



FACEBOOK ~ FAN-BUILDING WORKSHEET

Use this worksheet to organize your fan-building efforts into daily, weekly and monthly tasks.

BUILD MY AUDIENCE

Actions to take regularly. Choose task and frequency.

FACEBOOK ACTION (Check the action to take and choose frequency.)	Frequency
<input type="checkbox"/> Share My Page (Admin Panel > Build Audience > Share Your Page) Shares page on your own (personal) Timeline, a friend's Timeline, a Group's page, or on another page I manage. Commentary allowed. (E.g. Share your page on a friend's page if you offer a product/svc. they've inquired about.)	<input type="checkbox"/> Weekly <input type="checkbox"/> Bi-Weekly <input type="checkbox"/> Monthly <input type="checkbox"/> Bi-Monthly
<input type="checkbox"/> Invite Friends (Admin Panel > Build Audience > Invite Friends) By default, Facebook first shows you recent interactions with friends. Grayed-out friends already "Like" your page. Other choices from the drop down menu: Search All friends, geographic areas, groups you are a member of, and Lists. NOTE: For greater reach, use Friends from multiple Admins.	<input type="checkbox"/> Daily <input type="checkbox"/> Weekly <input type="checkbox"/> Monthly <input type="checkbox"/> Bi-Monthly
<input type="checkbox"/> Invite Email Contacts (Admin Panel > Build Audience > Invite Email Contacts) Choose from several online email contact lists (Yahoo, AOL, Gmail, etc.) to import and send an invitation. NOTE: For Outlook, best to create a CSV file for Facebook to access.	<input type="checkbox"/> Daily <input type="checkbox"/> Weekly <input type="checkbox"/> Monthly <input type="checkbox"/> Bi-Monthly
<input type="checkbox"/> Create An Ad (Admin Panel > Build Audience > Create an Ad) Choose from several types: <input type="checkbox"/> Sponsored Stories (Page Like Story, Check-In Story or Page Post Like Story) <input type="checkbox"/> Facebook Ads (Ad from a Page post or New ad message) <input type="checkbox"/> Ad from a Page Post (Default is Most Recent Eligible Post, but others available...) <input type="checkbox"/> New Ad Message (Write your message in dialog box. 100 characters max.)	<input type="checkbox"/> Daily <input type="checkbox"/> Weekly <input type="checkbox"/> Monthly <input type="checkbox"/> Bi-Monthly
<input type="checkbox"/> Message: _____ _____ _____ _____	Target: Location (City, State, Zip, All), Age, Sex, Interests, Connections on Facebook, Marital Status, Language, Education & Workplace: Price/Ad:
<input type="checkbox"/> Create An Ad (Admin Panel > Build Audience > Create an Ad) Choose from several types: <input type="checkbox"/> Sponsored Stories (Page Like Story, Check-In Story or Page Post Like Story) <input type="checkbox"/> Facebook Ads (Ad from a Page post or New ad message) <input type="checkbox"/> Ad from a Page Post (Default is Most Recent Eligible Post, but others available...) <input type="checkbox"/> New Ad Message (Write your message in dialog box. 100 characters max.)	<input type="checkbox"/> Daily <input type="checkbox"/> Weekly <input type="checkbox"/> Monthly <input type="checkbox"/> Bi-Monthly
<input type="checkbox"/> Message: _____ _____ _____ _____	Target: Location (City, State, Zip, All), Age, Sex, Interests, Connections on Facebook, Marital Status, Language, Education & Workplace: Price/Ad:

BUILD MY COMMUNITY

Map out the type of Facebook pages to target. Be sure you're Using Facebook As Page when Liking these business pages:

FACEBOOK FAN PAGES TO TARGET (List business names [pages])
<input type="checkbox"/> Neighboring Businesses (e.g. professionals, shops or restaurants in immediate neighborhood) _____ _____ _____
<input type="checkbox"/> Power Partners (e.g. For professionals, your CPA, attorney, bookkeeper, insurance broker, employment agency; for trade businesses: painter, electrician, carpenter, contractor) _____ _____ _____
<input type="checkbox"/> Suppliers (e.g. If you are a reseller of one or more product lines, list suppliers' fan pages) _____ _____ _____
<input type="checkbox"/> Industry News Sources (e.g. trade pubs/experts, major news sources, etc., posting stories to their pages on topics affecting your business) _____ _____ _____
<input type="checkbox"/> Causes/Charity Pages (e.g. humane society, fundraising orgs, cancer prevention, health care, etc.) _____ _____ _____
<input type="checkbox"/> City/Government Pages (e.g. Napa Chamber! NV Register, City of Napa, Land Trust, etc..) _____ _____ _____
<input type="checkbox"/> Ancillary Business Pages (e.g. Same Biz as you but a long way away so not a competitor, local tourism businesses) _____ _____ _____

Now that you've identified pages representing businesses in your geographic area, power partners you work with (or would like to), suppliers' pages, industry news sources, your local/nat'l causes and charities, government pages of interest and competitors who are too far away to be competitors, begin Liking them on Facebook. | Save searches that you perform to find other pages so that you can repeat them in the future. | Keep a list of whom you Like so you can keep them in mind for cross-posting a story that may be of interest to them.