



Join MAP Now  
Click the banner below!

## SOCIAL AUDIENCES FOR MARKETERS



**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



# Affiliate Marketing Done For You

[CLICK HERE  
FOR ACCESS](#)

## Social Audiences for Marketers

Ladies and gentlemen, welcome. We're going to be talking about Social Audience Building for Marketers. My name is and I'm here with my beautiful wife.

We created this presentation because one of our students hit me up on Boxer and said, ", what are the actual steps for building an audience, building a tribe, being able to grow a stadium full of people that I can sell stuff to and how do I do that on Facebook?"

I decided to take the answer that I gave her and put it on entrepreneur's issues. I feel that you can probably gain a lot from this, there's eight steps to it. There are eight basic steps to building a tribe that you can market to on Facebook. The cool thing about this is that this concept can be repeated for different niches repeatedly, right on Facebook, or on different social media platforms. Remember that social media is huge and is not just limited to Facebook.

A lot of people think that the word social media is synonymous with Facebook but it's not. There are a lot. I mean, there are hundreds of social media websites out there. Facebook just happens to be the biggest. YouTube is a social media website, and you can build tribes there. You can build channels on different topics that have subscribers that you can message and that you can market to.

There are all kinds of social media websites that you can use these eight basic steps to build a tribe that you're going to market to. But it's important that you follow an organized method of doing it. I'm not saying that these eight steps are the only steps, the best steps, that these steps won't change, or that maybe I'm going to be doing it differently a week from now, a month from now, or a year from now, I don't know. It's the internet, man, things change. But it is a basic concept that you can repeat and regardless of what level you're at, you can get something out of these steps.

Number one, this is important. Schedule a time for social media daily. It's important that you do this because you've got to look on this as a job. Facebook, for the average person, is a place to take a picture of your food, to reconnect with your kindergarten teacher, to look up old boyfriends, or whatever the hell it is that you do with your Facebook. But for us, Facebook is a tool. That doesn't mean you can't post a picture of your food occasionally or whatever. Using Facebook is free. You need to schedule a time for social media daily and not only do you need to schedule a time for it daily, but you also must use that time wisely. Facebook is a distracting environment.

You can be on Facebook for hours reading people's posts. Heck, just laughing at memes about Donald Trump, whatever that floats your boat. You can be in there connecting with people, messaging people, and the time just flies by. It's an addictive website, one of the most addictive sites, I think, in history. You've got to make sure that the time that you're dedicating to your business.

If you're a newbie and you don't even have a social media account yet—well, in the beginning the time that you're investing is going to be towards learning. It's going to be towards watching videos and tutorials about how to best use Facebook for business. What's the difference between a business account, a regular account, what's the difference between a timeline, a group, a page, an event, and all that kind of stuff.

Just remember that the time that you schedule needs to be consistent because this is work and your business is never going to treat you like a CEO if you don't treat it like a business. It's work, it's not playtime. Create habits daily that are going to help you build that social media presence that you crave.

Number two, if you don't have an account, create your account. I added this as a step because it really is amazing how many people just don't have a Facebook account yet, they don't really use their account, or they do use it, but they've only really been using it like a toy, like a game, like a messaging app, or like something to post funny pictures on. I have family members that think Facebook exists for memes and they just post memes every day, cartoons—just stupid shit every single day, that's all they do. To that person, that's all that Facebook is, it's just funny. It's just fun and games.

If you have a Facebook account, tell me you have been annoyed by at least one person that constantly sends you Candy Crush requests or some sort of game requests because there are those game apps on Facebook. It gets annoying after a while. But for some people, that's what Facebook is. For you, it's business and a lot of people, they kind of struggle with "Well, should I use my own personal account for doing one or should I create another account for that?" You can create multiple accounts nowadays. Some marketers advise it.

I don't necessarily because what I found is that eventually your personal account and your business account are going to be one in the same. Because as you grow your business account and as your popularity and your customer base grows, you won't have to attract people, they'll be looking for you on Facebook. They're going to go and type in your name into the Facebook search bar. What's going to happen if you have more than one account, a personal account and another account? Requests are going to come into both and you're going to approve them and eventually your marketing friends are going to see your personal posts and your family members are going to see your marketing posts and it's all going to become one blurry line.

I don't know of any marketer that has had an awesome experience and brags about how good and beneficial it's been to have a business account, because there's really no difference in the terms of how Facebook looks at you. I'm talking about your personal profile, having one profile for business and profile for the other. Sometimes you even get confused. This issue happened with Yvonne Brown, he had to have one picture all the time for his personal account that he does personal posts because he does a lot of dating, like he's like a self-proclaimed dating master and gigolo. He would post a lot of dating jokes and things about how he's God's gift to women on his personal account. But then that didn't sit very well with his female colleagues in the marketing account. He used to mess them up all the time and sometimes post here and post there and not to mention he's like, "Oh screw it, I don't care, whatever. It's all one in the same."

Consider whether a business and a personality are something that you want to do or if you just want to create one. What I will say is, and something I might still do in the future, I've always thought about it is, once Facebook came out with the page—maybe, since the time you've been using Facebook, pages have always existed. That didn't exist when I first started. When I first started using Facebook 10 years ago, they literally just sent me a 10-year anniversary thing.

It used to be a lot different. You can have a Facebook page; it looks completely different. There were no Facebook Groups. There were no Facebook Events. There's no Facebook Live. There's none of that stuff. Nowadays, you can have a page, and a lot of businesses create a Facebook Page, and the difference is you don't have Friends you have Likes and you don't have any limitation as to how many people would like your page. But on your personal account, you can have a limit of up to 5000 friends, which eventually becomes a pain in the ass.

I currently have about 500 friend requests pending because once you hit that 5000-friend limit, you have to you have to get rid of some friends to be able to make room for new people and accept new friend requests. Occasionally, I'll post something about Donald Trump, Hillary Clinton, or something a bunch of people unsubscribe or unfriend me because they get so offended, and then I just use that opportunity to add some of the other people that have been on the list.

Again, things to consider creating your account, obviously, you need an account and one of the things you'll learn is that after you follow these eight steps here on Facebook, you might want to do them on YouTube, Reddit, or wherever else.

Number three, join groups. Once you've got your account, you're going to want to join groups. Facebook, in particular, that's what they're called, they're called groups. On YouTube they're called channels, and you subscribe to people's channels. A group is basically an assembly, a congregation, literally, a group of people that are all on this page to have a conversation on a specific topic, they have something in common. You look back at history from the time of troglodytes, we've always been hunter gatherers by nature. We've always assembled in clans

and tribes and flock together based on needs because it helped survival. We lean on one another and we're stronger together.

That has transformed now, thousands of years later, into the digital form of groups. We group together based on common interests and needs, and we see this. When you join a group, you want to get involved. You want to be part of the community, get involved in the conversation, post valuable stuff, comment on other people's posts, be useful, be friendly, be nice, be known. This is what you want to do when you join groups.

Well, what groups do I join? How do I join a group? There are millions of groups on Facebook. Facebook has this clever little tool; it's called a search bar. You might have used one of these before when searching for stuff on the internet—the big one is called Google. You can type in something that you're interested into this magical bar and then suddenly you get something called a SERP which stands for Search Engine Results Page, and that's SERP list or what we call indexes a whole bunch of stuff that's relevant to the search term that you entered that magical field called the search bar.

What happens when you use Facebook's search bar, which is called the graph search? Well, it gives you a whole bunch of relevant results based on the term, and you can put anything in there, just like you could put anything in Google, and it's going to try to find things that are relevant. Facebook tries to figure out what you're looking for and it tries to show you the most relevant results.

If you type in "auto racing" into the Facebook graph search bar, guess what, you're going to get millions of results, at least thousands that are all related to auto racing. Beneath the results, there's going to be a menu, and you can segment the results by posts, images of auto racing, people's posts about auto racing, groups about auto racing, events about auto racing, and pages about auto racing. Auto renting, that's probably a whole lot of another sub-niche.

You can click on that and now you could say, "Okay, well, I just want to look at groups." You click on the groups tab and now there's literally thousands and thousands of groups dedicated to auto racing. They're indexed in the order of probably, I don't know if you can sort them by a particular way, but they're indexed by popularity, by engagement level, maybe the top group has 100, 200, 300, or a million members in it. Maybe, a smaller group might have a few hundred or a few thousand members. Maybe, you could sort it geographically like, I want to know auto racing groups in a state, in my county, in my country, or whatever.

You can use this tool to find groups. So far, you've created an account, right? You've made it a point that every day you're going to you're going to do some social-media marketing. You've created an account on Facebook and now you looked for groups of people that have similar interests.

The reason that you want to join groups, not one group, but multiple groups—10 groups, 20 groups, 30 groups, 100 groups, 500 groups, doesn't matter. You really want to do this because you want to be aligned with people that have an interest in the niche that you're going to be marketing in, that you're going to be selling in. Because somewhere down the line, this group of people is going to result in you having friends that are interested in the thing that you're planning on selling later. Those friends will eventually join, perhaps a group or a page that you create, and you can invite them. That is the thinking. That's the forward thinking here in joining groups.

Number four, like pages. "Like," liking is a verb. You can click a button, and you have now "liked" that page. It is registered, like it. There's a record of it now. Everybody knows that you like auto racing because you went to the auto racing page, and you clicked the like button. The other thing that's interesting that happens when you click that like button on that auto racing page is, Facebook says, "Oh, well, thanks for telling us that you like this. We're going to show you more about auto racing." In your feed, from now on, when you log in to Facebook, we're going to try to customize your experience and we're going to show you more auto racing stuff from this group and from other groups, based on the search that you did and based on the button that you clicked.

How do you like pages? Just the same way that you did a search for groups, or you could just search for pages, and you can go to pages and click the like button, and now, you can comment on posts and on images. You can make friends with people and send friend requests or whatever and talk a little bit about friend requests in a minute. But again, liking pages and doing things and being part of the conversation is what's important to keep in mind here.

When you're in a group and you are providing value and getting involved, you will be making friends. How do you make friends? Well, no different when you go to a party. You just comment, start a conversation, ask them if they want to be your friend, exchange contact information. On Facebook, you can send a friend request.

You you'll say to me, "Well, I just created this account. I literally have zero friends on Facebook, it's embarrassing. My mom and my next-door neighbor are my friends on Facebook. How am I ever gonna be big-shot marketer if only my next-door neighbor and my mom—and they haven't even liked any of my posts, and that's my mom."

If you're in that situation, you can start making new friends. I can't help you in getting a new mom, but you can make new friends. In these groups, you can provide value and every one of these groups you can now click on the person's profile. If someone just did a post, you liked that post, and you commented on that post. Maybe you had a little conversation with that person on that post in the comments section and now you want to learn more about them. You can click on their name or on their picture, right there, in that conversation and it'll open that person's Facebook page.

On that Facebook page, you can send them a friend request. You could click that little button that says, "Send a friend request." When you've had a conversation with someone and you send them a friend request, they say, "Oh, okay. Yeah, I remember you. , yeah we just talked about auto racing. Yeah, cool. I'll accept your friend request." That is the normal behavior that adults exhibit in social groups and gatherings.

If you go to a party and you have a conversation with somebody, you share some common interests, you have a drink together, you just meet them, and at the end of the conversation, you say, "I want to stay friends with you. Do want to exchange numbers? I'll give you my business card and give me yours or whatever." "Yeah, sure. Here you go. Here's my number. Give me a call anytime, put me on your Facebook or whatever." A normal conversation, totally different. If you walk up to a stranger in a bar and say, "Hey, dude, give me your number," totally different. At that party, how would you look at that person? Even though we are at a party, you would look at that person like, "Whoa, okay, Relax, buddy."

The same thing holds true online if you just arbitrarily send friend requests, you're less likely, I'm not saying completely unlikely, but you're less likely to get a whole bunch of people responding but some will. You want to make friends by commenting on posts and pics and liking stuff. You can click the like button on people's pictures and on people's videos. People love talking about themselves. The only difference is that it's digital now.

How many times before we had sites like Facebook? When I was growing up, you asked anybody about their kids, they open their wallet and, in their wallet, it just had a little flap that always opened up and this accordion of pictures came out. "This is us in Disney World, this is us when we went to the pharmacy together, this is us feeding our dog, this is the dog biting Joey's ear" They would just have all these pictures, right? Well now, they don't have to do that. Now, it's, "Yeah, I'll share. I'll use my friends on Facebook." Everybody's got their photo albums on Facebook, on Instagram, or on whatever. Making friends is important.

Another way that you can make friends, and I just alluded to it is, these people, by you, liking their posts and all that, they will send you a friend request and then you can approve them as your friends. But you can also send them a friend request.

One of the things that I've learned is, you want to throttle the number of requests you send. If you say, "Well, who do I send friend requests to?" People that have the same common interests as you.

If you're a member of a group and you send a friend request to someone that's in that group, when they get that friend request, Facebook says to you, you've got a friend request from this guy named, has been a member of Facebook for 10 years. He's a member of 32 groups. You can click on that to see which groups are a member of and you guys are both a member of this group.

Facebook tells you a couple things about what you have in common. Now, that person can decide whether they want to accept your friend request.

Sending friend requests is important because this is how you get that that following. This is how you start building that following on your personal profile. We haven't even talked about you making a group yet or building a stadium or creating that tribe yet. We're just assembling friends at this point.

We're going to be careful to do it and no more than 25 per day. I've learned that that is, at the time that I recorded this video for you, that that is kind of the threshold that you want to stay within. I can't say that at the time you're watching this, that that's still the number. I'm just saying that I learned this lesson the hard way. You don't want to just join a group, click to see how many members it has and see that it has 10,000 members and then just start clicking and spend an hour there adding and sending friend requests, and so on. Because, eventually, Facebook and their technology is going to detect that this is unusual behavior. They're going to send you a little message. That little message is going to say, "Slow down, we're seeing activity that is inhuman. People do not normally request this number of friends." You're like super lonely or there's a bot or something here trying to game our system, so they send you this message.

If you don't slow down, they put you in what's called Facebook Jail. It's not called that it's what I call it. They don't allow you to request any more friends for a certain amount of time, then they'll unlock your account, and you're allowed to request friends again. Sometimes the Facebook jail sentence is three days, sometimes it's 30 days, sometimes three months, but eventually, you'll lose your account.

You've got to kind of throttle this. No more than 25 requests per day. You can go into anyone of your groups or anyone in your pages. You can click the members tab and see all the members, who they are, and then click on their name or their picture and go to their page and now send them a friend request. You must do these individually because you can't send bulk friend requests. That would be cool, but you can't do it.

Before I even go to number seven, let me let me go back with the "send friend request" because I want to just spend a moment here to help you do the math here, to understand this. If you're requesting 25 friends per day, it's foolish to think that all 25 people will become your friend. Some people will never even see the friend request because they only use Facebook for posting memes and they accidentally joined that auto racing group 10 years ago. Other people will see your friend request and just ignore it because they don't know you, or because you've chosen to use a ridiculous picture as your profile picture, or a picture of a cat, or you haven't even uploaded a profile picture, so they think you're a creep, a psycho, or serial killer.

For whatever reasons, I would say that at least half of the people that you send friend requests to aren't going to accept the friend request. Let's go ahead and just say that about an average of 12



people, 13 people, or let's say 12 people a day are accepting your friend request. This means that monthly, you're going to be adding about 360 new friends. If you do this religiously and you follow the habit of the daily work doing your social media marketing. That means that on a yearly basis you could have over 3000 friends at it. But, somewhere in the middle of that second year, you know what's going to happen. Facebook's going to say, you just reach your 5000-friend limit.

By this time along, before this time, you're probably going to be able to not even request friends because you're going to have so many friend requests coming at you because you've made a habit of providing value every day, frequenting all these groups, you've got so many people that are already your friends, and you're using viral friend tactics and you're just so active on social media that you're getting more than 25 friend requests per day.

They're requesting you. You, eventually, don't even have to send these friend requests. Once you have a bunch of people on your friends list, you can create your own group. You can create your own group from day one but you're just not going to have anybody to invite because you don't have any friends yet. That's why, in creating your own group or your own page is number seven on the list.

These are the three things that I recommend you do once you create your page or your group. In this specific order, post unconditional and useful value first. I say unconditional and useful value first because you don't want the group to be empty when your first visitors show up there. Because, why the hell would they come back to your party if you don't have any food or any booze. You got to have some stuff for them to consume. If you don't have valuable information for them—and there's two things, that you want to do in all your groups and with all your marketing as you want to edutain people. You want to educate them and entertain them.

If it's an auto-racing group, you want to have some funny videos there about auto racing and you want to have some useful information about auto-racing tracks and whatever. I don't know anything about the auto-racing niche but if that's your niche, if that's your thing, you better know what you're talking about and at least be posting valuable things. And here's the cool thing, "What do I post?" Oh my God, Jesus, go use the Google and type in auto-racing stuff and you're going to get a SERP, a Search Engine Results Page, that's going to have hundreds of thousands of stuff and it's going to be divided by images, videos, comments, polls, products, and click on some of those and now you have thousands of videos, thousands of posts, thousands of websites that you could link to, that you can provide inside of your group.

This is how you provide valuable content in your group and in your page by going, searching, and seeking it out. If it really is a niche that you're interested in, you already have some stuff, maybe just posting things right out of your own head, things that you just know. It's got to be valuable. People find value in entertainment. Don't just think that you must be teaching all the time. That's the first thing you want to do when you create your own group or page.

The cool thing about creating a group is that when you do it, Facebook suggests that you invite people. When you're in the process of creating a group or you have your own brand-new group, Facebook has these little pop ups that say, "Hey, send some invites. Do you want to invite your friends?"

If you've already accumulated hundreds of friends and you click, "Yeah, I want to invite my friends in Facebook." Guess what's going to pop up? A list of all your friends. It's going to say, invite this one and there'll be a little invite button next to each one of them.

I think there's a limit to how many invites you can send to a group. Again, like with everything else, I'm not going to pretend that I know the throttle limit here, but you don't want to go crazy inviting every single person, every single group, but this is how it starts. I didn't talk about this here, but I'm going to recommend—shameless plug here for one of our own products Buzzinar.

Buzzinar teaches you how to build viral lists using viral technology and there are, in fact, social sharing things that you could do like social contests where you reward people for inviting more people and things like that. You can use viral tactics to grow your group.

The third thing that I'm going to recommend is quite simply just run an ad. Run an ad and when you're running an ad—I mean, this is also one of the things that Facebook recommends that you do when you create a group and there's a little pop up that says, "Hey, would you like to take that post that you just did and make an ad out of it? We can show it with more people for you that that have an interest in auto racing, if you pay us." Facebook says, if you pay us, we'll show your ad about your group or one of your posts to your group and your group will show it to other people that have similar interests. You can maybe throw \$20 at it or maybe do a \$20 limit and say, yeah, I want to run an ad. Here's my image, I want you to use this race-car image, and I want you to put this clever headline about auto racing and I want you to tell people join my group.\

And then, it's going to say, "Well, who do you want us to show this to?" And you say, "Well, how about people that have liked all these other groups and people that have liked these pages, and people between the ages of this and that. I'd rather it all be males, because those are the people that are my target audience. I want them to all live in this part of the country." There's a whole bunch of tick boxes that could help you to target your demographic. This is what you can do when you run an ad and you can see how it goes, \$20. If it does well then run, it for a few days.

did this with a group that she did for scrapbooking, and she ran an ad...

: I ran an ad for three days. I think I spent \$20 per day, and I got 1400 members in that group and honestly, I kind of did it just to see what would happen. I created this scrapbook and group because I, at that time, love scrapbooking and I said, hey, when I'm creating the group, it asked me, "Do you want to run an ad?" I was like, sure, why not? I may have had Stevie make a graphic for me or I did it myself. I probably went to him, and I just used that and made an ad. There were 1400 people for \$60.

: That was a very active group for \$60. That was because you didn't shut the ad off. You could have just done \$20, \$10, \$100, or whatever. I'm not saying that if you do the same thing it's going to work in your niche or whatever. What I am saying is that don't be afraid to throw \$20 or \$100 at a Facebook ad account to see how it does.

It's funny because I run into people all the time at events and, "More idea, I'm having such a hard time with traffic," or, "I'm having such a hard time building an audience," and I'll be like, "Well, how much have you invested in traffic this month? Are you running any ads?" "No." "Do you have a Facebook Group?" "No, of course not. Run the ads, no, I wouldn't do that. I'm afraid to lose my money." I go, okay, you spent \$2000 coming to this event and you bought a plane ticket. You flew out here, but I'm telling you, you should spend \$20 running an ad just to see how it does and you're not willing to lose \$20 just to see and build a tribe. This is going to happen. It's part of just testing your market. Run an ad, it is not that tough. It doesn't have to be that that difficult. It's only as complicated as you make it.

Step number eight, rinse and repeat the process that I just went over. You can do this in multiple niches. It doesn't have to be auto racing; it could be freaking car detailing. It could be adult diapers or whatever, give it a name, anything. It's funny that I mentioned adult diapers because they fall under a category called embarrassing niches.

Social media is not like—if you look for hemorrhoid groups, you're not going to find many. Because social media is about people sharing things that they're proud of. I heard a saying once like, "I hope your life is as happy as it looks on Facebook." Because everybody's posting nice and people don't tend to post embarrassing things.

For example, I do know one person that's made a lot of money in the nail-biting niche. They created an eBook about nail biting, *How to Quit Biting Your Nails*. People will spend lots of money to learn how to quit bad habits because they think that there's a secret way, or trick, or everybody's looking for that magic potion. If you create a book or a report or anything that teaches people basic stuff that's out there, I mean, you could literally just write a term paper, 20 or 30 pages on research that you did about how to quit nail biting. You could put a fancy cover on it, make an eBook about it and put it on a website and sell that thing for \$19 or \$10 bucks or whatever and you're going to make thousands and thousands of dollars.

Not because the information wasn't readily available like you found it, you're not an expert in nail biting or an expert in quitting habits. I know some people that are watching this may be trained therapists and stuff like that, I'm not. But that doesn't mean I can't go and do research on it and then put that research together in a nice place with a bunch of resource links and things like that and create a book about it and then sell my report for \$9. Put that on a website and then get affiliates.

When it comes to social media, if your traffic is going to come from viral sharing, people are not going to share. "Hey, look at the book that I just bought everybody, it's about curing hemorrhoids. If you got hemorrhoids like me. Click this and you're gonna love this book." People are just not going to share your shit. Sorry, you're in the wrong niche. So, you're going to have a hard time with that kind of embarrassing niche. But there are millions and millions and millions of niches out there that you can build audience and affiliate marketing doesn't have to be the one. Just because you're a marketer doesn't have to mean that you sell, make money online products, or that you market to marketers.

You could learn these tactics and apply them to any niche. But you're going to then have to recruit affiliates in that niche. If you come to me and say, "Hey, I'm in the auto racing niche. I just created a product here. Can you mail it to your customers?" The answer is going to be no. "But why won't you help me?" Well, here's why, I'm not in the auto racing niche and you're putting me in a real tight spot asking me to promote to my marketers, my newbies, and my business owners about auto racing. You're not going to make any money and I'm going to confuse my people and get a whole bunch of unsubscribes. You're going to now be tasked with having to go and meet people. "Well, how do I find auto racing affiliates?"

Go to Google, type in auto racing products, find out how many books there are, read the part that says written by, then go to this site called Facebook, type in their name in the graph search bar, and there they are. "But what do I do next?"

Click the friend request button, see what groups they're in, comment on their post, become their friend, introduce yourself, don't act like a psycho, and guess what? You have somebody that you could possibly approach about an affiliate joint venture. Repeat the process as you've got 100 people that you could joint venture within the auto racing niche, and you didn't even need 's list of customers to do it in. Who would have thunk it? "But that's hard work." Yeah, this is where the rubber meets the road, baby, you got to do the work. You have got to build the business.

Hey, I built mine with 's help. We've got thousands and thousands of customers and affiliates that we can promote products to and then we can ask for promotions as well. You can do this in multiple niches, and you can do it for multiple purposes. Embarrassing niches, those are going to be a problem for you. You can even repeat this kind of process on multiple networks. It doesn't have to be Facebook. You can build a channel group and use a company called YouTube. You can do it on Instagram, Reddit, Twitter, or pick your poison but rinse and repeat the process.

Remember, you are in the best possible time to attract an audience and develop a tribe and build a business. I repeated the word audience there twice because anybody can do this. You are in the best time to do this. I didn't have Facebook Groups. That wasn't a feature that was available to me when I started. When I was a kid, I had to walk uphill, barefoot to school both ways. I don't mean to sound like my dad. But look, you really are in the best possible time to do this. You have

so many avenues for building a tribe. If you can do 3000 per year with just Facebook, imagine if you're also doing this on YouTube. Imagine if you're also doing this on Twitter. Imagine if you're also doing this on Instagram. Imagine if you're disciplined enough to spend two hours a day and you split up that time into marketing across all those social media platforms.

We haven't even talked about LinkedIn. We haven't even talked about all the others that you could possibly be using in your business. It's never been easier than it is today to connect with people—period. We are a much more connected planet now because of the internet and more importantly because of social media. Building a tribe is easy.

I just won't accept any other kind of argument from anybody because when I started, we were on dial up, man. We were on dial up. If you wanted to watch a video are uploaded a video, you had to leave that shit overnight and hope that the call didn't get interrupted because your telephone was literally connected to this modem that had suction cups on it to try to upload data. But nowadays, I can just click one button from my smartphone and I'm broadcasting live to the entire planet across Facebook. That used to require something like a van outside the building with a satellite dish and an antenna somewhere. But now, you can do that right with the phone that you have in your hand or maybe even the device that you're using to watch this presentation right now.

Do your research too. Don't just think that this is the only thing you can do. You can also create lookalike audiences inside of Facebook. Once you already have an audience, you can tell Facebook, "Hey, build a similar audience for me, based on things that this audience has in common." You can use viral tactics like things that I talked about Buzzinar. Be creative and be strategic. You can build a huge tribe and a huge following if you just put your mind to it.

Thanks for reading and I'll see you on social media. Take care.



**Top Match** **HIGHLY RECOMMENDED RESOURCE**

Based on your interest in this subject you will greatly benefit from MAP.

Access this super affiliate platform **HERE**

