MAP VS Traditional Methods: Traditional methods suffer from high abandonment rates, while MAP's one link ecosystem makes sure you keep all your leads!

Targeted Tools and Resources: Landers, emails swipes, banners, all in one place and ready to use!

Comprehensive Training: Central to the MAP Ecosystem is the emphasis on education. If you are ready to learn, this is all you will ever need. The MAP Ecosystem will expand and grow with your business.

Lifetime Commissions: Everyone loves this section. Hard coded referrals mean you get paid every time your lead purchases anything in the Ecosystem.

Automated Marketing: MAP actively markets to leads on your behalf, encouraging upgrades and additional purchases.

Unparalleled Support: a private Facebook group is at your disposal 24/7 with many great marketers to answer your every question along with company support that is extremely responsive

Facebook Etiquette

Ladies and gentlemen, welcome to another episode of My Unfair Advantage. Today, I want to talk to you about Facebook Etiquette for Internet Marketers: How to Leverage Social Media and Not Destroy Your Business Reputation.

I think that there are a lot of people that come onto Facebook, and they have a hard time drawing the line between what's personal and social, and what's business and social. Unfortunately, in today's day and age, whether you like it or not, especially in the marketing space, it's all kind of blurry. It's all mixed together. Maintaining a proper image for both your customers as well as your real friends is important to know how far you can go, what you can do, what you can't do.

But even more importantly, what I want to cover in this particular webinar is about business wise. What I want to talk about is how it affects your business when you do certain things right or wrong. If you're not familiar with what all the different things you can do on Facebook for your business, even on your personal Facebook account, then I recommend that you stick around because we have a lot to go over.

Social media sites in general, not just Facebook but social media sites in general, can open lots of doors for you with affiliates and customers. It can also close them on you fast if you do the wrong thing and piss people off, especially if you do the wrong thing repeatedly and continue pissing people off. Some people don't care. Some people literally are just out there to hit it and quit it. They create fake Facebook accounts with fake profiles and they're just out there to spam and they're just throwing spaghetti on the wall and hoping some of it sticks. They're just shooting arrows into the air without targets, just hoping it lands on something. Some people outsource this kind of spammy garbage.

Facebook must have millions of just fake accounts because you've got these click and like farms where they literally just hire all these outsourced below minimum wage, third-world country workers to just kind of just sit there in front of these little computers and just click things and post things. There's zero value being done. Literally, they're just spamming the crap out of you.

I'm sure at one point or another, you've seen a picture with a pair of shoes or something trying to talk, "Hey, click here." Like, "How the hell did this get on my Facebook wall? Women's shoes!" It's just spammers. Or you get a private message from somebody, "Hey go click on my page or check out this offer." It's just unsolicited click farm kind of spam. If you think that that's the way to use traffic to get clicks and to get people to your business, you've got another thing coming and you're going to be finding yourself in the tomb of the unknown marketer very, very, soon.

Look let's talk a little bit about Digital Social Behavior because it's important to understand the way the people's minds are working on Facebook. Even though the web has made the world a smaller place, the digital divide creates a gap in communication that we're often unaware of. It's important that you understand the digital divide.

The digital divide exists between people that are trying to communicate without facial expression, without vocal tones, without truly being able to convey emotion. There's a gap. There's a part of the message. The most important part of the message is left out when you're trying to communicate that way.

Most human communication is transmitted visibly and audibly, our typed and printed words, they just can't carry expression, body language or voice tone. I once heard, I think it was Tony Robbins that made this example, we were just talking about a comedian. A comedian can tell you to go to hell or he could tell you about the hell off, but he does it in a funny way, he makes you laugh.

That same comedian, if you didn't know that he's a comedian and he told you that on Facebook or on a private message and it wasn't accompanied with that facial expression or with that laugh or in the context of the joke that he's telling, it would probably upset you because of the digital divide. There's some stuff missing there.

A lot of times, your true intention gets lost in communication. Has this ever happened with you may be at work? I know it used to happen with me when I worked in corporate America, all the time. You send an email back and forth with your boss and just because you're being quick or you're just replying fast or whatever the emotion it's like—and somebody says. "Hey, are you mad at me or…" There's just like some sort of miscommunication that happens and you're like, "What? Why the hell would you think that? I wasn't mad. I didn't know. I didn't mean it that way." Because there's no emotion attached to that text.

Communication literally has changed. It's become very cold and detached. As small as the world has become considering the internet, considering technology, the way that we communicate has changed quite a bit and the way the things are interpreted are different. It's given a whole new definition to bullying. We'll talk a little about that in a little bit.

Here's the thing, especially with the bullying and when it comes to kids and generally otherwise, people that are introverted, people that normally in a social setting feel awkward and wouldn't be coming up to people and friendly just smiling and say, "Hey, my name is. What's your name?" Just introverted people won't do that. They're afraid of doing that. They feel very, very uncomfortable. They feel sick. They literally have a problem being around crowds and people, and gatherings. They're socially awkward.

The physical disconnection of the internet, of social media, makes it possible for them to jump into conversations that are going on. They can behave in a way because of the digital divide,

because they're behind a computer screen, because nobody can see them, because the awkwardness is no longer there, they can do and say things that they wouldn't do in person.

That physical disconnection of digital social interaction allows them to communicate more with strangers. A great majority of people that are on the internet doing this kind of stuff are socially awkward people so don't dismiss that.

Facebook and other social platforms literally redefine the way that we communicate. we were talking about this in the car earlier today. We're talking about abbreviations and things like that and how the 140-character limit of Twitter literally changes the way we do things and say things. To say it with less words, we do things like LOL. What's the other one? WTF, and OMG.

Anyway, a lot of things have changed but the reality is that Facebook and other social platforms redefine the way we communicate. In many ways, we're bolder and more indifferent than with physical interaction.

We are willing to do and say more and go a little bit further and push the envelope a little bit more just because we're not there, because that person is not physically standing in front of us. This is what is taking bullying to new heights.

Back when I was a kid, you said something mean to another kid, the kid cried and you're like, "Oh, man. I made him feel bad. I better not say that anymore." You learn that lesson. "Oh wow, when I say that, I'm being mean. I make that kid cry."

Now, that's gone. Now, I say something, I'm mean. I don't see the kid cry. I don't see the effects of that. I just jump to another private message. Now. I'm making another kid cry, and I don't know. It's taking that digital divide has redefined the way that we communicate. It's important that you understand this when you start taking your business and your interactions, your social interactions into the digital world.

We are often victims of our own Facebook branding. That's another very important way to close this slide, the digital social behavior topic because the perception of life that we create for ourselves on Facebook becomes the way our "friends" view us, literally. Sometimes, that can be detrimental. Many, many, other times, it's exaggerated quite a bit. People are pretending to be living lavish lifestyles.

You know which one gets me all the time? When I see internet marketers on the beach with a laptop. Who the hell takes a laptop to the actual sand? Nobody freaking does that, but they're trying to convey this image. You know what? The reality is that what you're seeing on Facebook is all—you don't see the real life of the person on Facebook. You see the life of the picture; you assemble a life.

You see what you think they live based on the pictures that they post, "Oh wow, I went out to a nice restaurant, let me take a picture of the nice meal." You're not eating that all the time but that's the perception. Subconsciously, that's what others perceive.

Here's how we become victims of that personal branding. I'll give you an example. Recently, my friend Mike and I, we're talking on the phone. He's like, "Hey, how's things? How have you been?" I say, "Man, these last couple of months have been rough. My mom's been sick. I've been back and forth to the hospital."

He was like, "What? What are you talking about? I can't believe that. Man, you're a victim of your branding. I thought that things are awesome, that you're doing great. I see your Facebook posts all the time." We try to keep things positive.

Basically, because of the digital divide, because somebody is not writing, it's much easier to give the perception of happiness, to give the perception of success and all that. Unfortunately, a lot of people fall victim to other people's bragging and branding that they've put together for show on Facebook. Again, just some points that I want to bring up to preface the rest of this video here.

Let's talk about Facebook in particular. Two main sections that we've got to consider here, walls and feeds.

Your wall is your page, so to speak. Your wall has a little picture of yourself, has your name, people can click on the About You and see the things that you've put into your profile. They can see a nice cover image.

Let's talk about those images, the profile picture and the cover image on your wall, which is your page. They call it your wall.

A little history here, side note. The wall in a college dorm room, as you know Facebook, colleges, that's where it all started, Mark Zuckerberg in Yale. In the dorm room, you can walk in anybody's room, and they've got a little white board next to their dorm room door and you can leave them a note, you can write on their wall. You'll say, "Hey, I want here. You're not here. Here's a little heart, here's a little picture. Xoxo. See you tonight." You wrote on their wall. They can go by your room later and write on your wall. Hence, the wall.

Everybody's got their own wall and then there's a collection of wall posts put in a newsfeed that's constantly scrolling. You can go down; you can see new things that have been posted in the feed.

Your cover image, let's start there, is at the top of your wall, or your page, your main Facebook account page. Not your fan page but your main page.

Another thing, I should probably say it here, there's enough material about Facebook, nooks and crannies, and things that must do with Facebook that I can probably talk for a full day if not, three to four days. We could probably do an entire event where I talk about my whole Facebook

experiences. This is not and all, be all. This is more of like a 30,000-flip view from above about Facebook, so it'll give you a good idea on how to use your Facebook account properly and not tarnish your image on Facebook. I had to differentiate between social and business.

Let's start with the cover image. Your cover image and your profile picture are the most important part of your social branding. Always remember that you're not going to get a second chance to make a first impression. When somebody clicks on your image, no matter where you post something on Facebook, your little picture and your name is clickable.

Somebody clicks on it, boom, now they're on your wall and there's a picture of you passed out, drunk on your cover image. You're on the floor, in front of a nightclub and there's vomit all over. That's the impression that they just got. That's the first impression. That might not be you. That might have just been a stupid picture that somebody put, but you know what, that's the impression that they got. You know what, you can never take that back.

It's like in the movie, The Social Network, Mark Zuckerberg. One of the things that I love from the movie that was said was "The Internet is written in pen, not in pencil." Once it's typed, once it's put out there, you just can't take it back. You can kind of erase some things but then it never goes away. You ever tried even with an ink eraser, it never, goes away.

You don't get a second chance to make that impression on someone. You're just not going to. This is now going to be something that you must overcome in the remainder of your relationship with that person. Your branding is very, very, important. Be mindful of that.

Remember you've got regular friends here as well. As a matter of fact, it's good to show your personal side and show your personal pictures. Just be mindful of what you're demonstrating there because you've also got some businesspeople. You shouldn't be doing anything there that you wouldn't do in a public place or public party or something like that. That's a good rule of thumb right there.

Your profile data. A lot of people don't use the profile area properly. I've had to communicate with people that I wanted to send money to. For example, I've wanted to promote a products in the past, I'm like, "Oh man, I don't know the URL, I can't remember. I lost the email. Let me just go to his Facebook. Okay, there he is. How do I email this guy? How will I communicate with this guy? Let me go to his About Me. There's no phone number on here. His Facebook is just the Facebook email. Ugh. Let me just private message and hope he checks his Facebook this week."

Again, use your profile data in a way that's going to be suitable for business. I'm not saying put your personal cell phone on there if you don't want to put your cell phone on there. It should be a combination of information that you provide as well as the history that Facebook compiles for you, but you should be using that to adding URLs to your website, URL to your support desk, and URL to whatever you want people to see about you.

I have URLs to all my products on my Facebook profile. I've got my email address. I've got my company mailing address. I've got my company phone number. It's a way for people, customers, or friends, to get a hold of me. They can call right there. You know what I mean? They can email me, or they can message me, or they can send me a letter, whatever. I use it to my advantage.

The other thing is Facebook is going to show people on your profile things about you that it has compiled; a history on you. Things you've like, chickens, like whenever you go somewhere like if you're in a movie theatre or something like that and you open your Facebook app on your phone and you checking "Oh, I'm watching Transformers tonight at an IMAX movie theatre." Boom. All that stuff is in your history, it's in your profile.

Your interactions with—if you liked a page. So went to the—I almost said the president Obama fan page and clicked the like button, but I would never do that. But anyway, it would demonstrate a history of the likes that I did click on.

Use this space to your benefit. Here's what I mean by use it to your benefit. Be mindful that the stuff you're clicking on is going to be displayed in your history. If you are going to these mischievous—for the lack of a better word—fan pages and you're going to places like Wolf Hunter or whatever other porn or semi-soft porn or whatever kind of site, just be cautious because the internet is written in pen, not pencil.

Your wall is where you post things. You post comments, updates. Your wall is where you post about what's on your mind and what you're up to. Your wall post will appear in your friends' feeds and vice versa. Remember, you have a wall, you have feed.

Every time that you log in to Facebook, you can click on your name and you're on your wall or you can click on home and you're on the feed. You can see what everyone's posting, all your friends, everybody that's part of your community of people that you friended on Facebook. We'll talk more about friending and approving and disapproving, stuff like that, later.

Again, your wall is where you basically keep in touch with the world. This is a phenomenon; this is the reality TV phenomena. People love to know what other people are doing right now. People love to see how other people are living so they can secretly compare them to their own lives. That's a fact. That's just sociologically and psychologically the way that it is. Updating people frequently.

Here's another thing, this is cool for your friends and businesspeople, people that are customers or affiliates, they love seeing the personal side of you. It gives a more human side to you, something that the digital divide literally blocks away from them through email and through methods. Being able to see your pictures, being able to see videos, being able to see you on a roller coaster at Disney World or wherever the hell you went with the kids this weekend.

Seeing that stuff makes you more human. It makes you more like the person next door than it does some bodiless name or email address that they've never met in person. It helps you in a business sense as well.

Here's the thing that a lot of people didn't know that they can do. You can post something that you want to come up on everybody's feed, but you don't want it to display on your wall.

Let's say for example I have a product or something that I'm promoting this weekend. Let's say, I'm going to be promoting a product this weekend so I wanted to let all my friends and followers know that this is the link that they can go and see that product that I'm promoting because it might get some clicks, I might make some sales. Everybody's happy.

I can put that post on there and then the moment that I post it; it shows on the feed for all my followers. If somebody comes online, obviously if they come online three days later, they might not see that post. I don't know the exact time frame or the algorithm that Facebook uses so don't ask me. If people are online right now, they see it, if they're looking at their feed now, they see it, but don't quote me on the rest of the stuff.

You post that thing on there and now it goes to their feeds. If you got 5,000 friends and they're all online at the same exact same moment, which they won't be, hypothetically speaking, they would all see that post that you just made at the same time. Remember, the post, it just scrolls away for them because it's just on a feed. Their feed is going to get all clogged up with other stuff that gets posted by other people subsequently. But for me, that post is always going to live on my wall even after the weekend, when the promotion is over.

One of the things that you can do on your post, on your wall, is you can hide something from displaying on your wall, but it still displays on the feed. If you want to delete it from the wall and the feed, you can also click the delete button but that's just something a lot of people don't know. I can literally promote products to my people by posting something and just hiding it from my wall, so people aren't seeing promotion after promotion after promotion. It's a little neat thing there that you can now.

You shouldn't be doing promotion after promotion after promotion. That's just a figure of speech. I'll talk to you about why in a minute.

Notifications. Here's one that I honestly didn't know about when I started using Facebook. Notifications are indicated with that little red circle. When you first login, there'll be a little tiny red circle with a number in it. That's how many notifications that you have. This could be posts and comments by friends as well as messages and tags that are specifically about you.

A tag is when somebody has put your name, they've attached your name to either an image or a post or something, they've literally typed your name on it, and it's called a tag. Now what happens is Facebook is calling your attention to that place where you've been tagged. They're

saying, "Hey, you've been tagged in this picture. Go check it out." Or "Hey, you've been tagged in this post. Go see what's somebody is saying about you." Those are called tags.

Let's talk about now, Groups. It turns into a whole different Facebook when you discover groups. Groups is what Facebook is for me. I do very little interaction on just my wall or in the newsfeed, very, very, little. I'll post to my wall a couple times a week. Maybe if I'm somewhere, I'll check it. I'm in groups everyday posting all over the place.

Most of the common thread interaction happens in Facebook groups. Notice I said common thread interactions. I've got 5,000 friends. A lot of those people, they're not people that I know personally. I haven't met every single one of those people in person. Some of them are old friends from high school that I recognize. When somebody requested to be my friend, I approve them. I'll just be, "Okay, yeah, I'll be your friend, no problem."

I approve you until one of two things happen. Either you piss me off and I delete you as a friend because of some stupid crap that you posted that I didn't like, or I ran out of friend space, and I just can't approve you. I'll keep approving people until then. You got a limit of 5,000 people that you can approve. I ran out of that in a couple years, I don't know how long it's going to take you to do that, but I used to get 40 or 50 requests a day especially when your email—I used to send my email to my entire list and say, "Hey come become my friend on Facebook." Try, get as many people that are on my list onto my Facebook as well.

Anyway, the cool thing is that groups kind of put together people that have a common interest. Now, instead of you just on your wall or in the newsfeed typing about your passion, maybe you love building model airplanes, it'll be a freaking exciting for you but for me, I don't know if that's like, "Oh, man. Today, I bought this brand-new MiG-29 Russian airplane and it's a scale of 1:4 and I built it. Oh my god, you should have seen the way that the wings snapped."

That might be exciting for you and some other model airplane builder but to me, I'm going to be like, "Whoa, geek alert." Here's the thing, that's not going to be very fun. It's not going to be good for either one of us.

But what Facebook did is you can create groups. Which means that now, there can be a group about model airplane building where the only people in there are model airplane aficionados. When you post about that, "MiG-29 wing snapping" on there, those guys are going to be like, "Oh, man. That's amazing! Wow, what color did you paint it? Oh. Man did you use this kind of paint, or did you use that?" They're just going to love it. They're going to love what you're doing because you're around like-minded individuals. That's the cool thing about groups.

I'm currently a member of I want to say about 42 groups. A lot of them are in the internet marketing, affiliate marketing arena. I get notifications all the time. I try to be active. It's impossible for me to post in every group every day but I try. I try to post in at least two to three groups per day.

Obviously, I have my own groups. I have 12 groups of my own that we monitor. We have groups for each of our products. We have our Unfair Advantage group that we're in all the time. But groups, group together the type of people that you want to be around most.

Most group owners have specific rules that'll be posted in the group, in the description area on the right-hand side, or in a document within a group. Once you're on a group page, there's a little navigation menu right up on top of the group just beneath the banner.

There's a little document section where there's files that people can upload. Usually, there'll be a document there called rules. Those are the rules of the group. Sometimes in the description section of the group, there's also going to be some rules.

Here's the group rules that you want to apply. Be nice to everybody. Don't be a negative Nancy. Don't be a negative person when you're inside of a Facebook group. Basically, ask permission if you're not sure whether you should post something. Ask permission first. Just send a private message to one of the administrators. You can go to group members and the first people listed are the administrators, are the group owner.

Just send them a private message, just click the little private message thing and say, "Hey, would it be okay to post this in your group?" before you post. That guy is going to say yes or no. That's just polite, that's just common courtesy. We're going to talk about the party principle in a little bit.

Even if you don't see rules posted you should behave like you're in someone else's house, because your kind of is. If you were in my house and I was having guests over, I have a party or something like that, would you just assume that you could bring in your whiteboard and set up in the middle of my living room and start pitching everybody on Amway? I invited you to my house for a party and you came in here and you just started—I mean, that's rude. There are certain things that you just don't do in a public place or in somebody else's house without asking them first.

When I grew up, my mom always taught me manners and said, "Look, if you go to somebody else's house, you don't open their refrigerator, you don't even ask to open to their refrigerator. If you want a glass of water, you'll ask them for a glass of water."

Again, things change the more you know somebody. I'm saying there's manners, there's rules, there's just etiquette. It's unspoken rules when you go to somebody's house. You should keep that in mind when you're in somebody's group as well.

Be friendly and contribute value to the group. At the end of the day if you're going to come to my house, if I invite you to my house, and you come to my house and you're just going to sit on the couch the whole freaking time, take up space and eat my food, that's going to get old. I invited you because I want to have fun. I want to talk to you, "Hey, what's going on?" Interact.

If you're just going to come to my house and sit there and stare at the freaking wall, I don't want you in my group. You know what I mean? You won't bother me but eventually, there's going to be too many people sitting on that couch. I must get rid of the guy that I need the least. If you're the guy that's contributing the least, then guess who's going to go? You, you're going to go.

Be friendly and contribute value that does not lure people away from the group. If I invite you to my party and you show up and you're like, "Hey everybody, this place is lame let's get out of here. Come here, follow me. I got a bus outside and we're going to go to this other party. I got a real party going on."

I'm going to be like, "Wait, you're a dick. Why would you do that?" That's like putting a link in somebody's group. Me, I spent time, money. I've bought food for my party. I made invitations. I put this all together. I took the time to invite everybody. Then, I got everybody here so what, so you could just come and take all my people to your party? That's not what I did all of these for. I didn't create this so that you could sell your Amway or so that you could take people out of here and take them to your group.

Be friendly and contribute and don't lure people away from the group. That's just common sense to me. I don't even think that needs to be written in the rules. It's just like if I went to your house for a party, I wouldn't take people out. Again, posting links without consent typically frowned upon in most groups.

Here's what I've found, the groups that are okay with you just putting any link, they're usually just worthless spam groups. All you find in there is link after link after link, there's zero value. There's literally no reason for you to go there. The people that are posting those links in there trying to make sales, are stupid. Yes, I just said that.

You know why? Because nobody shops that why. If you're looking to buy in the internet marketing product, is your first course of action to go find a group that's just loaded with a whole bunch of links that have absolutely nothing to do with any topic and just trying to find stuff and click on and "Today, I think I'll just buy. Spend some money. Let me go and find a group."

People don't shop that way. People go to Google. People will type in their needs in Google. People are on email marketing list. People know specific internet marketers. That's the way that they shop. Again, posting links in a group. Not only is it not going to help you but if you're in a group that allows it, it's probably not a very valuable group anyway and it's kind of stupid and you're just going to piss people off if you do that in a group where it's not allowed. You're probably going to get kicked out. That's just generally, don't do that.

Be genuine. Don't use someone else's group to get traffic to your site or to sell products. Always remember the "Party Principle" that I talked about. If I invited you to my house for a party, you should behave like you we're invited to my house for a party. You should contribute, you should socialize, but you shouldn't be taking people away and you shouldn't try to set your board and

spin circles "If you get six and then they get four you're going to be so and so and you're going to be." Don't be that guy.

Let's talk about pictures and images. Another very important part of Facebook. A little trivia, did you know that Facebook is the largest image hosting website that there is. It's the largest one. More people have images on Facebook than anywhere else. It's an important part, pictures and images.

I remember when I was a kid, I'll be showing my age. I used to have a camera, used to must buy film, put the film in it, take pictures and then you must go develop the film. I'm in a Hispanic family, so we just took the pictures and never develop the film. We just had a whole bunch of rolls of film that were undeveloped in a drawer in my house. It's just how it was. "Hey, look this are the pictures from Christmas of 1981. There you go." Can't see them, they're still undeveloped.

Nowadays, people don't do that. You take pictures on your smartphone; you upload the new thing to a new album to your Facebook. If anybody wants to see your picture, here, go to my Facebook. That's the way that we share pictures nowadays, things have changed. Communication has changed. This is the way that it's done now.

Let's talk a little bit about this. Remember that in social media and in our space, it's hard to draw solid lines between business and personal. We've talked about this when we talked about your wall. You must balance pictures of both. More importantly, pictures of personal that are appropriate for business. You'll see pictures of me and in nightclubs when we're at parties for business. We love posting pictures at social events. When we're at internet marketing events, we tag our friends in them. This is an important branding tactic.

If you're taking a picture at an event and I'm in front of the stage or I'm in a group of people and it's me and, and maybe there's ten other people in this frame, I can now upload that picture and I can tag all those people that are in that picture. Let's say just behind me over to the right is Frank Curran and next to him is Mike Filsaime and just down from him is I E. Brian Rose or Bryan Zimmerman from JVZoo, anybody. Now, I can tag myself in that picture, I can tag EBR, I can tag Bryan Zimmerman, I can tag Mike FIlsaime, I can tag Frank Curran.

These tags are going to be posting that image on that person's feed. If that's one of the things that they've allowed because there's settings everybody's Facebook, you can set it up that way.

But again, this is an opportunity for you to tag people in events and now, you're on somebody else's timeline, maybe that guy's a more prevalent marketer with a bigger following. Tagging is cool if you do it properly. But again, you must balance pictures of your personal life with pictures of your business life. That's an important line to draw.

If you're trying to close 6 figure deals with a Facebook friend, you might want to avoid posting that picture of you drunk and vomiting over the balcony. Remember we talked about that earlier. A lot of my customers, as a matter of fact I encourage my customers to follow me on Facebook because I want them to know more about me. Facebook is like an automatic, autopilot relationship building tool for customers.

Somebody that might not buy from me today becomes my Facebook friend and now they see my post, they see pictures of me and my family, me and my mom and my wife at Disney World, at Sea World, they see me, and they begin to feel like they know me. They literally begin to feel like I'm the guy next door. They begin to trust me more. That same person that couldn't buy from me or wasn't ready because I hadn't established that trust factor or I hadn't made that connection yet, that same person from three months ago now ends up buying from me today. That same person not only buys $47 eBook but maybe now because when you build trust, when there's trust there's trust.

If somebody trusts you enough to invest $47 in you, and they trust you enough to invest $47,000 in you. It's just a matter of how you pitch and how you sell it and how you frame it whether they need that purchase, but that's reality. They trust you now. You might be able to sell a $10,000 package or a $14,000 package. I've sold a $20,000 package over a Facebook instant message. It's very, very, possible.

I love the fact that Facebook automatically builds that relationship with people because I just post my pictures and I just talk about my life, and I talk about my interest. Yes, I talk about my political preferences. Yes, I talk about my religious beliefs and my spiritual life. I talk about myself. I don't overdo it though. Again, back to the top where I balance personal with business, I balance it. But I am always myself, I don't hold back, I don't pretend to be someone that I'm not. I'm not part of that kind of mentality. I don't believe in that.

My pictures on Facebook are me dressed the way that I normally dress. Normally 9:00 to 5:00, I'm usually in shorts, a t-shirt or in my pajamas at home because we work from home but what I'm saying is I don't go out of my way to put on a suit. That's just not me. It's just not me. It's not me anymore. It used to be me when I was in a corporate world. But then again, I'm myself and I look forward to being myself because I attract people that'll like me. If you're not yourself, the type of the people that you're going to attract are not the type of people that like you. It's the type of people that like the person you're pretending to be.

Memes. I got to mention memes. You know what memes are? They're the funny little pictures of cats or animals or whatever that have text on them. People love posting memes. There're inspirational memes, funny memes. Memes can be funny and inspirational at times but they're also very freaking annoying when it's all that you post back-to-back. Like with anything else,

moderate use of images. That's important. Moderate the number of images that you're going to use especially if you're posting memes and pictures of pets. It gets old.

You know what, when somebody requests me as a friend, I've got to pick and choose who I'm going to approve as a friend because now, unfortunately, I'm at my limit. If I want to add somebody new, I must delete somebody to make room. One of the first things that I do when I decide whether I'm going to add someone as a friend, first I see how many mutual friends we have in common. Obviously, the more friends we have in common the more likelihood that we're in the same niche or in the same business or whatever and I'm more likely to approve you. But sometimes if we must many friends in common, that kind of indicates that you might be a spammer and you're just literally looking to be on every internet marketer's list.

Again, if I look at it and we have a lot of friends in common, the next thing I'm going to do is click on your page. I'm going to see your wall. If I go to your wall and all that I see is Farmville, Farmville, Farmville, played Farmville, lost at Farmville, invited to Farmville, come play Farmville with me. Oh, Gem City come play Gem City, come play Sims, come play Farmville, Farmville, Farmville, me, picture of my cats, picture of my cats, picture of my cats, my cats with the turtle, here's my cat jumping over a hula-hoop, I'm going to be like oh God, facepalm. You know what I mean? Again, moderate the images and the pictures and the things that you're doing. Use them wisely. Post wisely.

From time to time, I use images myself to attract attention to a post. Here's why. It kind of breaks them in the feed. When somebody's looking at something and then suddenly, its text, text, text, post, post, post, boom! Big picture, big 500x500 or whatever the actual size is, don't quote me, but there's a picture there. It's attractive. They stop, they pause, and they look at the picture before they move on. You're getting an extra second. You're getting an extra split second out of them, they scroll. It gets them attention.

From time to time I use images to attract attention to a post about maybe a product that I'm selling or a special promotion that I'm doing for the weekend or something like that but I do this sparingly, you can't do this all the time back to back because then your wall just becomes this plethora of just ads, and just looks spammy, it just looks like a billboard, looks like Time Square.

That's not what people want. People don't go to Facebook to buy but people buy while they're on Facebook, make no mistake about it. I do this sparingly. Just be very, very, mindful of how many times you're posting images and pics and stuff like that.

One last thing that I didn't put a bullet point here but I want to mention here is tagging. In pictures and images, you can tag people. Don't tag people that are not in the picture or in the image. First, that's against the terms of service for Facebook. If you do too much tagging too fast, they will freeze your account. They'll suspend your tagging privileges.

A lot of people think, "Well, you know what, I can't post something directly on somebody's wall. What if I go and I just make an image about my product and then I tag 100 people that I know are in internet marketing. This picture of my product will show up on 100 internet marketers' walls and obviously all their friends will see it and then a whole bunch of people will buy that product and I'll be rich; I'll never must work again." Wrong. That's not how it happens. Don't do it, it's annoying, it breaks the rules, and you'll get yourself suspended.

Let's talk about privacy, the perception of privacy, I'm going to breeze through this one. Look, it's the internet. If you think that anything is 100% private on the internet, then you need to go back to internet school. You don't understand what the internet is about. It's digital. If somebody wants to get your stuff bad enough, they can get it.

It's always good to take measures and be careful about what you post but nothing is 100%. When it comes to privacy, people kind of have a certain expectation of what approaches them or what arrives them or what gets in front of their eyes or what they see. They feel violated at times if you're forcing something on them that they're not interested in.

For example, if you put borderline pornographic type of pictures or something like that, sometimes it doesn't must be pornographic, sometimes you can just put a picture of a woman in a bikini, nothing different that they would see on the beach or wherever. You post a picture of a woman in a bikini and she's flaunting her chest, and you put a tagline or something with the name of your product, you think, "Oh, man. This is going to attract so much attention." It might. But it might also offend other people.

I know. If you're looking to do business, all I'm saying is you should be mindful of what you're putting in people's face. Somebody might consider that offensive. Even though I'm always telling you to be yourself, you've got to be careful that people aren't flagging all your post. Because now if you're getting a bunch of complaints about your posts, Facebook is going act. They're going to review those images, and they might suspend your account.

Now, you've spent all this time building this following, adding these friends, you got Facebook ads that you're running and suddenly, your account gets shut down because you're pushing the envelope with some racy pictures. You gotta be careful. People feel that you're invading their privacy with something they didn't want to see.

Spam exists in social media just as it does in email. People will consider any unwanted direct communication as spam. Even if it's not an author, if it's something that they just feel weird about, they're going to consider it spam. It's just so easy to click that little complain button, or I don't like this button or whatever. If you get a bunch of those clicks, now this looks bad on you and you're going to get suspended, you're going to lose your Facebook account.

All I'm saying is it's not worth it. It's not worth it because people have a perception of privacy. That's what they expect; they don't expect you to put things in their face that they don't want to see.

Private Messaging, PMing as it's referred to. This is like stepping into someone's 3-foot radius of personal space. Have you ever had someone that uncomfortably gets too close to you when they're trying to talk to you? It's weird, right? They get all up in your face and you're like, "Okay, this is a little strange." It all depends.

That might be weird depending on how close you are with that person. Depending on the level of relationship that you're at with that person. If that person is your spouse and you get close to their face almost to a point that you're going to kiss them, it's understandable unless you shock them and freak them out and they weren't expecting them and they punch you in the face. I don't know from a personal experience, but I'm saying it could happen.

The point that I'm making is depending how close you are with someone or how well you know them is how physically close you can get to them. A stranger can be at arm's length. Somebody that you don't know, you extend your arm out, you lean in a little bit. You shake their hand, "Hi, how are you?" You're standing a few feet away.

The moment that you get closer, your kind of invading their personal space. It takes time to do that it's not something you do on day one. This is called etiquette; it's just social behavior.

Awkward people, people that don't understand these boundaries get too close to you too fast or they're touching you or something like that. You ever been in a line or a crowded place and somebody rubs up on you or they're touching like, "Whoa, wait a second, why are you touching me?" again, you're getting into someone's personal space.

Private messaging someone is the digital social kind of example or comparison to getting into someone's private space. If you don't know that person, you better introduce yourself quickly and you better tell them what you want.

I always tell people, "Hey, who, what and why?" You gotta get that out of the way, right away. Who are you? Why are you in my personal space? And what are you doing? What do you want? Who, what and why. If you get that across quick enough then it's okay, you might get away with it.

But again, private messaging, if you don't know someone, the worst thing that you could do—and this is another thing that people do is like, "Oh, here's what I'm going to do. I'm going to join an affiliate group. I'm just going to create this canned message with a link to my affiliate page because I want to get a whole bunch of affiliates to promote my stuff. What I'm going to do is I'm just going to copy and paste them. I'm going to do an instant message. I'm going to spend all day today and I'm going to message all 9,000 of the members of these affiliate group. I'm just going to

private message every single one of them with these, "Hey, dude! How are you? I got a launch coming up. Click here, check it out. If you have any questions, ask me."

You know what? Here's what's going to happen, all you're going to do is piss people off. You're not going to get 20, 30 times doing that and that owner of that group is going to be like, "You, what are you doing?" This is because you're invading people's space.

Build relationships with people first. The purpose of the group is social interaction. You're supposed to get to know someone first. You're supposed to go in the group, comment on a few of their posts, like a few of the things that they're posting, ask some questions, and become known. Get to know people. There's a little courtship period there. Just like in real life, you got to build a relationship. You got to get to know somebody before you get into their personal space and depending on how much you know them, depends how close and personal you can get. Same thing online, nothing's different there. Don't let the digital divide screw this up for you.

I mentioned tagging images before. I talked about that in the previous slide. Tagging images, it can be good too. Tagging images is a great way to get someone's attention if they're in the picture. It'll backfire you if the person is not pictured in the image.

If it's an image where you mentioned somebody's name in the image or you have a picture of them. Again, remember, this is going to show on their wall. Maybe that person just gets home today, and they see that there and they get three messages, "Hey, did you know that guy has a picture of you? You're tripping, you could see your shirt's untucked and your zippers open. Did you realize that that guy posted that picture of you?" I'm like, "Oh, man. How long has that been on there? Oh, wow. How many thousands of my friends already see this?" Now, you tagged me in a picture that put me in a bad position.

Be mindful of what you're tagging people in. As a rule, I don't like it when people tag me and stuff because most people that tag me and stuff, they're tagging me because they want their thing to show on my page to my friends. That's usually why I get tagged in things.

If I know the person again, depending on the closeness, depending on the social relationship, I might let it go. If it's a picture of your cats or your dogs and you wanted me to see it and you tag me in it, okay, I get it, no problem, I'll let it go. I'll probably hide it from my wall but oh okay, cool, you showed me, no problem. Unless it's something that bothers me or I don't want to be tagged. I'll just go and remove the tag. But again, be mindful of tagging images, alright?

Tagging posts. Now that's another thing that you can do. This is to alert the person that they are being spoken of. Remember in the beginning of this presentation, I talked to you about those little alerts that come in that little circle, that little red circle. Well, you can tag somebody in a post and that person is going to know that they're being spoken about. You can also ask that person a question.

I can go to my Facebook right now and not even send that person a private message. I can just tag them if they're my friend, I can tag that person's name. Tagging has become so easy now because it used to be that you had to put in the at symbol and then the person's name. Now, as you start typing someone's name, Facebook just intuitively starts pulling from your friends list, from your contact list, and start displaying their name. Sometimes, you gotta untag someone because you didn't mean to tag them because you didn't mean to tag them.

I've got 300 people on my friends list by the name of Mike. I might be, "Hey, yeah, I was hanging out with Mike today and on Facebook, I saw Mike that I haven't seen since second grade. I don't even know." Again, you gotta be careful. A lot of times, you got to untagged people.

Again, tagging somebody in a post is also a great way to either ask a question or express gratitude. I see that happen all the time. If you're like, "Hey, I just did a launch, I did great. I want to tag. I want to say special thanks to Mike Filsaime who promoted for me. I want to thank Frank Curran for his support. I would thank John Thornhill, Dave Nicholson. I want to thank everybody.

You can tag people in a post to say thank you. It's usually going to bring them to that post. Now they'll comment, "No problem, you're welcome." It kind of obliges that person to come over and say something.

Here's the party principal example of tagging. I'm in a circle and I'm like talking to two or three people about, I don't know, an investment that I just made. "Yeah, just invest in Boeing. We invest in Boeing airlines. Look there's Frank! Hey, Frank! Come on over here. Frank's a big investor in Boeing Airlines too. Frank, tell these guys about Boeing airlines."

Now Frank is like, "Ah, you got me. Alright. You tagged me. What's up guys? Yeah, I'm here now, I'm talking to you. Yeah, I invested in Boeing." You 're kind of obliging, tagging that guy into that conversation. This is kind of the party principal example of tagging but it's a good way to make people aware that you're talking about them or thinking about them. If you're talking about somebody, you should tag them whether you're saying something good or saying something bad. Especially, if you're critiquing or saying something bad, you should be tagging.

If you don't tag someone and you're saying something bad about them, the party principle of that would be like, "Hey, you see Frank over there? Can you believe what he's wearing? Oh my god. The nerve!" Again, that's kind of like talking behind somebody's back. These are social etiquette. This is Facebook etiquette. If we're going to talk about something you say, "Hey, man. You know that guy is a scam-ass." Don't just say that guy's a scammer, tag that guy." I would tag that person. I literally let them know.

"Hey, that guy, Joerg or whatever his name is. Joerg is a scammer. I tagged that guy by his first name. Now, that guy comes back, and he can see that I'm calling him a scammer. He can either defend himself or he can—but just be careful because remember they can report your post as slander and things like that.

I speak my mind, but I speak my mind based on my experience. I'm very clear about that. I talk about my own experiences. If I had a poor purchase experience on the site, I say it. "Hey, here's what happened today. I went and I bought this product. Here's the experience that I had. It was terrible. I didn't enjoy it. I sent this email. This is what happened. Blah. Blah. Blah." I give an exact depiction.

I don't slander. I don't do things like "Oh, these freaking internet marketer suck. You should never buy anything from him because this guy is a scam-ass. He's going to cheat you out of your money." You gotta be careful because now you're slandering and you're hurting that person's business maliciously.

There's a way to do everything. The tactful way to do that, you can have just as much good of an effect if you do it tactfully as if you go out and just brunch somebody with a bunch of insults. Just be careful with that.

Another thing that I wanted to mention here, adding people. Adding people to groups or events arbitrarily is a big no. People like for you to call in and invite them to your party first. Don't just show up to their house and pick them up. You can't just arbitrarily add people to groups.

Now, this is a feature that honestly, I think Facebook should remove. If you add me to your group without my permission and it's some stupid group, I'm your worst freaking nightmare. I'm going to go and find pictures of ash rashes and I'm going to put them on your group thread. I'm going to be just like, "Well, what the hell is this? Why are you posting me?" I'm going to post pictures of like baboons taking a dump. "Hey, check out this cool baboon taking a dump."

I'm going to screw up because you shouldn't have added me without asking me. Send an invitation to your party, don't just show up to pick me up and force me in the car and throw me into the party and make me dance in my underwear. I wasn't ready for this. I wasn't ready.

Again, don't just arbitrarily add people. That's a big no. People like for you to call them and invite them, and you know the same thing with events. I have mixed feelings about events. Don't ever send me a freaking game invitation. People create events for things—in the internet marketing, it's kind of taboo. I'm going to give you the unspoken rule, don't create a Facebook event for your product launch and then add everybody to the event. I automatically take myself from that.

Here's another one that I didn't mention, you can start group chats as well as private messages but adding a whole bunch of people to them, don't do that shit. That just annoys people. When you automatically go, "Oh, well let's see. I've got 50 friends. Let me start a private message with these 50 people and put a link to my product." God, instantly reported to Facebook if you do that to me.

Again, this is all because of the perception of privacy that we have. Obviously, it's the internet and it's Facebook. There's nothing private about it. You literally answer my friend request, and you said yes, I want to be your friend.

For me to get pissed off that you sent me a private message is not my place, but it's because that I have a perception of privacy. We have this social perception of, "Oh, that guy just communicated with me. Why? Who do you think you are sending me a private message, buddy?"

I think a lot of that comes because there's so much spam out there. I keep getting these people from—they're not even my friends. Sometimes they can send you message and they're not even your friend. I get people from third world countries that I can't even pronounce their name. I'm not trying to make fun of anybody's name but I'm just saying more than likely, that's not somebody that I know. I know I don't know you.

They got pictures of a book or like an eBook as their profile picture or something like that. I'm just like oh my god. The conversation starts at, "Hi, how are you today my dear?" And I'm like, "oh, Jesus Christ, I don't even know who you are. Your name is wakeful and you just called me dear. There's a picture for an eBook for your cover."

This isn't going to end well. I'm going to humiliate you and then I'm going to take a picture of you being humiliated on this chat and I'm going to post it so that everybody on my Facebook wall can see. Again, don't do the group chats, be very mindful of people's perception of privacy. There's a lot more.

Digital interaction with others. Originating a post is the way that you share your thoughts with the world. People love to know what you're thinking and what's going on with your life right now. We talked about this before, the reality TV type of phenomenon. People love to see how others are living and what's going on with people's lives right now. You sharing your life on Facebook is important, but do we need to know what you ate every meal?

Some people go overboard with this like, "Hey, I'm getting in the car now. Hey, just arrived." They're just posting and posting. Oh my god, Jesus! It was like a lot. "I'm brushing my teeth now, here's a selfie." It's like constantly—that just kind of gets old because you're just clogging up my feed with you, everything. It's like, "Hey, I farted." And then you're posting that. Please. You can share your life and it's important that you share a little bit of your personal life with people. It, helps business. It establishes trust as we talked about before. But again, people love knowing what's going on right now in your life.

Commenting on other people's posts when they post about what's going on their life, they love it. This is kind of like walking to a group of people and taking a turn on speaking. Commenting is a very, very, powerful social behavior. It's an acknowledgement. You're coming into someone's conversation, and you say, "Hey, yeah, I know a little bit about that. Let me talk to you about that.

When you voluntarily come in and comment on something, it's very flattering to people. It's something that you should do when you're digitally interacting with people.

Another thing that you can do if you don't want to go as far as commenting, acknowledging someone. Liking other people's posts, clicking that little like button. The party principal example of that is like smiling and nodding as acknowledgment at something that they've said or done. That's the equivalent of clicking the like button.

Either we like something, or we don't. That's the other point that I want to make here. Don't ask people to like you. I hate when people do that. Whenever somebody says to me, "Hey, would you go like my page?" I say no. "No, I won't go like your page." Like is not something that you can ask.

You don't go to somebody like literally, would you go at somebody in my party and say, "Hey, excuse me, would you like me? Please like me." No! You don't do that in real life. What are you a moron? You don't walk up to somebody, "Hey, excuse me would you like me?" And if you did, I'd be like, "Awe, I feel bad for you. Okay, maybe we should."

Is that what you want? You want pity? You want sympathy from people? No. Don't ask people. People are either going to like you or they're not. That's why should be yourself. Remember, liking other people's post is like smiling and nodding at them.

In my experience, there has been a couple of people that overdo this. One of them, his name is Seth Lauer, he's got to chill out a little bit. But, Seth, he's a good guy and he develop a reputation for—literally his nickname became "the finger" because he was so quick—he was like always online and whenever you posted something within three seconds, Seth Lauer would like it because you could see a list of the people that have liked what you posted. If you just hover over that little like thing, you could see how many people have liked what you posted. Seth would constantly be liking everybody's posts. Here's the thing, it made him popular. Everybody was like, "Oh wow, Seth always likes my post."

Here's another thing that happens. When you constantly like things, Facebook sees that as you wanting more of that. The more you like certain pages and certain posts from certain people, Facebook will display more and more of that. It'll make that person's post more important in your feed and you'll see more and more from that person, the more you comment and like. When you're posting and you're commenting and liking a lot of people's posts, what happens is now they come up more often on your feed. Liking somebody else's posts is kind of like smiling and nodding at them in acknowledgement.

Sharing something, that's like an even bigger compliment. Sharing something is a great compliment to the original poster. When I post something, I love to see that 10 people shared or 12 people shared it.

There's an important lesson to be learned there. If you want people to spread your message, post sharable content. Post stuff that people feel good about sharing. We love sharing stuff. We love being the person that has the news. We love being the first to tell somebody about something, don't we? It's like, "Hey, did you see the movie?" Spoiler alert. Spoiler alert.

We love being the first ones to tell the story or to tell others about something. If you can create content, whether it's images, videos, or posts that people love to share, that people want to or feel the need to share with their followers, then you're going to be sticking your foot in the door to viral growth in your business.

Sharing something is a great compliment. Literally, this is how viral happens. You share something and then your friends see it when you post it. When they share it, they comment. Your friends can comment, and they can share as well. Their friends that they share it with can share and so on and so on. This is how things go viral. This is how funny picture of the kitten playing with the dog goes viral. This is how things eventually they just spread so fast.

A video can get a million views in a matter of days. Sometimes in a matter of hours because it just goes so fast. So funny, so interesting, so engaging, so imparting, so newsworthy that people are just sharing and sharing. They feel compelled to let all their followers know about that. What would be so important in your feed that you would share, you want every single person that follows you to see it. When you got that formula, create things like that.

Here's another thing. Inviting people to like a page or an event can go either way for you depending on how relevant the page or event is to your people. I talked a little bit about this before especially with the events thing. Inviting somebody to like a page is a lot different than forcing someone into a group.

If you invite me to like a page, I could easily just turn that invitation off. It's about basket weaving; I'm not a basket weaving kind of guy so I'm not going to like this page. I'm not going to go there; I'm just not going to go. But if you're constantly inviting me to basket weaving and to basket weaving class, "Here's to introduction to basket weaving and tomorrow here's my basket weaving game app." Eventually, there's going to be like, "Enough with the basket weaving dude. I'm not a basket weaver. You're either going to end up blocked or something."

Maybe you're an internet marketer that wants to follow me because you're learning from me, but because of your tactics that you're constantly seeing these basket weaving invitations, constantly being added to basket weaving groups and things like that, you're turning me off and I'm going to block you. Again, you might be hurting yourself because you're alienating people that can help you because you're not using the proper social etiquette. Don't just automatically add people.

Again, if you invite me to something that's not up in my alley once or twice no problem. If I keep getting this Farmville or whatever the hell it's called, I keep getting these requests from you,

you're done. Once or twice is okay, I understand but eventually I'm just going to block your ass and that's it.

Game invitations like Farmville or whatever, they're freaking annoying. Here's the thing, yeah, I have personal friends and that's why I have, "You invited me to play a game, no problem." You invited me to it three times, if you're somebody that I know personally, I'll send you a personal message, "Hey, dude stop inviting me." Or I'll just block that game app. I usually block all game apps so you can't even invite me even if you try because I've already blocked the game app. I usually do that on my own. If you're somebody that I know, I'll give you the courtesy of, "Hey, stop inviting to these games."

What happens is people are playing these games, and these games are built to go viral. So, the games are like, "Hey, do you want 303 points? Click here, invite your friends and you'll unlock the next level." They do that kind of stuff and it's very smart for them because they invited all their friends and now, they get more people, and those people invite more people because they want points, and they want to unlock the next level. It's very clever from the app designer and the app developer standpoint but it's annoying for me, it makes you feel like you're stepping into my 3-foot personal radius of space here.

Again, it's freaking annoying. I don't use Facebook as a place to play games. I'm not a gamer. My wife is a gamer, but she doesn't even play Facebook games. She does games on her iPad. Again, be very cautious with the games.

Okay, here's some tips. I'm going to give you some text expression tips to help you bridge that gap in the digital divide, and then I'm going to close it off with some important notes.

First and foremost, acronyms. Acronyms are useful at times but use them sparingly. and I, we're talking about this today in the car. Acronyms became very, very popular with the boom of social media because of text character limitations like in Twitter. See, you only have in Twitter for example 140 characters to get your message across. It's not like Facebook where you can have a wall, and you can have a whole post. In twitter, you have 140 so if you had something lengthy, you must abbreviate.

A lot of comment abbreviations, they just became common place. We literally use them now in SMS text messaging. We use them in Facebook in Twitter, we use them all over the place. What I mean by these acronyms are LOL, laughing out loud, LMAO, laughing my ass off, WTF, what the fuck, those are common acronyms and there are many others SMH, shaking my head. There's a lot of different ones out there.

When you don't know an acronym, when you're not familiar with an acronym or you see that somebody's using that acronym, you just Google it. Just go to Google. Don't be that guy that looks like, "What does LOL mean?" Then, people start laughing at you. That's not fair, you're laughing at me." Yeah, you know why they're laughing at you? Because you don't know how to use Google.

You got it right there open at a tab. There's probably a website right now that you can go to and look up all these social media acronyms and urban dictionaries and things like that. Use Google if you're not sure.

Hashtags. Here's something that I wanted to throw in there. Hashtags are a word with a number sign in front of it. That little pound sign, that little number sign, a shift 3 on your keyboard.

Hashtags enable you to create a searchable thread. For example, if I want—let's say I'm watching the world cup soccer game, and I have some comment about the cup that is going on right now. I might say, "Oh my god, this game is incredible. Did you just see that! Goal! It was amazing #worldcup."

Now, what happens is anybody that uses the graph search in Facebook, anybody that types in world cup in the search bar, the hashtag thread is going to come up. Every single post by anyone that's included #worldcup will come up.

This is a cool way for you to hide content as well. For example, you can create a hashtag called number which is pound or hashtag searchable thread. If I literally were to type what you're seeing on your screen right there, #searcheablethread, anybody that tags that or search the word searchable thread will find that thread that I've tagged. This is just for the purpose of example, if you typed that into Facebook right now, you'll probably get a blank page. You can create your own public thread that anybody can see. Those are hashtags.

All caps. Here's some social etiquette for you right there, there's probably the most misused one, all caps are considered screaming. Don't type in all capital letters, okay? If you do, you're coming off either as a psycho or a noob. You just look dumb, don't do it.

I'm trying to help you here; I'm not being judgmental but if I was, I wouldn't care anyway. The reality is that typing in all caps is awkward. It means wow, you don't even know how to use the computer in front of you.

If you're in a Facebook group trying to recruit affiliates, trying to build relationships with people and you're typing in all caps, it just makes you look like somebody that doesn't know what they're doing. They don't know how to use it. That's not a good way—remember what we talked about with first impressions. It's not a good way to start that relationship with a joint-venture partner that you're asking him to trust you, trust your information product and promote it, you don't even know how to use Facebook properly. You don't understand digital social etiquette, but you want me to promote your information product that you created on the internet? Again, all caps considered screaming. Only use it to stress words.

Make your posts and comments easy on the eyes. This is another one that people don't know. One thing that gets me, and I point it out all the time, I don't care if it embarrasses you. When you type feature-length post, I'm talking 400, 500 words in a comment or post and you don't even

know how to create paragraph breaks. I literally must follow the text with my finger on the screen. Now, I'm greasing up my screen, I got to clean it with Windex because you don't know how to press shift and enter at the same time to create a paragraph break.

Break up your text into small, absorbable chunks of information. It makes it easier on the eyes. It makes it easier to read. It makes me feel better reading it. It's just etiquette. You wouldn't type a letter without creating paragraphs. You wouldn't type an entire page of text without one space, right? Again, don't do that when you're typing. When I read a letter, it's not glaring at me. I got to look at a glaring screen, I'm reading text with 400 words without one space in it. Come on!

The next one. More than two smileys per post and you start looking like you have turrets. Don't do that. People go smiling crazy. A smiley is not a period, people. A smiley is something that you use, "He."

Here's the thing with smileys, usually when people want to try to make sure that the person knows that I'm smiling right now, I'm not being a dick. I'm just saying, "Hey, that thing looks terrible. Ha. Smiley face." I'm trying to break the digital divide and let you know, "Hey, I'm not being a douche right now. I'm smiling as I'm saying this." So, they put smiley faces on.

One is enough dude; I know you're smiling. You don't must put one at the end of every sentence. You don't must put "Smiley oh sad over here, happy over here. Oh, look at me with a little party hat. I'm partying right now look at this smiley." Oh, shut up already. If you're doing more than two smileys I think like, "What the hell are you doing?" It's like you ever talked to somebody and they're just talking and smile. At the end of every sentence, smile. At the end of every sentence, smile. It's retarded. Don't do that. It's dumb. No more than two smileys per paragraph.

Also, you don't need to sign your post. I love it when people Dear, Facebook and then they start posting and at the bottom of their post they're like Sincerely, John.

John, we know it's you dude. I can see your picture and your name at the top of everything you post and comment. That's kind of what Facebook is, it's like your name and you're commenting. You don't need to put your name again at the bottom. Come on, what are you thinking?

I get emotional when I talk about it because it's kind of common sense though, but people do it all the time. "Oh, I don't even realize that." Okay, well you should because you're in a JV affiliate group telling me that I should be promoting your product but you're signing your own post, you put 13 smiley faces and you're using all caps.

Don't use auto posting software. This is another one that kind of makes you look detached and silly. Hootsuite and other ones. If you ask me about Hootsuite, I wouldn't be able to tell you about it. I may be mislabeling it right now. I don't like anything that pretends to be human on Facebook or on social media.

If you're that busy and you've got many sites, then you should be paying assistant to be your social media manager. That person should be posting on your behalf. If you've got that many groups and that many things to manage that you're auto-posting and using software and things like that, you know what's going to happen? Eventually, your relevance is going to go down because Facebook can tell the IPs that are being posted from. It says at the bottom of the post "posted via Hootsuite" or "posted via Mobile" or "posted via PC" or "posted from wherever."

Facebook has this algorithm for determining relevance, Edge Rank. Based on the amount of people that are commenting on your thread, the more people that are interacting with a specific post that you made, the more relevant that Facebook wants because it makes sense. "Oh, wow. A lot of people are interested in this. Let's give it more priority.

That's called EdgeRank. It keeps bumping your post, it keeps pumping things to the top. Sometimes, people try to artificially create EdgeRank. They post things that are going to compel people to post.

Have you ever seen something where somebody will post a mathematical equation like, "Only geniuses will get this right." And it's a picture of 4+11=3, 3+2=1, 5+2=? Now, you've got like 300 idiots just posting answers. "Is it four? Is it five?"

Here's what happens, the way the Facebook algorithm reads it, "Oh wow, this post must be important because all these people are commenting and reacting with it, let's give it EdgeRank, let's get it up there and let's get it more priority in the newsfeed so it's now coming more often for more people." If that post happened to have a logo or slogan or is linking back to a site or something like that, guess what, you just got that in front of more people. Again, that's EdgeRank. That's one thing.

Auto posting, if you're doing these posts through some sort of software, Facebook realizes, "No, no. There's trickery going on here. There's some sort of trickery. This is automated. We're going to penalize this guy. Not only are we going to remove this one from the newsfeed, but we're going to make it even harder for his future posts to get on there."

Don't be that guy. That's why I don't use those things because they can hurt your relevance. I'm not saying they will, and they do, I'm not an expert on auto-posting scripts. There's always one, ", I've been using Hootsuite for 19 years." Before Facebook you were using it? Okay, whatever. Good for you.

Anyway, think of your posts like a conversation, not a letter. When you post something on Facebook, it's like you're at a party. It's like you came to my house and you're talking to me face to face. You've got to be mindful of what you say just like you would if you were standing and talking to me in a public place to whatever degree you're willing to go in public should be the degree that you should be willing to go on Facebook. Unfortunately, people push that envelope a little bit

more because of the digital divide, because they don't see people—but again, you got to be mindful of that.

Remember that it's a conversation. You should talk on Facebook the way that you speak to me, in the same voice so to speak, the same voice that you would speak in a lobby of a hotel or at an event or wherever. That's the way that you should speak to me because that's the way that you're going to attract the right type of people. The type of people that like you, that type of people that want to be around you, the type of people that are interested in what you must say.

If I am writing a term paper, like I would write if I was writing a book, you're writing in a different voice. What tends to happen is that it tends to push people away. It doesn't attract the right people. The people that are going to want to be around you, that are going to want to hear from you.

Self-liking. This is a pet peeve. It's not bad but again, self-liking is like publicly patting yourself on the back. "Wow, I just said something cool. Ha. Let me pat myself on the back. Here, way to go!" You like your own post; it's kind of silly. It's not wrong, it's just one of my pet peeves. You're not going to upset anybody by liking your posts. Somebody might goof on you occasionally but again, if you self-like your post, the world won't end.

To wrap it up just remember this. When it comes to social etiquette, when it comes to establishing a brand, becoming a person of value and attracting the right people, just don't be a douche. Stop trying to please everyone on Facebook.

Anybody that knows anything about me, especially my social media presence knows that five, six years ago, I made a very drastic shift in the way that I present myself online. I stopped wearing the shirts and the ties. I stopped censoring what I say. I talk like myself. I am myself; I am me.

Something wonderful happened, I pissed off a bunch of people. They left. "The nerve of you, you just said shit. Oh my god. I'm leaving. Never to be on your Facebook." Good! Get the hell out of here because if you can't hear the word shit, oh my god, I don't even want to know you.

What kind of adult are you?

Again, I don't have kids on my friend's space. Everybody is an adult; I don't add kids. Again, you should just be yourself. Everybody's got a certain degree. I've got mine; you've got yours. You just go to the degree that you would go in a public place. Don't go out of your way to piss people off.

Don't be a dick. Don't be negative Nancy. Don't go into Facebook looking to poke. To be argumentative on purpose, there's always one of those everyday you'll deal with one of those guys. No matter what I post that guy will just take an opposing viewpoint just to argue. He just wants to argue. That's what he does. He wants to argue and there's so many of those guys out there. Don't be that guy. That guy doesn't make many friends. But anyway, nobody wants to be around that guy.

The worst thing you can do is stop trying to please everybody. Political correctness, it deserves to be in the garbage. Political correctness is going to isolate you. I'm not going to get into a rant but for some reason nowadays, everybody feels that they need to preface everything they say with a disclaimer. "Look, you know what, I have nothing against homosexuals. I have a lot of black friends. I'm not a racist. Let me tell you something, with regards to gay marriage and our current president. Blah blah blah."

Wait, why did you must tell me that you have gay friends? I don't care that you have gay friends. What does that must do with anything? What does that must do with what you— "Well, you know, I just don't want you to think that I was homophobic." Why would I think that? Just because of your opinion? No. We've just become this divided, segmented society.

Look, be yourself. Don't piss anybody else. Be yourself. Don't go out of your way to piss somebody off or be argumentative or start a fight or say bad things or just be mean on purpose. Don't do that. Don't be afraid to be yourself and speak your mind. Not the way that you would if you were at a party and a lot of you are drunk and acting stupid, but the way that you would if we just met in a lobby of a hotel or in a social gathering. Trying to please everyone, you know it.

At the end of the day, look, there's always going to be somebody that doesn't like you, that's not happy. You're not going to please everyone. The worst thing that you can do is try to please them all because that's the fastest way to failure. Be yourself and attract people that like you.

When I made that radical shift in my business and my online presence, a lot of people shifted. But you know what, I attracted twice as many people as I pushed away. That's what happens when you become yourself. All my life, I grew up thinking, "I shouldn't mix business with politics, and you shouldn't mix business with religion. Tell people that you are a Christian." Yeah, I should. Why not? Why? What's the problem? "Well, because you know what, you might upset somebody." I'll upset somebody because I'm a Christian?" I don't care then. Let them leave.

You know what happened? The people that didn't like the things that I believed in or my opinions, that didn't want to hear my opinions, they just left on their own. You know who I attracted? For every person that left, two new people that did like my opinion, that did want to be around me, and that did want to hear from me, those are the people.

It's kind of like the battered wife syndrome. Leave. Just leave. If somebody's beating you up, leave. Why be around people that you shouldn't be around, that you don't want to be around, that you don't like.

Unfortunately, we've just become this society that you buy things that you can't afford with money that you don't must impress people that you don't like, who don't care about you.

Again, just behave the way that you would in person at somebody's barbecue. If you came to house for barbecue party, behave that way, and you're going to be alright.

Use these tips to build your brand online and increase your online income.

I hope that you're able to bridge that digital divide. At least now you're aware of it and you're going to be to do able things to draw a good line between social and business, through personal and business inside the social divide and use the proper etiquette.

Thanks for listening and I look forward seeing you in the next video. Take care.