10 hours battery life.

The UK will see the iPad arrive in store late May, and we'll be first in line to get our hands on a 64GB Wi-Fi and 3G version just for you, if you're the lucky winner. So enter today for your chance at winning the latest must-have gadget from Apple. This prize draw closes on Sunday, 31 October 2010 [Terms and Conditions](#)

### Enter for FREE

If you are already a member of MyOffers [click here](#).

Title

First Name

Surname

Email Address

House Name/No.

UK Postcode

Date of Birth Day  Month  Year

Password

**Register**

By registering and entering your details you consent to MyOffers and its clients sending you information about products and/or services that may be of interest to you. You also agree to the terms and conditions of the privacy policy that govern how your information will be processed.

If you would prefer not to receive offers by post, once logged in please select 'My Account' to amend your profile.

[Home](#) | [Privacy Statement](#) | [About Us](#) | [Contact](#) | [FAQ](#)

This offer pays just over \$1.65 for a simple form submit.

Facebook users love gadget type of offers or entertainment offers.

Once your fanpage starts getting a lot of credibility you might want to flip your fanpage for profits.

What I would do is simply set up a Wordpress website and link my fanpage.

The main plug in that you can use is called the [Sociable Facebook Connect Plugin](#)

This plug in will allow you to add a fan page box on your website as well as giving your Facebook “connect” functionality.

Once it is linked to my fansite I hire someone to create me 5-7 articles on my fanpage niche and then I simply flip it for profits. Because your website

## Facebook Arbitrage – Imran Naseem

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will be linked to your Facebook fanpage you will have a much better chance of flipping it for lots of money.

People will bid on your website because of the “viral traffic” from your fanpage.

Now in the next section I am going to further expand on how you can make money from Facebook – this further expands on the Facebook Arbitrage method I want to share with you.

### Facebook Arbitrage Method

In order to get started with this method you firstly need to pick a **niche**. For example, you might be passionate about the weight loss niche or the beauty niche. It does not matter what niche you pick – find a niche. The broader the niche the more traffic you will receive. Even if you pick a micro niche you will still be able to find plenty of people to help whip up the viral traffic storm.

I always suggest you to pick a niche that you are interested in because it is the difference between an online job and a **passion** you get up in the morning for. If you have a passion for something then you will not hold back.

Once you have found your niche and are dead certain this is the niche you want to focus on then you are ready to begin. I don't think you should have a problem in finding your niche. For example, all you have to do is head over to Facebook and type in a niche and you will see lots of different niche markets.

Now once you have found your niche you will need to make sure there is a PLR product for that niche. So for example, if your niche is weight loss then simply find a PLR product that you can find that has something to do with “weight

loss”. Basically anything that you can put online and put a price tag on – now please note that we are not going to be selling this but giving it away for free

### Setting up your site

Now in order to set up your niche website the first thing you need to do is grab a domain name. If you already have one that you are already ready.

Now most of the time I bet you is assuming that the good domain names have already been taken. However, that is not always true because you can simply head over to Just Dropped and look for good domain names that have been “dropped “ or expired and you can immediately register them ☑



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So the first thing you need to do is go ahead and head over to Just Dropped and let's see what good domain names we can register.

Now this site is pretty easy to use. The first thing you need to do is register and create an account.

### Deleted Domain Name Search

**Unrestricted Searches - Search all Day!**

Exact Match Domain Name:

OR use the following search fields:

Starts with:  Ends with:

Domains should contain:  
 &  &

include numbers  domains with only numbers  include hyphens  contains some words  contains ONLY words

minimum length  maximum length

character specification:   
[add another](#)  
C=consonant, V=vowel, L=letter, N=number

domain availability  Deleted  within

List only Domains dropping on:

.com  .net  .org  .info  .biz  .us  IDN

**NEW FEATURE** (Currently working for Netsol, Enom, Dotster, Godaddy, Bulkregister, OpenSRS, Moniker and many others. ) **Best results are obtained by checking only one TLD per search.**

**REGISTRAR:** List only domains from the following Registrar:



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Now don't worry as this site is pretty easy to use and also has a tutorial video. As you can see the first thing I did was enter the keyword "puppy" in the "ends with" box. So this means we are going to look for domain names that end with the keyword "puppy".

Next we are going to list the domain names that are dropping on the present date. So for example, at the time of writing this the date is the 5th February 2010 and I am going to select .coms only (the other boxes should be left unchecked).

Next click "Show the domains" link at the bottom – after a minute or two you should see results.

Now here are the current results for the search above.

#	select	Domain Name	Status	Status Date	Estimated Drop
1	<input type="checkbox"/>	 <a href="#">birdpuppy.com</a> <small>(whois) (ranking) (links) (backorder) (sell)</small>	pendingdelete	01-30-10	02-05-10 <small>(0 days)</small>
2	<input type="checkbox"/>	 <a href="#">bullmastiffspuppy.com</a> <small>(whois) (ranking) (links) (backorder) (sell)</small>	pendingdelete	01-30-10	02-05-10 <small>(0 days)</small>
3	<input type="checkbox"/>	 <a href="#">mistypuppy.com</a> <small>(whois) (ranking) (links) (backorder) (sell)</small>	pendingdelete	01-30-10	02-05-10 <small>(0 days)</small>
4	<input type="checkbox"/>	 <a href="#">pluffmuddpuppy.com</a> <small>(whois) (ranking) (links) (backorder) (sell)</small>	pendingdelete	01-30-10	02-05-10 <small>(0 days)</small>
5	<input type="checkbox"/>	 <a href="#">pluffmudpuppy.com</a> <small>(whois) (ranking) (links) (backorder) (sell)</small>	pendingdelete	01-30-10	02-05-10 <small>(0 days)</small>

#	Partner Domain Names	Status	List Price
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As you can see all of these domain names will drop today and you can go ahead and register them once they have been dropped.

Using this same search I managed to register ActivePuppy.com – which is an excellent domain name.

Now I am not going to go about how to register a domain name or link it to your host otherwise we would be here all day ☹

The next thing we are going to do is use the platform Wordpress for our website because this is by far the easiest and most powerful platform to

## Facebook Arbitrage – Imran Naseem

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use. There are hundreds of free Wordpress templates out there – however, make sure you choose a template that is widget enabled.

<http://wordpress.org/extend/themes/> is an excellent resource for FREE Wordpress templates.

Now if you want to download my own Wordpress theme then simply head over to this [download link](#).

This theme is fully coded and customisable. It is very easy to use.

Now I am going to focus on the different plugins you need to install on your Wordpress. I am not going to go into great detail on how to set up these plugins. The reason is that people have different versions of Wordpress installed, different hosting accounts, different themes etc.

The variations would be too many to cover here.

### **The main Plugins you need**

Here are the main plugins you need in order to carry out this system.

#### Sociable Facebook Connect PlugIn

This plugin will allow you to add a fan page box on your website as well as giving your site Facebook “connect” functionality. They have a tutorial on their site that will walk you through every aspect of setting it up.

To see this plugin in action head over to <http://www.ActivePuppy.com>

#### Digg Digg

This plug in will let you add the Facebook “share, Tweetme” and other sharing options to your post.

#### Sexy Bookmarks

This is another good plugin to add to the end of your posts. I have had good responses from adding these.

#### Gigya Toolbar

Simply search for “gigya toolbar for Wordpress” from the add plugin section.



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Another one you can add is Disqus

However, I am still undecided on this one. What this does is add a very nice multi threaded comment section to your site. It also allows Facebook connect however, the main problem is that it does not allow automated comment sharing on Facebook.

Anyway, once again head over to Activepuppy.com to get an idea of the kind of site you are going to be creating.

So the main idea is to create a **content niche site** that is easy for your visitors to be able to log into Facebook and spread your website “virally”.

Once you get your visitors **engaged** in your website your niche website will eventually go viral. The more people that join your website the more traffic your website will receive.

So for example, if 5 people join your puppy website and these same people will spread your website on Facebook “virally” – the more people that join the more viral your website will become.



As you can see here is a typical example (see above) of a Puppy website. Notice all the different widgets – that I have highlighted.

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The template above can be found at <http://www.onebucktemplates.com/> and it costs just a dollar.

By now you should have your content niche site set up to attract Facebook users.

The whole point of setting it up this way is to make it as simple as possible for them to interact on your website by: -

*Posting your blog or comments on Facebook*

*Social Bookmark or Tweet your site*

*Join your Fanpage.*

Now getting lots of people to join your fanpage is easy. Remember when I told you about Fiverr.com?

Well you can pay people \$5.00 to post a blast to their Facebook list to get you lots of fans in a short space of time.

Remember the PLR guide I told you about earlier?

Here is where you are going to use it to make your site really start getting some traffic.

Now most people won't invite their friends when they become a fan of your page. You can try to tell them to do it but I have found it is pretty inefficient that way.

What you want to do is add the PLR products sales page to your website.

It does not matter where you add this – you need to go through the process and add a working BUY button to the sales page.

*(If you can't find a good PLR product then simply go to [http://www.master-resale-rights.com/catalog/PLR\\_eBooks-75-1.html](http://www.master-resale-rights.com/catalog/PLR_eBooks-75-1.html))*

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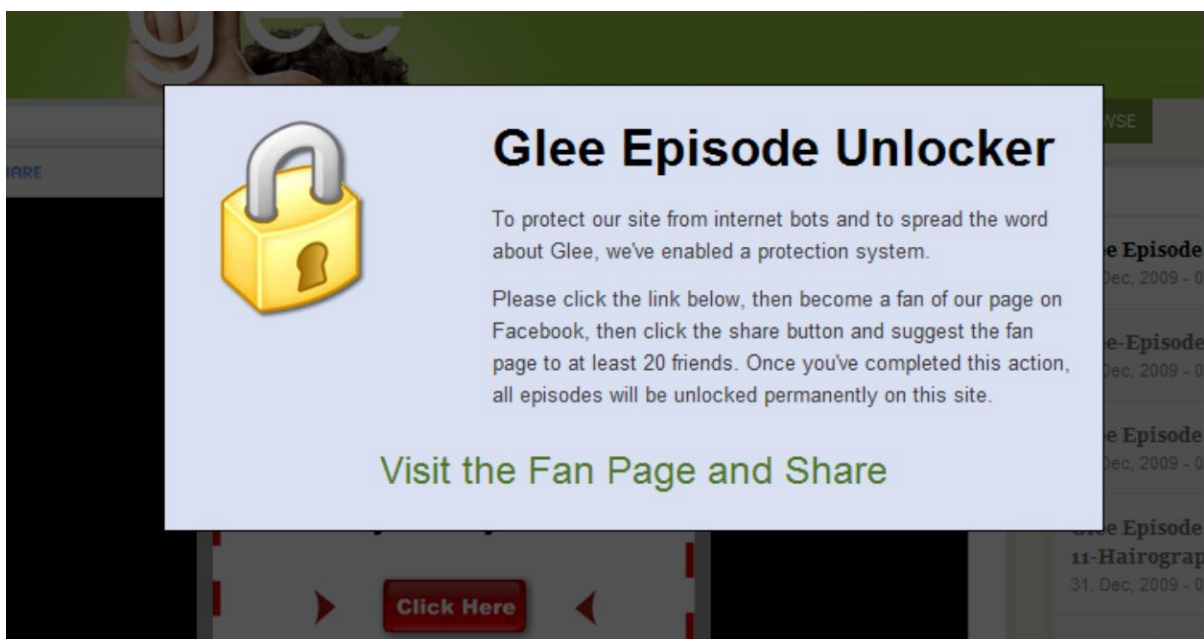
It can either be set up using Paypal or E-Junkie – my goal when I do this isn't to make sales – your main aim should be to give away the e-book for free as long as your visitors take a little bit of **action**. It makes things much easier if you can show them that this is an actual report you are selling everyday for \$XXX.

At this stage what we are going to do is use a Content Gateway to get the visitors to become fans and invite their friends. In return for doing this we are going to be giving them something valuable.

If you are skimming over this then you need to pay close attention.

This is a **powerful technique** that is used correctly can get you an amazing amount of fans in a very short period of time.

Here is what the content gateway will look like on your website.



This is an example from a video site.

Now this content gateway has no way to know whether or not the person has actually taken the action you want them or not. It is set up to unlock the content after a set amount of time.

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So I suggest you see how long it would take you to click on the link, log into a Facebook account, become a fan, then invite all 30 friends – then set a timer to the amount.

Because either they are going to follow through or they are not – it is up to them.

If they are then when they return the page will be unlocked. If they are stubborn and lazy and end up staring at the page then the page will automatically unlock after a certain amount of time.

Now I highly recommend you sign up to CPALead.com if you have not done so. They provide you with lots of widgets to lock content.

Here is what you need to do to put this into place.

Add the PLR sales page to your website and get it up and running.

Now simply create a banner or just blog about how you are doing a promotion and that you are giving away free copies of your “best selling xxxxxx guide”.

Then direct them to the page with the content gateway. Tell them in the text that you are giving this away for free but ask them to do a “favour” for you.

Tell them exactly what to do.

Now make sure that when the content gateway unlocks there is an actual download of the product. Nothing will make your visitors more irritated if they find there is no download link for the product.

If you want to start building a list then this is the perfect opportunity. Once they reach the download page you will have two options on what to say to them.

### **Option 1**

The first option is to tell your visitors that you do not want an open page where people can just download your product for free. This is too valuable to have out in the open.

So therefore, simply add an opt in form to the page and tell them to enter their name and email and you will send them a copy.

(If you do not know how to add an opt in page it is pretty easy – just email me).

### **Option 2**

The second option is to tell them to enter their name and email address so that you can check to make sure they did invite people to the fan page.

I have seen mixed results from these 2 methods and both of them work. Whichever one you feel would best work is up to you.

So now let's stop and think about what you have accomplished.

- You have launched a niche blog website of your choice
- You should start seeing some traffic right away after you start inviting people to your fanpage.
- You will then start to grow your fan page by giving away free content
- And you will be building a list (the money is always in the list)

How simple and powerful is this technique?

## Facebook Arbitrage – Imran Naseem

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The great thing about this system is that you do not have to worry about SEO, link building or PPC.

Now that you are off to a good start it is time to start create blog posts so that lots of people can see them.

Now that you have a fanpage you need to be able to post more things to the site then just your posts on your blogs.

For example, videos are huge online and this puppy niche is just perfect for videos of “cute puppies”. Go out and find videos of things that would interest your target audience and let them know on your Fanpage.

I would avoid PVA accounts – Facebook is cutting down on these and if they find out they are going to ban you so it is best to keep everything whitehat 😊

### **Online Webinars**

Have you ever heard all the hype about running online webinars?

What better way to fill up a webinar (which you will be selling out by the end) then by announcing it on your Fan Page? You can easily make sure your webinar is snapped up quickly by following my simple technique (see below).

The first thing I do is head over to RTIR.COM and find an author or expert in the niche that you are in. There are people that are basically “begging” to be interviewed and they will be great “webinar guests”.

**RTIR**  
Radio-TV Interview Report

**The Magazine Producers Read  
For Guests and Show Ideas**

**Want to be a guest?**  
Click here if you want to be interviewed on radio/TV shows and get free publicity.

**Need to find a guest?**  
Click here if you're a member of the media seeking experts to interview.

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Simply click “need to find a guest” and browse through the different members.

As you can see there are lots of different categories on this website (left hand side).



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The screenshot shows a website interface. On the left is a sidebar titled 'CATEGORIES' with a list of links including 'Guests by State Availability', 'Business\_Careers', 'Christian', 'Consumer Advice', 'Crime\_Law', 'Current Events', 'Education', 'Entertainment\_Show Biz', 'Environment', 'Family Issues', 'Food\_Cooking', 'Health\_Fitness', 'History', 'Holidays', 'How-To', 'Humor', 'Morning Zoo Topics', 'Music', 'New Age', 'Parenting', 'Personal Finances', 'Pets', 'Politics\_Government', 'Pop Culture', 'Problems Facing Our Nation', 'Relationships\_Psychology', 'Religion', 'Science', 'Self Help', and 'Sports'. The main content area is dated 'Thursday, February 4' and features several article snippets: 'Celebrity Party Planner's Game Day Tips', 'Pro Linebacker with Super Bowl Party Tips', 'Super Ads – Touchdown or Fumble?', 'Tebow Ad Controversy', and '20 Billion Bucks Bet On Super Bowl'. Each snippet includes a title, author, date, and a brief description with a 'more »' link. On the right side, there is a 'SEARCH' box with the text 'dogs' and a 'Go' button. Below that is a 'LINKS' section with various resource links. At the bottom right, there is a 'LOGIN' section with fields for 'User name:' and 'Password:', a 'Remember me' checkbox, and 'Login' and 'Create an Account' buttons. A 'Show all down' link is at the very bottom right.

Now the great thing about this site is that these guests or “speakers” have published their details on this website where you can contact them.

What you can do is simply pick up the phone and ask someone (in your niche) if they would like to be interviewed and at the end of the interview they can promote their free course or “e-book”. Make sure you let them know about the kind of audience that will be tuning into this webinar.

Now also you need to make sure you will be “selling” on this webinar. So before you are “online” with the guest speaker make sure you have something to sell to the market. Now the higher end – the better it is because webinars are set up for selling big high priced items.

So for example, if you have a big ticket item make sure you send your guest a copy beforehand so they can look it over. Don’t send them junk or else it will make you look like a complete fool.



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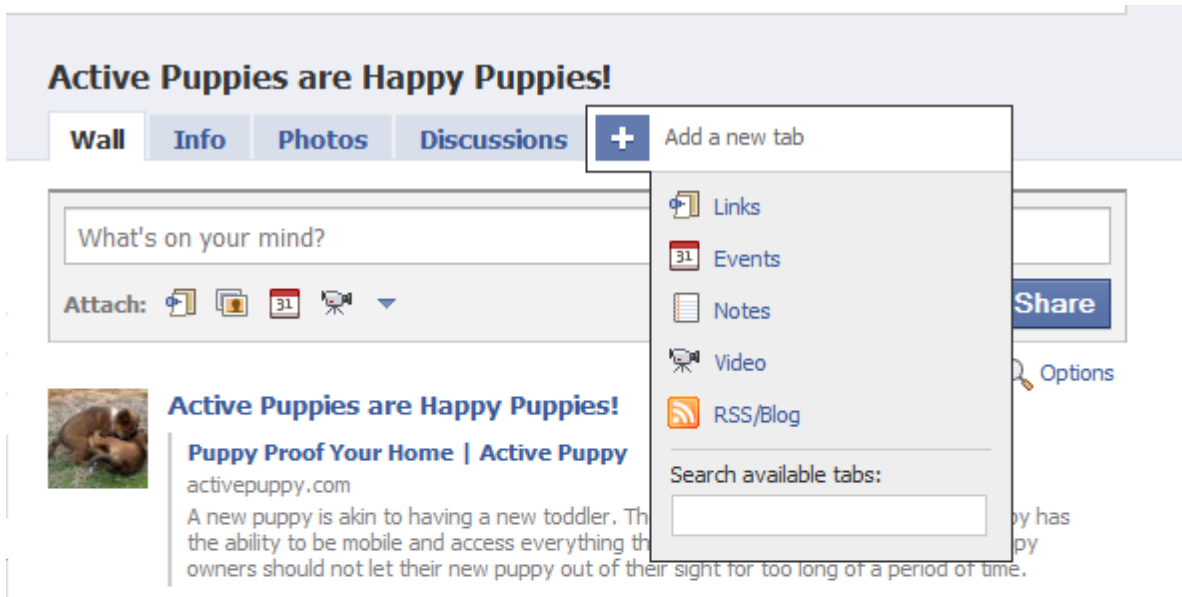
The screenshot shows a Facebook page interface. At the top, there is a '+ Update Status' button. Below it, a post by **Brianne Baier** is visible. A red arrow points from the 'Update Status' button to the post. A red box highlights a text box containing the following text:

See that event Invitation?  
That is how you are going to be able to send out thousands of invites to your webinar. Basically everyone who is a fan will receive it!

The page also shows a 'Requests' section with 1 friend request, 1 event invitation, and 1 Page suggestion. There are also 'Suggestions' for Paul Topshotta Ellis and Dennis Grebe, and a 'Sponsored' section for '2010 Olympic Mascots'.

To set up your webinar or teleconference on your facebook page all you have to do is create an event. You must include the date of the event, the time it is taking place, how they can attend and who you will be doing the webinar or Teleconference with.

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**Active Puppies are Happy Puppies!**

Wall Info Photos Discussions + Add a new tab

What's on your mind?

Attach: [Icons]

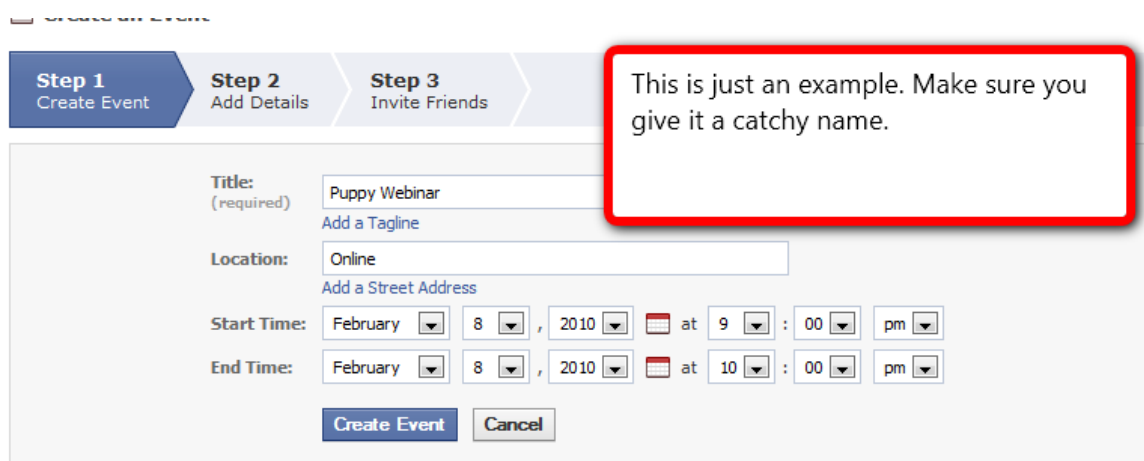
**Active Puppies are Happy Puppies!**  
Puppy Proof Your Home | Active Puppy  
activepuppy.com  
A new puppy is akin to having a new toddler. The ability to be mobile and access everything the owners should not let their new puppy out of their sight for too long of a period of time.

January 30 at 1:56pm • Comment • Like • Share

Links  
Events  
Notes  
Video  
RSS/Blog

Search available tabs:

To create an event, simply go to your fan page and click on the + box. You will see the Events tab. Click on it and set up your webinar with the date, time, how to attend and your guest that you will be hosting it with!



**Step 1** Create Event

**Step 2** Add Details

**Step 3** Invite Friends

Title: (required) Puppy Webinar  
Add a Tagline

Location: Online  
Add a Street Address

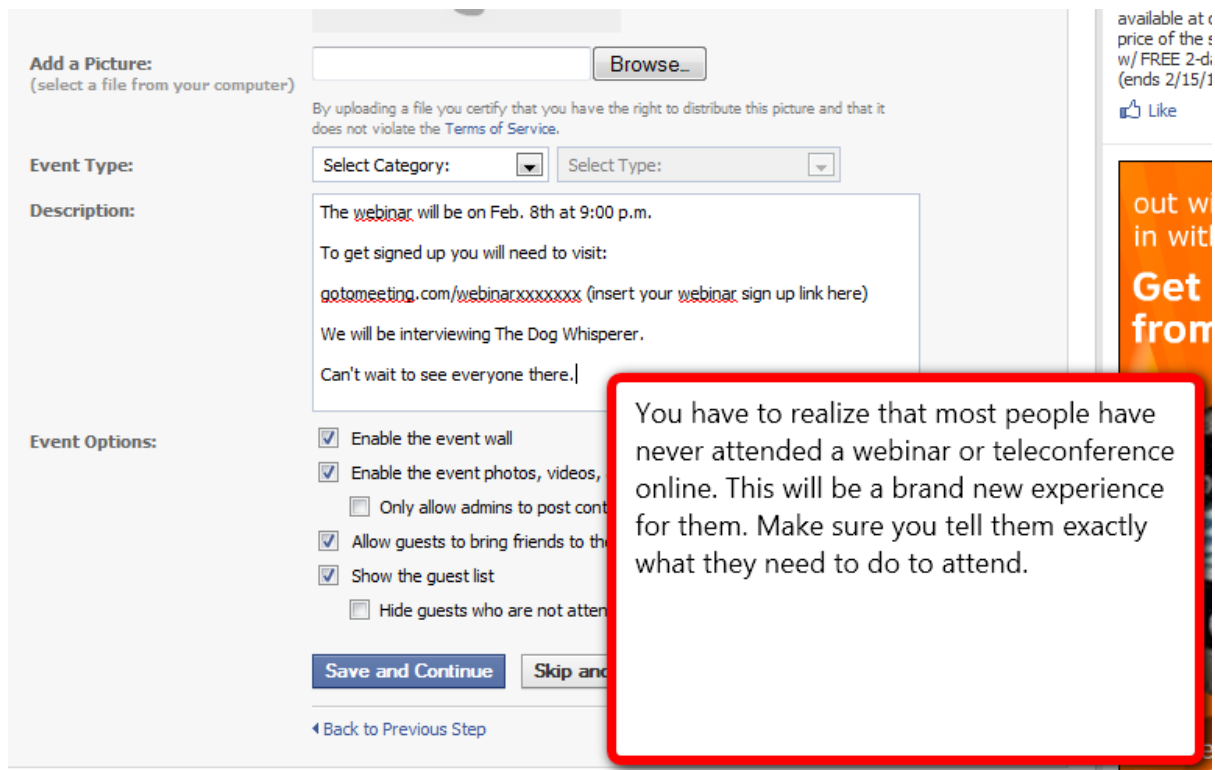
Start Time: February 8, 2010 at 9:00 pm

End Time: February 8, 2010 at 10:00 pm

Create Event Cancel

This is just an example. Make sure you give it a catchy name.

## Facebook Arbitrage – Imran Naseem



The screenshot shows the Facebook event creation form. The 'Add a Picture' section has a 'Browse...' button. The 'Event Type' section has 'Select Category:' and 'Select Type:' dropdowns. The 'Description' section contains the following text: 'The webinar will be on Feb. 8th at 9:00 p.m.', 'To get signed up you will need to visit:', 'gotomeeting.com/webinarxxxxxxx (insert your webinar sign up link here)', 'We will be interviewing The Dog Whisperer.', and 'Can't wait to see everyone there. |'. The 'Event Options' section has several checkboxes: 'Enable the event wall' (checked), 'Enable the event photos, videos, and more' (checked), 'Only allow admins to post content' (unchecked), 'Allow guests to bring friends to the event' (checked), 'Show the guest list' (checked), and 'Hide guests who are not attending' (unchecked). At the bottom, there are 'Save and Continue' and 'Skip and Cancel' buttons, and a 'Back to Previous Step' link. A red callout box is overlaid on the right side of the form, containing the text: 'You have to realize that most people have never attended a webinar or teleconference online. This will be a brand new experience for them. Make sure you tell them exactly what they need to do to attend.'

You will have to be as specific as possible on what they need to do to sign up for the webinar. Most people have never been on a webinar or teleconference online. This will be a new and cutting edge experience for them.

Last thing you will need to do is go to the event page from all your profiles and mark that you are attending. Then invite all your friends to attend as well. Make sure you add something to the message part of the invite. "I Love (enter guest here) and I can't believe I am going to get to be on a live webinar with him. That is so cool".

You will also want to post a link to the event page on your wall.

You will also want to change the default page of your fan page 24 hours prior to your webinar. Think of it like changing your homepage on your website. So whenever anyone visits your fanpage, instead of seeing the

## Facebook Arbitrage – Imran Naseem

wall, they will see the details for your webinar. To do this you will need to change the wall settings on your page.

Edit country restrictions, age restrictions and published status.

### Wall Settings

Hide

#### View Settings

Default View for Wall: Posts by Page and Fans

Default Landing Tab for Everyone Else: Wall

Auto-expand comments:  Comments on stories will be expanded

#### Fan Permissions

Posting Ability:

- Fans can write or post content on the wall
- Fans can post photos
- Fans can post videos
- Fans can post links

Mobile

Edit · Learn more

Publish status updates, photos and videos to your Facebook Page on the go

Insights

183 Total

Page Activity

No Data to Show

\* Available

Promote

Change this box to Event.

That will make the Event page the default page for your Fan Page.

This is an amazingly **powerful technique** that you can use to fill up your webinars.

I want to make something clear as well. I am not saying that you should completely abandon **all the other traffic techniques** that you have learned and use (even though you now can and still get great traffic).

This is how you are going to catapult over your competition.

This has the ability to make you an **expert, recognized star** in your niche. The more people who visit your fanpage the more publicity and “celebrity online status” you will receive.

The key to this is how well you keep your fans up to date with not only the site but the niche in general. Make it fun for them and make them want to visit your site to see what is going on in your industry and monetise your niche.

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This is the biggest platform in the world with the most engaged audience in the world. Treat it right and it will take you places you never thought you could reach.

### [DimDim:](#)

This is a free webinar service. It is only free for 20 people so it is a good choice to get your feet wet and test it out.

### [GoToWebinar:](#)

This is the top of the line service. They will allow you to have up to 1000 attendees. They also offer a free 30 day trial. That should be plenty of time for you to get your first webinar online and start making money!

If you don't want to go all out for a webinar, a teleconference will work in the same exact way.

### [Free Conference:](#)

Great free option. You can have up to 150 people on the line for free. It does cost \$9 a month for the recording and you need to record the teleconference.

### [Free Conference Call:](#)

This service will hold up to 96 participants on 1 call.

You now know more than 99% of your competition about how to get a **raving group of fans**.

Remember these are people and if you treat them right, they will read all your blogs and your posts. They will take your **recommendations** because you have established yourself (very publicly by all the fans you have on your fan page) to be the expert in the niche.

You can even start making money by directing them to Clickbank offers 😊

In the next section of this guide we are going to be talking about Facebook Applications and how to make money from Apps.

## Facebook Applications – A Goldmine!

This is an untapped goldmine and you can make a lot of money with your own Facebook Application.

Have you ever noticed those Facebook Applications that *people* are constantly using? For example, most of these are quizzes and games that people like to try because not only are they curious but they seem interesting.

Here is a complete directory of all the Facebook Apps.

<http://www.facebook.com/apps/directory.php>

The screenshot shows the Facebook Applications directory interface. At the top, there is a search bar and navigation icons. Below the search bar, there is a sidebar on the left titled "All Applications" with a search input and a list of categories: Utilities, Education, Entertainment, Friends & Family, Business, Games, Sports, Lifestyle, and Just for fun. The main content area is titled "Featured by Facebook" and shows two featured applications: "Citizen Sports" and "Where I've Been". Below this, there is a section titled "Applications you might like" which displays a grid of application cards. Each card includes the app name, a star rating, and a category. The applications shown are: Friend Facts™ (Just for fun), Music (iLike, Entertainment), LivingSocial (Just for fun), Graffiti (Just for fun), Superlatives (Games), Pillow Fight (Games), Owned! OWNED! (Games), Are YOU Interest... (Lifestyle), Marketplace (Business), and Sticky! (Games).

As you can see there are lots of different genres for different type of Facebook Apps.

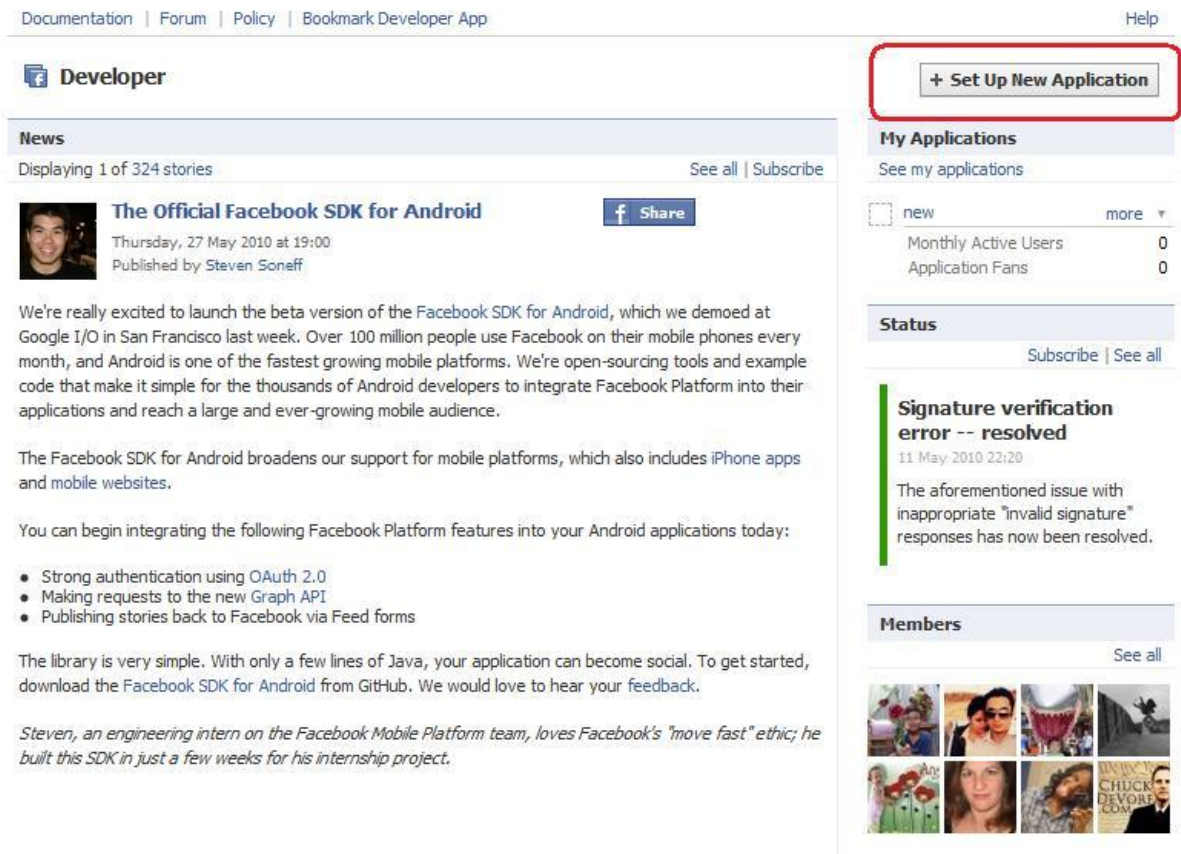
# Facebook Arbitrage – Imran Naseem

So how do you create your own Facebook App?

The first thing you will need to do is Register the Facebook Application so just go to this link here.

<http://www.facebook.com/developer>

And then click “ALLOW Access”



The screenshot shows the Facebook Developer page. At the top, there are navigation links: Documentation | Forum | Policy | Bookmark Developer App | Help. The main header features the Facebook logo and the word 'Developer'. Below this is a 'News' section with a story titled 'The Official Facebook SDK for Android' by Steven Soneff, dated Thursday, 27 May 2010 at 19:00. The story text describes the launch of the beta version of the Facebook SDK for Android. To the right of the main content, there is a sidebar with a red box around the '+ Set Up New Application' button. Below this are sections for 'My Applications' (showing 0 Monthly Active Users and 0 Application Fans), 'Status' (with a 'Signature verification error -- resolved' message), and 'Members'.

Next you should see a screen that looks something like this.



# Facebook Arbitrage – Imran Naseem

 **Create Application** [Back to My Applications](#)

### Essential Information

**Application Name**  Cannot contain Facebook trademarks or have a name that can be confused with an application built by Facebook.

**Terms** Do you agree to the Facebook Terms and Conditions?

Agree  Disagree

[Save Changes](#)

Now what you need to do here is name your Facebook Application, and agree to their terms and conditions.

Be careful in what name you pick as sometimes Facebook might own the trademark to the name of a certain application.

Next you should see a screen containing important information about your new Facebook Application.

 **Edit Baby Names** [Back to My Applications](#)

### Basic

- Authentication
- Profiles
- Canvas**
- Connect
- Widgets
- Advanced
- Migrations

### Essential Information

**Application Name**  Cannot contain Facebook trademarks or have a name that can be confused with an application built by Facebook.

**Application ID** 127659030586200

**API Key** 773754ea5ca907a5c88f4e355de51b7f

**Secret** ecdb14ea1a4fa64223900b762a74375c

**Description**

**Icon**  [Change your icon](#) The image that appears next to your application name throughout Facebook. Limit: 16x16 px

**Logo**  [Change your logo](#) The image that appears in the Application Directory and with your requests. Limit: 75x75 px

**Language**  The native language of your application.

**Developers** Imran Naseem [Remove](#) Developers can edit this application and see it in sandbox mode. These names may also appear on the Application Profile page depending on the profile settings.

**Add Developers**  Developers added here will be sent a request and shown as "pending" until they accept the request.

**Developer Contact Email**  The email address where Facebook can contact you.

**User Support Address**  Email  URL  The address where users can contact you about your application. You can enter an email address or an absolute URL.

[Chat](#)



## Facebook Arbitrage – Imran Naseem

On the Left hand side of the screen you should see a “Canvas”. Click on that and then simply choose your Canvas Page URL (This is the URL where Facebook users access your Application. So basically enter anything you want here – it is a bit similar to registering a domain name!).

The screenshot shows the Facebook Canvas configuration interface. On the left is a navigation menu with options: Basic, Authentication, Profiles, Canvas (highlighted), Connect, Widgets, and Advanced. The main area is titled 'Required URLs' and contains two input fields: 'Canvas Page URL' (pre-filled with 'http://apps.facebook.com/asianbabynames/') and 'Canvas Callback URL' (empty). Below this is the 'Optional URLs' section with 'Bookmark URL' and 'Post-Authorise Redirect URL' fields. The 'Canvas settings' section includes 'Render Method' (radio buttons for 'IFrame' and 'FBML'), 'IFrame Size' (radio buttons for 'Smart size' and 'Resizable'), 'Canvas Width' (radio buttons for 'Full width (760px)' and 'Old width (646px)'), and 'Quick Transitions' (radio buttons for 'On' and 'Off'). A 'Save Changes' button is at the bottom right.

You should also see a section called “Canvas Callback URL” is the main remote URL where Facebook displays your Application from. You will automatically get a CALLBACK URL after you have set up your Application so make sure you keep this window open.

Whilst keeping that window open – Open another window by going here.

<http://apps.facebook.com/appstudio/wizards.php>

Log in and click “Allow”.

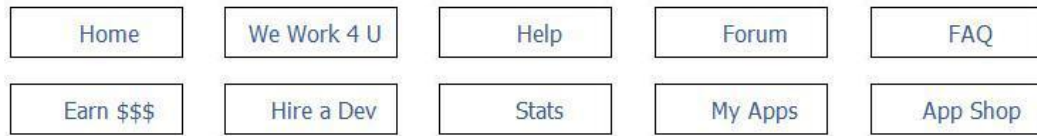


## Social App Studio

Build the Perfect App in Minutes - No Programming



Follow us on Twitter



Choose your App Studio Wizard



Next you should see a screen which basically lists the different types of Application you can create. In the case of this example let's create a "Quiz Application".



# Social App Studio

..... Now Building the Perfect App



### STEP 1 of 3 - What do you want to call your Quiz App?

Pick your Quiz App Name.



**TIP** If this is your first time, Check out our [User Guide](#).

Quiz App Name:  (Non Alphanumeric Characters will be stripped out)

By using App Studio you agree to and have read our [Terms and Conditions](#).

As you can see you are presented with an option to name your “Quiz Application”.

Pick an appropriate name then click “Complete Step 1”.

Once you have done that it is time to **configure** your Application.

## Facebook Arbitrage – Imran Naseem



### Step 2 - Configure Your Quiz App Facebook Settings

Your Quiz Application needs to know it's Facebook settings so it will run on Facebook!

 - **TIP** If you have not requested your Facebook API for your new App yet ... [\[CLICK HERE\]](#)

Your Application Name:

Facebook API:  ( API Key from Facebook ) 

Facebook Secret:  ( Secret from Facebook ) 

Canvas Page URL:  ( Canvas Page URL from Facebook ) 

Example:

#### Required URLs

Canvas Page URL  /

#### IMPORTANT!!

In the same Screen you set your Canvas Page URL you MUST also set the Render Method to FBML as shown:

#### Canvas settings

Render Method  IFrame  FBML

Next simply enter the relevant information. Now remember the window you had opened? Simply paste your Facebook “Secret” and “Canvas Page URL” to configure your application. Then click “Save your Quiz App Settings”.

Once you have entered all your information you should see a screen that looks like this (see below).

# Facebook Arbitrage – Imran Naseem



## Step 3 - Tell Facebook where to run your App from and then Run it!!

This is where you tell Facebook where your App physically lives and then run it.

You need to tell Facebook where your App physically lives. EDIT YOUR APP and set the Callback URL to:

<http://www.socialappstudio.com/appstudio/apps/babyquiz/>

Example Callback Setting:

Required URLs		
Canvas Page URL	<input type="text" value="http://apps.facebook.com/dailywin/"/>	The base URL for your canvas pages on Facebook.
Canvas Callback URL	<input type="text" value="http://www.socialappstudio.com/appstudio/apps/win_daily/"/>	Facebook pulls the content for your application's canvas pages from this URL.

[All Done? - Click Here to Run Your App](#)

App Not Working? ... We suggest you use our App Express Service to get you up and running.

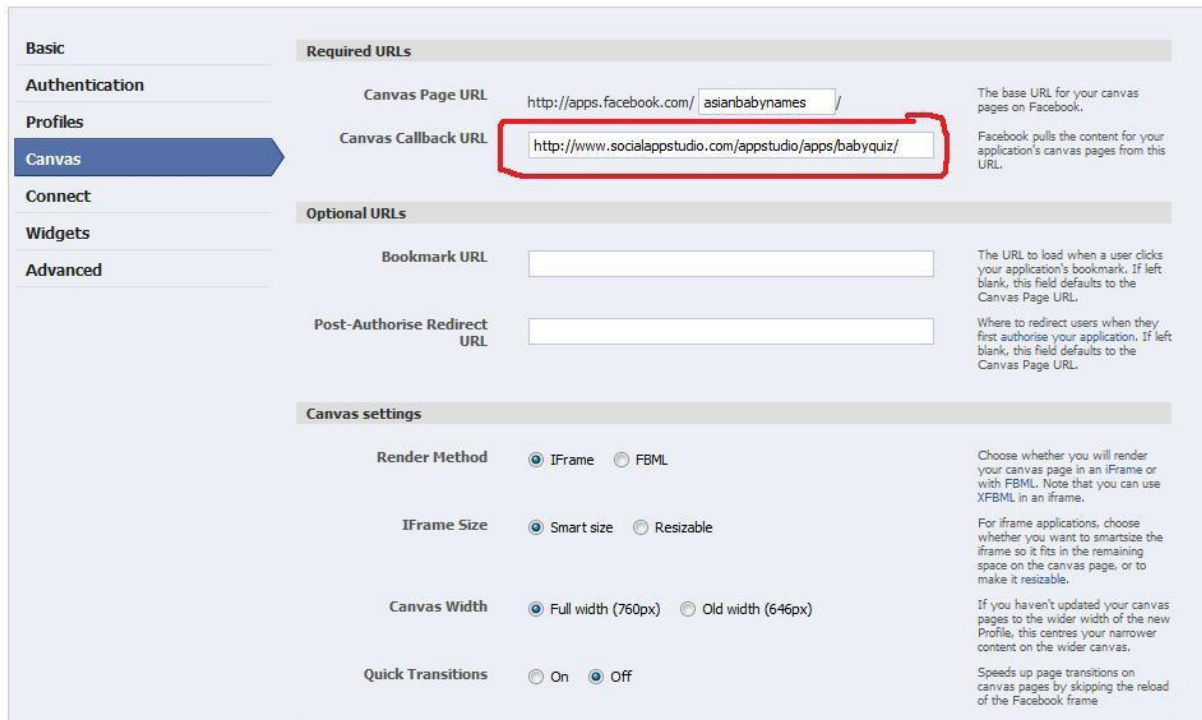
[Build Another](#)

Now as you can see you receive your “Call back URL” (Highlighted above)  
For example, for my application my callback URL is

<http://www.socialappstudio.com/appstudio/apps/babyquiz>

Now you need to go back to your first window and paste this callback URL

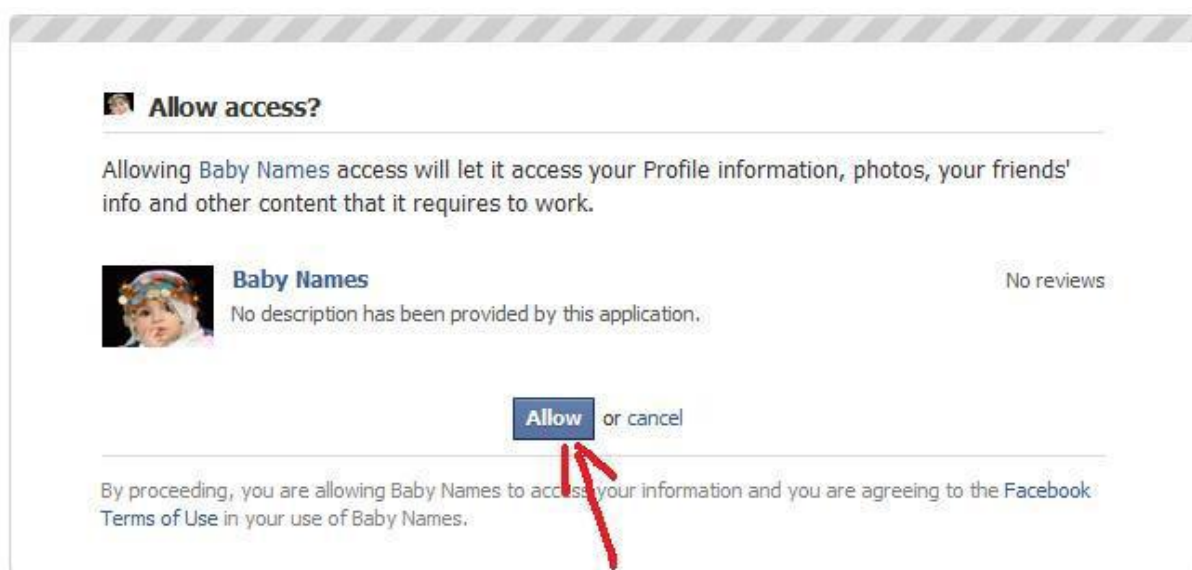
# Facebook Arbitrage – Imran Naseem



The screenshot shows the Facebook Canvas settings interface. On the left is a navigation menu with options: Basic, Authentication, Profiles, Canvas (highlighted), Connect, Widgets, and Advanced. The main content area is divided into sections: Required URLs, Optional URLs, and Canvas settings. In the Required URLs section, the Canvas Callback URL field is highlighted with a red box and contains the text 'http://www.socialappstudio.com/appstudio/apps/babyquiz/'. The Canvas settings section includes options for Render Method (Iframe selected), IFrame Size (Smart size selected), Canvas Width (Full width (760px) selected), and Quick Transitions (Off selected).

Then click “Save Changes”.

If you did everything right you should paste your call back Application URL to your browser and see a screen that looks something like this (see below).





## Facebook Arbitrage – Imran Naseem

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Next click “Allow” and now you are ready to run your Application.

Then simply log in as admin and click “Continue”.

Welcome , you are now logged in as ADMIN for the App owned by ...

[CONTINUE TO YOUR APP](#)

**DO YOU NEED GRAPHICS FOR YOUR APP? - Get Cool Graphics for your App!!**

[Check out our new Graphics Section in your App!!](#)

**SUPPORT KEEPING APP STUDIO FREE - More features, faster performance**

[Donate](#)



### TIPS AND TRICKS

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💡 [CHECK OUT THE FORUM](#) - News and new features are posted there daily.

**Content Suggestions for your App:**

💡 [GET A FORUM FOR YOUR APP](#) - Your visitors might like a forum !!.

**Google has shut their Chat Site, but watch this space**

**Advertising Suggestions for your App:**

💡 [PUT SOCIALMEDIA ADS ON YOUR APP](#) - Make money from your visitors !!.

💡 [PUT ADCHAP ADS ON YOUR APP](#) - Make money from your visitors !!.

**Traffic Suggestions for your App:**

💡 [ADD YOUR APP TO LOST TREASURE](#) - People will come to your app looking for treasure

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The type of Application you do is entirely up to you – you can add images, banners, text and customise it.

## Monetising Your Facebook App

You can also monetise your Facebook Application once it is up and running.

Once you have your APP running you will need to drive lots of traffic to it and get it noticed.

Now again if you head over to Fiverr.com you will find lots of people are willing to invite their friends to join your APP for just \$5.00.

<http://www.fiverr.com/gigs/search?query=facebook+app&x=0&y=0>

However, you can also drive traffic to your Facebook app using a number of other ways.

Simply head over to <http://www.adparlor.com/> and register.

**adParlor**  
Social Network Advertising Made Easy

[Home](#) [Advertisers](#) [Publishers](#) [News](#) [FAQ](#) [Contact Us](#) [About Us](#)

[Login / Register](#)

**Breaking News - April 19th, 2010 - 8:00am PST - AdParlor announces Cost per Install tool for Facebook Ads [\[Read More\]](#)**

### GROW & MONETIZE

Your Social Media Apps

**Grow Your Application**  
Attract new users to your application now

- Capture Quality Users
- Cost Per Install Model

[Buy Installs](#) | [Register](#)

### Monetize Your Application

Generate revenue with the industry leaders

- High eCPM Banner Network
- Virtual Currency Offer Wall
- Real-time Reporting
- Net 15 Day Payments

[Monetize Now](#) | [Register](#)

*"AdParlor is a top premier partner in application growth, driving millions of users to our facebook apps" – John Marland, Acquisition Manager*

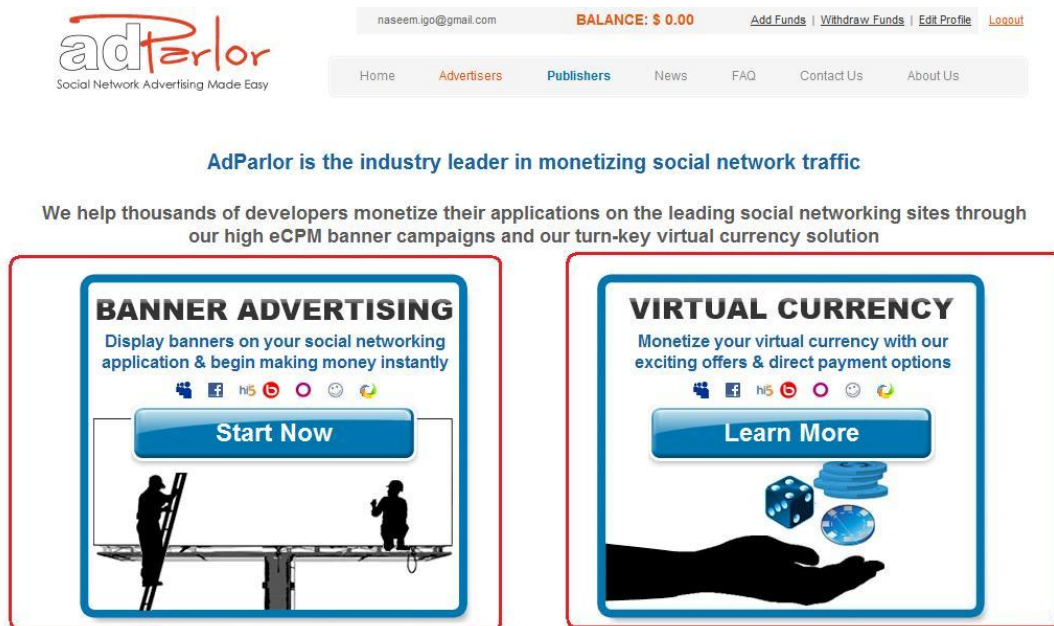
*"AdParlor has been extremely easy to work with and has allowed us to effectively monetize our applications" – Russell Ovans, CEO*

**zynga** **backstage**

If you have your app ready then you can either advertise as a Publisher or if you are looking to advertise on other apps then you can advertise as an Advertiser. However, remember AdParlor only offers CPA to Ad Publishers.

## Facebook Arbitrage – Imran Naseem

The service also allows you to monetise your application through two ways.



The screenshot shows the AdParlor website interface. At the top left is the AdParlor logo with the tagline "Social Network Advertising Made Easy". To the right, there is a user profile section for "naseem.igo@gmail.com" with a balance of "\$ 0.00" and links for "Add Funds", "Withdraw Funds", "Edit Profile", and "Logout". Below this is a navigation menu with "Home", "Advertisers", "Publishers", "News", "FAQ", "Contact Us", and "About Us". The main content area features a blue banner stating "AdParlor is the industry leader in monetizing social network traffic". Below this, a text block reads: "We help thousands of developers monetize their applications on the leading social networking sites through our high eCPM banner campaigns and our turn-key virtual currency solution". Two promotional cards are displayed: "BANNER ADVERTISING" with a "Start Now" button and "VIRTUAL CURRENCY" with a "Learn More" button. Both cards include social media icons and illustrations of people on a platform and a hand holding virtual currency.

### **Banner Advertising**

This will display banners on your social networking application so that when visitors come to your app from all over the world and if they click on your banners you will make money.

### **Virtual Currency**

You can also monetise your app by virtual currency. This is also popular.

There are a lot of successful Facebook apps out there – for example Farmville and Mob Wars (these apps are worth millions of dollars and have millions and millions of users).

Tip – Create an APP that users would find addictive and feed on that addiction.

In the final section of this guide I am going to cover Facebook's PPC system and how you can make money from it.

### Facebook Arbitrage PPC System

This final section of this guide will look at how you can advertise on Facebook using their own PPC Advertising system.

Now one of the main problems with many marketers is that when it comes to Facebook PPC they either give up or they simply complain that it is “too expensive”. However, there are people who are making a killing by advertising on Facebook.

Did you know you can even advertise your Facebook APP or Community Pages using Facebook’s PPC system?

In fact as soon as you create your first community page or APP they actually encourage you to do that.

Now before you advertise on Facebook I highly recommend you go ahead and purchase Facebook Ad vouchers. You can pick these up for as little as \$5.00 from Fiverr.com.

E.g. this guy is selling Facebook Vouchers for just \$5.00 (This has \$50 credit).

<http://www.fiverr.com/users/wannabeme/gigs/give-one-a-50-facebook-coupon>

Once you have a Facebook coupon the next thing you need to do is get ready to create your ad.

Simply head over to <http://www.facebook.com/ads/create/> and get ready to create your first ad.

Now before you start to your ad you need to decide which type of ad you would want to create.

Now there are lots of different types of ads. Personally, I target dating and education type of ads. The education type of ads have a simple short form that the user needs to fill in and these CPA offers pay just up to \$3-\$4.00 for a simple short form submit.

Dating ads are also popular if you include the right image then you will trigger a high click through.

## Facebook Arbitrage – Imran Naseem

However, I would personally target offers that pay up to \$30+ because you want to make the maximum profit possible.

This is where I want to talk about my Facebook Arbitrage PPC method which is powerful when it comes to making money from Facebook PPC ads.

Are you aware of those “story time CPA offers”? The one’s that have a short story about a person and how they made \$1000 in a week without doing any work?

These type of offers work well with PPC.

For example, take a look at the [landing page](#) below.

The screenshot shows a landing page with a yellow header. The main headline reads: "WOULD YOU LIKE TO MAKE A REALISTIC \$100,000 A YEAR ONLINE? WITHOUT PERSONALLY SELLING ANYTHING!". Below the headline is a decorative blue flourish. To the right of the flourish, it says "A BLOG BY IVAN FIENNEY".

On the left side, there is a blue box with the number "1" and the word "Jun" below it, and a small profile picture of Ivan Fienny with the text "by Ivan".

The main content area is divided into two columns. The left column has a yellow background and is titled "What this is NOT:". It lists several bullet points:

- **Not** commission sales
- **Never** have to pick up the phone or sell anything
- **No** bothering Friends or Family to Join 'something'
- **Not** a Grant or Loan
- **No** Previous Experience
- **No** Technical Knowledge Required
- Work with a Reputable and Established Company

The right column features a photo of a man and a woman smiling, with a play button icon overlaid. Below the photo is the heading "ABOUT ME" and a short paragraph: "My name is Ivan Fienny. We went, both my wife and I, working long hours as elementary school teachers to making a solid \$100,000 a year, residual income working from my home computer. Read my story to learn how I did it."

Below the "ABOUT ME" section is a heading "FOLLOW THESE STEPS NOW" with a green arrow pointing right. At the bottom right, there is a red box with the text "STEP 1" and a link "Order Testnet Wealth Program".

At the bottom of the page, there is a section titled "Here is my story" with a photo of a family and a paragraph of text: "Like I said, I was an elementary school teacher teaching math for over 19 years. Married 17 years to my beautiful wife Alicia. She also has been a school teacher for 15 years. You may be asking yourself now how could he elementary school teacher have to work 60+ hours a week? Good question. The reason I was working so much was because since I was not making very much as a school teacher, I actually had to get afterschool jobs in order to support my family. You hear about how school teachers... do not make very much money? Well, my wife

This is an example of a simple blog site which follows the story of average Joe who makes \$100,000 a year online. And at the bottom there are comments from people who are hyping up the system.



## Facebook Arbitrage – Imran Naseem



The screenshot shows a Facebook comment section with a blue background. At the top, there is a green speech bubble icon with the number '7' and the word 'COMMENTS' in white. To the right, there is a white button with the text 'LEAVE A COMMENT'. Below this, there are seven comment entries, each with a profile picture, a date and name, and the comment text.

**7 COMMENTS** [LEAVE A COMMENT](#)

 09.17.09 by Ivan  
I found out that there is a whole community of Robert Allen students too. Some of these families, regular people like you and me that are making a ridiculous amount of money. Much more than I am making. I summarized below some of the comments they've made online. They go way, way past \$100k a year. Applying what we learned, we were just happy to get bailed out of our financial situation without false hopes and dreams.

 09.17.09 by Myron G.  
Ivan, Just wanted to add my story, it is similar....I used to be a trash man making \$6.25 per hour. Now I make six-figures and multiple six-figures per month. I wrote a book about going from the Trash Man to the Cash Man (How Anyone Can Get Rich Starting From Anywhere) and I am teaching what I have learned in the process.

 09.17.09 by Terrie54665  
Thanks for the info. Tried a bunch of other get rich quick programs too. Never had real results with any of them either. Thanks for sharing your experience with us.

 09.17.09 by David183x  
Robert Allen had that book a few years backed called One Minute Millionaire. Have anyone heard if that was any good. Did anyone make any money with that?

 09.17.09 by Mark T.  
How can anyone become a millionaire in 1 minute? Come on Robert Allen? Sounds like a scam to me.

 09.17.09 by Ivan  
Mark T. You should have an open mind. I make just under \$10k a month. I could see how it is "possible" to make that mauch more.

Now my method consists of creating a Facebook Group as opposed to directly promoting this offer. We will be driving traffic via PPC after we have created our group.

Choosing the offer will not be hard. I told you earlier that on Facebook there are all sorts of people , from all sorts of walks of life so you can pretty much choose any offer you want. All you have to do is target the ad demographic correctly.

Offer can be anything from grants to weightless ,Clickbank product to email submits

(now with low paying offers like email submits , you will not be driving traffic via PPC, but more on that later ).

So as I said, offer can be anything.

Now lets move on to what should your "group" look like.



## Facebook Arbitrage – Imran Naseem

**Create a Group**

Step 1: Group Info

Group Name: (required)	Group name should mention a benefit of this offer.
Description: (required)	In this section just summarize the minuses and downsides of what you were experiencing. Use examples that you feel would connect with your user and make them think "That is just like my situation" Then talk about how you overcame this.
Group Type: (required)	Business Companies
Recent News:	Talk about the offer. Its a recent news that they have special promotion etc. Dont make it sound "salesy" Be a friend and an advisor. Not a pushy marketer. Be sure to add your affiliate link somewhere in the middle.
Office:	
Email:	email account
Website:	your affiliate link (buy a domain and redirect it)
Street:	random
City/Town:	random

Note: groups that attack a specific person or group of people (e.g. racist, sexist, or other hate groups) will not be tolerated. Creating such a group will result in the immediate termination of your Facebook account.

As content you will write a short review on the offer. Or something else that will entice people into completing the offer.

So if you are promoting a grant offer, you will talk about how you are a single mum and last month received a federal grant from a particular site....

Or how you have been struggling to find a good paying job because you lack education and some time ago you came across this website that showed you how to get a good education. And best of all it was all free....etc.

Or that you are an ugly girl with hair on your boobs and deep manly voice and how every man ran away when he saw you, but then you discovered this dating website that is free of use and now you are getting married because you found a special guy who wants you...!

Or how you love music, but MP3's cost so much , but now you found this website that allows you to download 25 songs free of charge...

Or how you discovered a secret of how to download free music legally. All you did was join this site and got 25 songs for free...

I am sure you get the idea?

### **Pictures and Videos**

If you are going to promote a grant offer , then you should post pictures of some “grant documents” you got. If you are going for clickbank product on making money, add some screenshots of the earnings from that site.

You can also add videos. Simply record a video of yourself talking about this offer and add url of that site to it. Now upload it to youtube and with one random account upload it to your site.

Say that you found this online. Do not say that it is actually you who recorded this. That will take the “social proof” even further.

### **Joining the group and confirming the claims**

Now you should start to join the group that you created and pay people to invite their friends to join your group.

Discussions should be all about pre-answering some “doubts” that a person visiting this group might potentially have.

So if you have a group about a weight loss offer then you could start a discussion asking how long it took you to lose weight?

If your account is about grants, questions could be about , should I trust this site?

Or how long did you have to wait , etc etc?

You should also comment on the wall of the group. Not with every account , but with several. Like 10 or so. Some of them saying : thanks, I have also used this.

(and even give a short summary on the company) and others asking about was it this site? (we do that so that our affiliate link will be found, not only in a description, but also in a comments area)

Again if you are going to use PVA accounts then you are going to risk your account getting banned so I will leave that up to you.

## Facebook Arbitrage – Imran Naseem

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### Your Ad

The next thing you are going to focus on is creating your Ad.

I am going to cover the PPC model (Pay per Click) and the CPM model (Cost per 1000 impressions).

When going down PPC route you will end up paying about \$0.6-\$1 per click.

When I do my CPM campaigns I pay anywhere \$0.3-\$0.5 .

Its all about optimizing your ad!

I start with CPC and then once the campaign is tested and optimized I switch to CPM.

If you are going to do CPM , you need to make your ads attractive.

Use sexy pictures, optical illusions, boarders, annoying gradients, Picture offsetting, basically anything that attracts and helps your CTR(click through rate).

The picture really is the most important part in my opinion. I have gotten CTR as high 0.6 So create 60 pictures.

With effects etc. Size 110x80 image etc.

Same goes for ad-copy. You need to be insulting, catchy, offensive, again anything that helps your CTR. And now create 12 ads. 3 with same image, but with a 1 ad message. Then next 3 with next image but different ad message from the first patch. And so one and so on etc.

Start with a really low CPC. Something like \$0.1

Once approved you will be starting to up the bid step by step.(about \$0.2 until you start getting impressions.

Once you have some impressions, increase by \$0.1 until its running properly) But for now set it extremely low. (that is if you go for us, uk, can , aus. If you go for international, then set it even lower. )

The reason why you want to start low is because decreasing bids can hurt your copy.

## Facebook Arbitrage – Imran Naseem

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It sometimes kills it and no impressions will be shown.

That's why you should increase your bids slowly.

Once you start getting impressions, you should see which ads are getting the highest CTR. So the next thing to do is simply pause all ads, take the adcopy that is getting the highest CTR and then move to CPM.

Facebook loves advertisers who are going for CPM, because it saves them a lot of ad space. So therefore, you will find that the clicks will be very cheap!

### **Submitting your ads and paying for it**

Using this method, you will not be having trouble with majority of your ads being rejected.

If your content is really bad and is promoting something that is clearly against the Terms And Conditions. (Porn for an example), well then even in that case you can get your ad accepted. The way to do that is simple. You create the group.

As content write something that is not against Terms And Conditions and then submit your ad. Once approved, simply change your groups content. And that is it.

I hope you enjoyed Facebook Arbitrage and I hope you use the methods and start making lots of money with Facebook 😊

Imran Naseem

<http://www.ImranNaseem.com>

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