

The Facebook Friend System

A step-by-step marketing blueprint for Network Marketers. (Finally!)

Brought to you by:



MLMZing is the premier source for the exact marketing blueprints you need to market YOUR network marketing business on the internet.

Have you seen the webinar?

[Click here to watch](#)

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Official MLMZing Marketing Blueprint created by Andrew Murray & Marie Torres

www.MLMZing.com



Introduction:

This marketing module is quite different from the core training course at www.MLMZing.com.

Each module of the core MLMZing curriculum is made up of complete and tightly edited training videos that literally show you how to start marketing today. Many of the modules explain completely free marketing methods. Some of them explore paid methods.

Each marketing module comes with an attached **PDF marketing guide/checklist** that summarizes the steps explained in detail in the videos. This way, you can easily have an action checklist in order to start dominating your MLM business in that area.

The mission of MLMZing is to finally teach people proven methods, that we have personally used and dominated with, and to deliver them in a clear, actionable way, without any excess clutter or pitching products that you don't really need.

Our goal at MLMZing is to **reduce the overwhelm, clutter, and inconsistency** in the network marketing training market, and give people **real marketing blueprints that generate leads, and recruits into YOUR business**. We want to give you a clean, streamlined way to market your business and start putting money in your pocket!

We have no recurring fees.

AND we have a killer compensation plan for members that allow them to make hundreds of dollars every week – without distracting you or your team from your primary opportunity.



Here are some testimonials of people who have actually used the MLMZing course, and started to finally understand how to market online and generate leads.

All I can say is "You've Just Given Away Some of My Most Prized Secrets!

NOOO!" 've been a full time internet marketer for over a year now, and I have a few closely guarded secrets that I only reserved for my personally sponsored teammates...

And you share at least THREE of these secrets in MLM Zing.



I don't know whether to panic or to be grateful that you're actually sharing these strategies with the few fortunate people that get your training. Well done!

This is the perfect introduction to internet marketing for mimers because it gives a great overview from understanding the basic terms, to how to use research tools, and the thought-process behind everything.

For a measly \$297 (less than the cost a 1 credit hour at any of the 6 colleges in my area) you can get your hands on a TON of info to get your online mlm business off the ground.

And this course DOES include everything that you'll need to go from zero to 6 figures in my opinion. MLM Zing [is a] MUST BUY if you're a total newbie to internet marketing.

Adam Holland - RevolutionProfits.com

MLM Zing
For The Flexibility Biz



Don't make the same mistakes I did. After my first 1 1/2 yrs online I was still as lost as ever and \$12,000 poorer, which was all of my savings at the time. It always came down to the same problems no true, current, step-by-step training to learn how to build a vehicle to generate motivated & targeted leads.



The great thing about MLM Zing is that the system shows you step by step, exactly what you need to do to accomplish x or y. At the end of each training, the system forces you to be accountable with action steps. So many people take in training but never apply it and MLM Zing solves this problem.

Finally, this is your opportunity to bring more distributors into your business, generate as many leads as you want, to have fun and to make truckloads of money in the process.

David Lee - MLMLeadRainmaker.com

MLM Zing
For The Flexibility Biz



"Andrew and Marie have managed to create a remarkable training resource in an industry that is long on vague generalities and woefully short on the nitty gritty education a professional network marketer MUST command if they are to be competitive today.



If you are looking for both sides of the training equation (for those with plenty of time as well as for those with a marketing budget), your search is over!"

Steve Johnson - twitter.com/pawmarks



Andrew Murray and Marie Torres created Zing to speed the learning curve for network marketers with dreams of moving their business online. The course consists of 9 video modules that take you step-by-step down the path to creating success online.



Overall, MLM Zing is a GRAND SLAM for any MLM/Network Marketer wanting to start marketing their business online. It's a complete crash course that covers the basic skills and mindset you need set yourself up for success in the online marketing world for only \$297.

If you want to create a full time six-figure income from home, MLM Zing has all the nuts and bolts.

Adam Whiting



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The best thing about MLMZing is the Sales Funnel module that gives you the best secrets in creating your own funnel. As well, the module on SEO is golden as it demystifies any preconception of SEO.



When you couple these with the modules on link building and content development, your business will skyrocket. Don't waste another minute, if you want to be successful the best place to begin is MLMZing. Buy this course today! It is only \$297.

When you put it into action, you will make that money back in no time.

Cheryl James

Cheryl James



Read more testimonials on our site here:

[MLMZing Testimonials](#)

Ready to get started?

Let's dig in

Andrew Murray & Marie Torres

September 2010

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The goal

The goal of this method is to contact people on Facebook, and to build relationships by interacting and **giving VALUE** to the community. It's by building value and interacting with other Facebook users in your target market that you can start connecting with them OFF Facebook (Skype or phone) and show them your business.

Think of your Facebook account as a list, a list you are actively building, similar to your autoresponder list at [Aweber](#) or [Getresponse](#)...

But a bit more informal.

The Ground Rules

You need to be **extremely focussed** when you are doing this, and don't get distracted. The best way is to set a timer for 30 to 45 minutes and just bang through the steps.

Using a timer is CRITICAL. We explain more about productivity in the core MLMZing modules, but basically, you have to understand the #1 mistake people make about time management is realizing that Parkinson's Law trumps the Pareto Principle.

Parkinson's Law states that a task will expand to fill out the time you have allotted for it. You have to train yourself to work in time bursts. It's amazing how much more you'll get done.

I use the free software Cool Timer:

http://www.harmonyhollow.net/cool_timer.shtml

Free marketing methods only work if you do them consistently, and over a period of time of not less than 90 days.

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This will only work if you are consistent and do it 6 or 7 days a week. **I recommend doing it in multiple batches**, perhaps once in the afternoon and once in the evening. This works MUCH better than a single marathon session.

Action Steps:

- The goal is to add 25–30 friends a day
- **Make 20 interactions** a day (that means writing on people’s wall, making comments to their comments, wishing people happy birthday etc...)
- Post in the groups every other day.
- You also want to update your status message *daily at minimum*, make sure you post your new videos (at least a few a week) for people to see and all new content (so articles, press releases etc...)
- Another quick way to get people to see your business is to invite them to an event. (instructions below)
- Earn income by connecting people with solid internet marketing training information like MLMZing.

This is a “numbers” method, meaning the more people who see your message, the more sales you will make. So efficiency is important. You should expect **at least one sale a week** from this method if you do it consistently.

***Note: All your links should be in <http://www.URL.com> format (not just www.URL.com)

I recommend that you keep your message on your desktop in a notepad or word doc. You can use CTRL+C to copy and CTRL+V to paste using keyboard shortcuts.



I also recommend using a link cloaker to create a pretty URL to promote your landing page, unless you are sending people directly to you blog.

If you have a blog, a great free Wordpress plugin is Pretty Link:

<http://blairwilliams.com/pretty-link/>

Otherwise you can use bit.ly

This is a good idea if you are promoting MLMZing via this method. MLMZing is actually a great product to introduce using this method because 99.9% of network marketers on Facebook simply don't have enough leads. And you can earn some great commissions just by directing them to the webinar and making a quick follow-up call.

I also find it works because it's an icebreaker. You're not pitching them on your main opportunity. You're helping them by connecting them with exact marketing blueprints for network marketers - something they KNOW they need!



Setting Up Your Facebook Profile

One of the things you'll need to do is to create an attractive profile page.

Anytime you join a Social Media site, like Facebook, Skype or LinkedIn, or even YouTube, **pimp out your profile** by filling out as much information about yourself as you can. Add your favourite books, musicians, movies. Add in some of the links to your blogs or any products you have created.

And ALWAYS add a picture!

Now there is an "About Me" Section that you can find right underneath your profile picture on the left hand side. You should not put too much there other than a few interesting and fun sentences about yourself. Your main purpose there is to direct them to your other websites (so your blogs, business websites etc...)

Here's a tip from all the marketing psychology I've studied over the years: people love checking out other people and what they're into. This is one of the reasons Facebook has users stay an average of 7 Hours per person per month!

Adding as much info about yourself as you can helps other people find you, offers more chances to create an immediate emotional bond, and gives you more opportunity to develop strong connections and be found in searches.

(Yup, if your profile is attractive enough, you may find this method gets used on you too!)

You'll also need to customize your facebook link:

Here's a youtube video that explains how to customize your facebook link so it's easy to connect with you:

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<http://www.youtube.com/watch?v=4db-Ntzd3i0>

I also recommend adding your skype, facebook, LinkedIn and Twitter URLs to your email signature file. There is a free firefox addon called WiseStamp that creates a cool Web2.0 style email signature file for you for free.

I explain how I use this in a video I posted on my blog:

<http://www.andrewmurrayhq.com/wisestamp-firefox-addon/>



FINDING FRIENDS

You need to find friends who have an interest in network marketing or MLM – this is your target market.

Once you start getting connected, you can easily find other related groups and people.

There are a number of things you can do.

To find friends you can search groups with your keywords. Keywords can be:

- Network marketing company names
- Derivatives of the keywords MLM and network marketing
- Training products in network marketing like Magnetic Sponsoring, Renegade Marketing, Jonathan Budd's course
- Trainers in the network marketing industry like: Jonathan Budd, Mike Dillard, Ann Sieg, Andrew Murray, MLMZing, etc...
- Courses and systems like MLSP (mlm lead system pro) or MLMZing etc...
- Entrepreneurial books like the 4 Hour Work Week and Rich Dad, Poor Dad.

We offer a keyword research service if you need help:

<http://www.andrewmurrayhq.com/keyword-research-special/>

You can also find friends by going through your existing leads in your other contact managers and lists.

You can type your leads' names into the search box and once you find them, you can invite them to be friends.

Once you find some friends, you are going to request they be your friend, and along with the friends request ALWAYS add a little note that says –

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"Hi FIRSTNAME,

Saw you in the (MENTION THE GROUP NAME) and see that you a network marketer, I am too!

Would love to connect. I am always looking for people to share with!

Give me a call, would love to chat.

YOUR NAME

EMAIL

PHONE NUMBER

SKYPE

PS - If you want to check out a bit more about me, here's a link to my blog:

www.URL.com

Often, it's easier to engage them little-by-little with baby steps.

Adding them to skype is easier than getting on the phone with them. It's a bit like dating. You need to woo them with your personality, ideas, value and/or hustle.

A Note On Video

Videos are great because they can appear on numerous walls all at once.

Of, course you are going to post videos with great content, and fun things to show off your personality but there are 2 videos you should make generically to have on hand - a "Welcome" video and a "Happy Birthday" video.

Make these 2 and send the "Welcome" video to all your new friends (tagging them in the message, just remember to tag the appropriate people) and send all your friends with a birthday the "Birthday" video. The birthday video stands out and is a fun thing

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to send – These 2 things will help people remember you and help move along your friend interactions.

INSTRUCTIONS

1. Login to Facebook
2. Find people in groups or fanpages associated with your keywords (check keywords above)

*Below is a search done in FB for network marketing – Below are the results:



What you do next is to click on the group itself and go to the members section, which is on the left hand side down the page (image below)



Members

6 of 6,889 members [See All](#)



Juan
Pablo
Rodrigue
z Duran



John
King
Howell
III



Garrett
Miller



Benito
Wolny



Clay
Butler

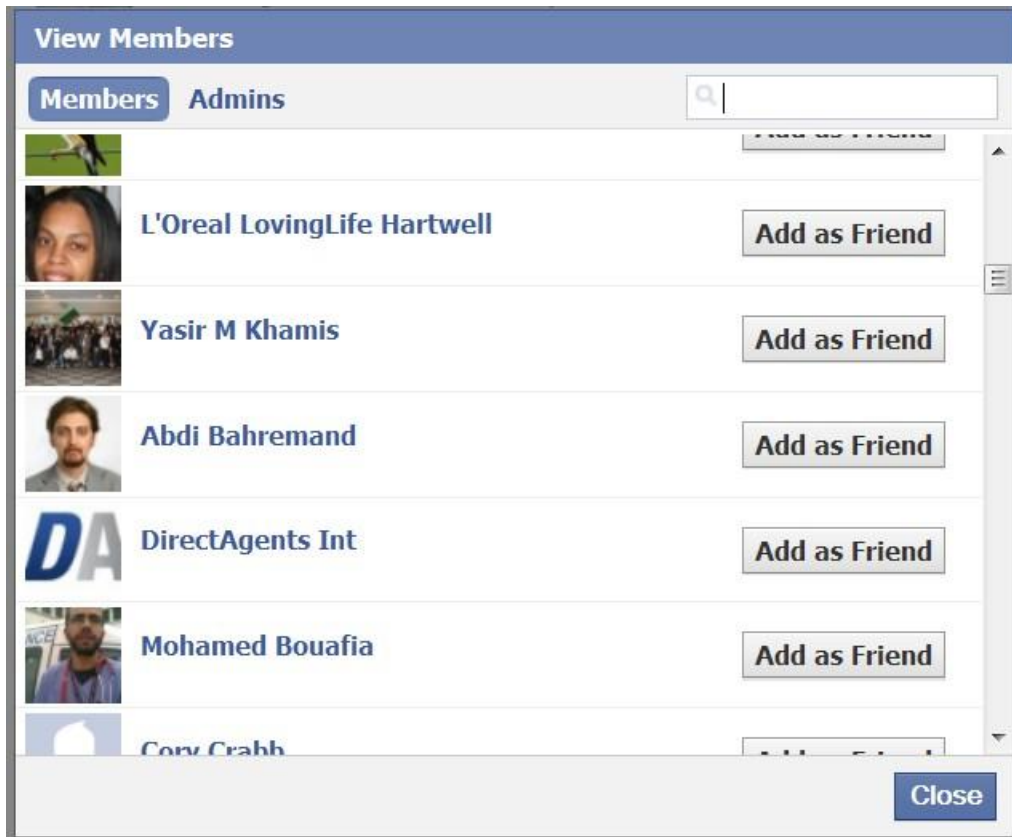


Khoa Vu

You can see there are 6889 members – these could potentially all be friends of yours.

Click on the “see all” button and it will bring you to a list of the members:





Click on the “add as friend” button. This comes up...



Click on the “add a personal message” and you will pull up the next image:



This is where you add the message I gave you – here it is again below. Once you do that, you click “send request”

“Hi FIRSTNAME,

Saw you in the (MENTION THE GROUP NAME) and see that you a network marketer, I am too! Would love to connect. I am always looking for people to share with!

Give me a call, would love to chat.

YOUR NAME

EMAIL, PHONE NUMBER, SKYPE

*PS – Want to get more targeted traffic to your blog, lead capture pages and websites?
Check out this free webinar: [LINK TO YOUR MLMZing Cloaked Link](#)*



Now here is a BIG TIP"

One way to find "friends" is to see what you have in common but you have to keep in mind, that there is something more important than that which is what "kind" of Facebook user are they?

What do I mean by that?

You want to know HOW your potential "friend" interacts on Facebook. Go ahead and before you add a friend take the time to study how a person uses Facebook – check out the kind of comments they leave and what others leave to them.

You want to **"TARGET" people** who are interested in "home business"/"business opportunity" who are **ALSO positive, thoughtful in their commenting and appear like they genuinely want to pass on and share good information.**

What this will do is put you in contact with people who are active (the movers and shakers on Facebook) who will pass on the good content you put out which gets you more exposure, but also puts you in the same space as the people you would enjoy working with.

(And people who actively comment are active – which is cool too!)



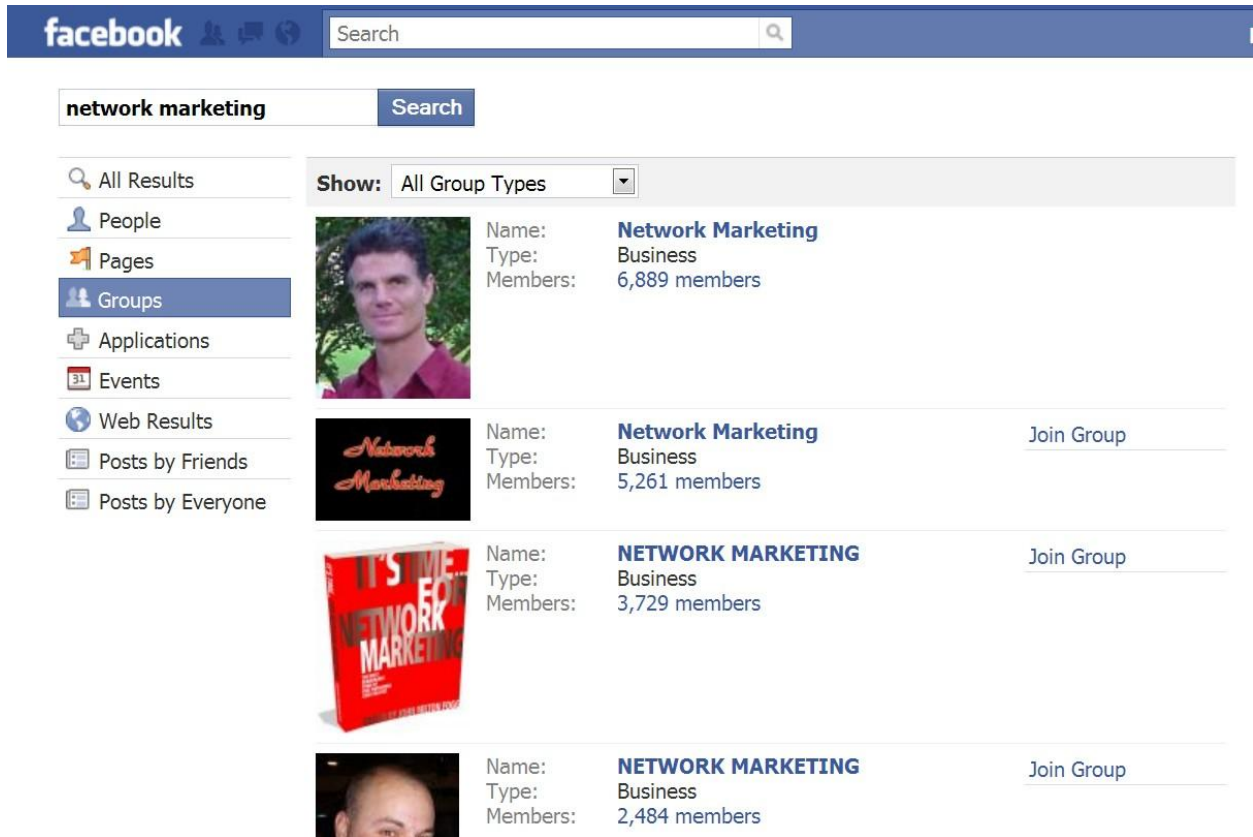
HOW TO MARKET USING PRIVATE MESSAGES

Another way to reach people without adding them as friends (this is a faster way to go – you could pick a company group like Xango for example and just go through the whole members list and send personal messages.





Go to Facebook

Find people in groups or fanpages associated with your keywords.

Again we used network marketing as the search keyword. Here are the results:



The screenshot shows the Facebook search interface. At the top, the Facebook logo and a search bar are visible. Below the search bar, the search term "network marketing" is entered, and a "Search" button is present. On the left side, there is a navigation menu with options: "All Results", "People", "Pages", "Groups" (highlighted), "Applications", "Events", "Web Results", "Posts by Friends", and "Posts by Everyone". The main content area displays search results for "network marketing". A "Show: All Group Types" dropdown menu is located at the top of the results. The results list four groups:

Group Name	Type	Members	Join Group
 Network Marketing	Business	6,889 members	
 Network Marketing	Business	5,261 members	Join Group
 NETWORK MARKETING	Business	3,729 members	Join Group
 NETWORK MARKETING	Business	2,484 members	Join Group



What you do next is to click on the group itself and go to the members section, which is on the left hand side down the page (image below)

Members

6 of 6,889 members [See All](#)

 Juan Pablo Rodrigue z Duran	 John King Howell III	 Garrett Miller
 Benito Wolny	 Clay Butler	 Khoa Vu

Click on the “see all” button and it will bring you to a list of the members:





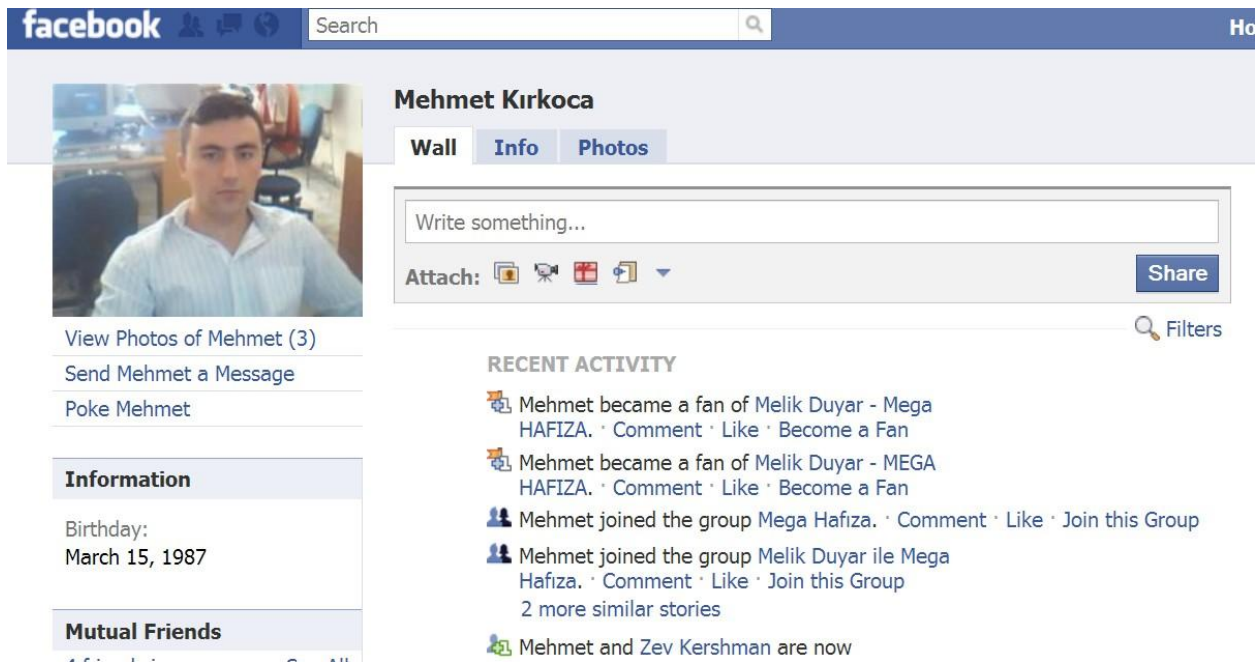
Now instead of clicking on the “ADD FRIEND”, you are going to click on the actual name instead to just send a message.

Click on the first name (you will make your way down the list, I clicked on the second person and it pulls up their profile.

Underneath their picture you can see it says “send Mehmet a Message”

Click on that to send a message:





Here is the message box below. Write in the persons name to personalize and copy and paste in the following message:

Hi FIRSTNAME,

My name is _____ and I saw that you are a network marketer, so am I.

I am sending this message so that we can add one another to our friends list but to also make a connection and share ideas.

I am currently working with MLMZing (or your own MLM business) whose product (name your product), actually puts money in your pocket each and every month, even if you're not building the business (you are explaining the benefit).

If I could show you how to get (_____), would you be interested?

Would love to chat about this and about what you do.

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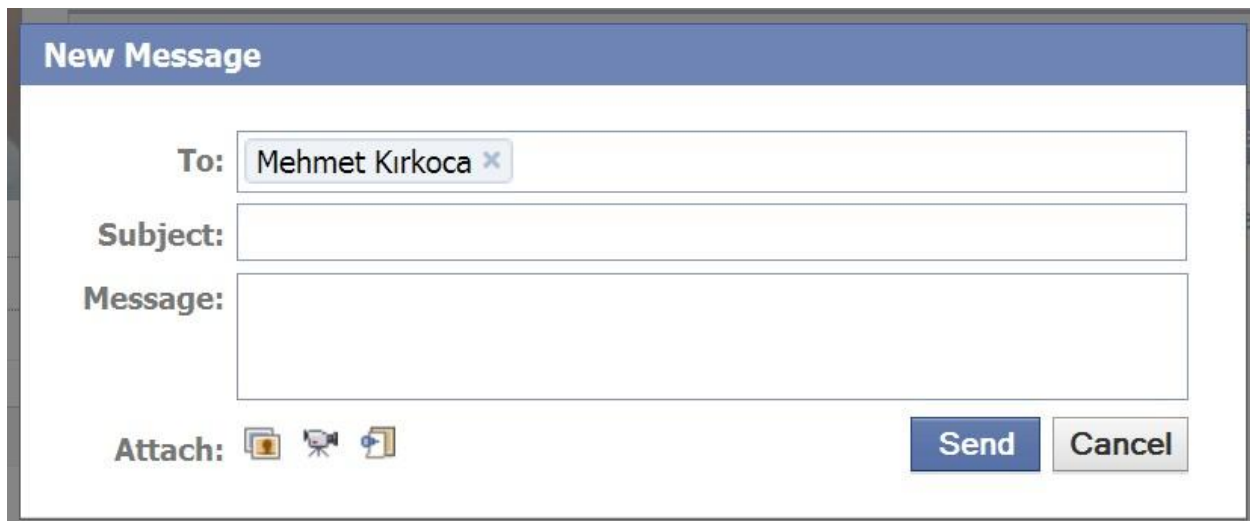
www.MLMZing.com



My number is: YOURNUMBERHERE

As I said I am really looking to network with people who are serious about building their contacts and would love to chat or add you to my skype list. If you're on skype, look me up. My skype username is XXXXXXXX

Talk soon!





New Message

To: Mehmet Kirkoca ×

Subject:

Message:

Attach:   

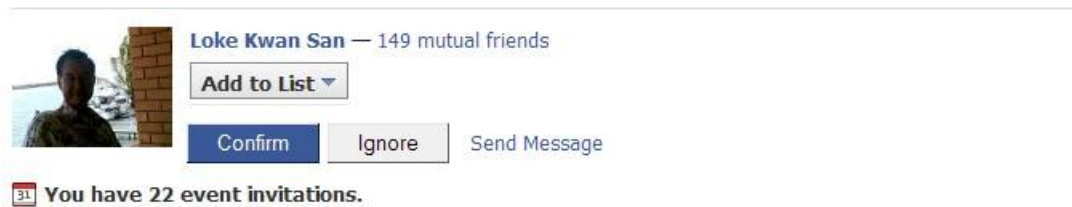
Send **Cancel**



You can also use this method on Ning communities that are related to network marketing, or even on youtube.

Quick Response To Everyone Who Adds You as a Friend:

For example, the guy below added us as friends:



When someone adds you as a friend, here is the message to send out, click on “send message” first and then send the message. You can then confirm the friend request.

Hi FIRSTNAME

Thanks for the add! Would love to connect. I am always looking for people to share with and leaders who want to join me in building a huge business.

Give me a call, love talking to people in the industry.

YOUR NAME

PHONE NUMBER

skype:

If I could show you how to get (_____whatever you want to write here_), let me tell you about it! ADD LINK





Posting IN Groups:

Posting in groups is a get way to get exposure for FREE.

There are thousands of groups on Facebook and thousands of them have to do with network marketing and specific network marketing company groups.

All you need to do is join them and you can post on the wall of the group every other day with your offer/ad.

Basically you can come at it from 2 angles, sharing and giving good information, like videos and trainings and you can also add a comment for people to check out your company.

For example, one day you could add a comment/suggestions of value or ask a question. The other day you should post your short call to action and ad with a link to your lead capture page.

I would post in groups every other day. Or have some groups you post in one day, and others the next. There is no limit to how many groups you can post in.



Sample Ad To Post:

Got no leads? I can show you how to get an unlimited number of leads for free, and how to turn them into money in your pocket, guaranteed. Pick up this free training while it's still available...

MLM Zing LINK



Create an Event:

A great way to build your list FAST is to invite people to a webinar (either for a company presentation or for valuable content you want to give away to start branding yourself.) To do this you want to "Create An Event."

You can invite your facebook friends to a live company webinar, but this works BEST if you are hosting your own webinars. I recommend using [this service](#) (\$20/mo) to host your own webinars.

You can just invite people on your friend list, another reason why you want to build the friend list up.

Here is a screenshot of an event posting.

You can create an event yourself and send them to a webinar. If you are going to send them to your company presentation, this would be a very quick way to get some free leads and potential sales. All you need to do is write an enticing "event invitation"




Events
[+ Create an Event](#)
Today**Free Personal Success Workshop: You Can...**

4:00pm

Cherry Rahtu invited you - 78 guests

welcome to join our free personal development workshop on this Sunday March 14 in Singapore.

Everyone from Singapore or Malaysia is welcomed, we encourage you to share it with your friend in Singapore if you can't attend ;)

i Learning Asia Team

[Respond](#)

Birthdays: Marlin Sitorus, Emma Herbert, Alina Mercatiene

Tomorrow**Recession Proof--Gold & Silver**

12:00pm tomorrow

Glenn Williams invited you - 7 guests

[Respond](#)
**Big Picture and Getting Started with...**

7:00pm tomorrow

Franklin Desmond Allen invited you - 1 guest

[Respond](#)
**"Saving Our Planet" Winning Formula**

9:00pm Monday, March 15th

Tara Euphoria Infinity Blackman invited you - 36 guests

This webinar is going to reveal some strategies to help start co-creating a Paradise on Earth NOW! Join us and experience it for yourself. Bring your creativity and action plan ideas and let's see what we can co-design for our future. Smiles of love Tara

[Respond](#)

Birthdays: Maryanne Quenneville, Chris Bisson, Mike Driggers

So to create an event, click on "create event"

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facebook Search Home Profile Account

Create an Event

31
+ Add Event Photo

When? Today 8:00 pm Add end time

What are you planning? Discover How You Can Get Unlimited Leads For Free

Where? Add street address

More info?

Who's invited? Select Guests

Anyone can view and RSVP (public event)

Show the guest list on the event page

Create Event

Facebook © 2010 · English (US) About · Advertising · Developers · Careers · Privacy · Terms · Help

Fill out information. Put in the time of a specific webinar. Fill out the information needed, keep all boxes at the bottom checked. **Add a photo.** Description can be something like this:


Fellow Network Marketer, don't wait until it's too late! Hedge yourself against the 97% failure rate in MLM and put thousands of dollars in your pocket in the next 30 days by learning how to get an unlimited number targeted and qualified leads for FREE. Go To <http://www.MLMZing.com> and register for the FREE event (only a few spots left).

After the event contact (YOUR INFORMATION _ NAME AND PHONE NUMBER) for the next steps...



31 Create an Event

Step 1 Create Event **Step 2 Add Details** Step 3 Invite Friends

Current Picture: 

Add a Picture:
(select a file from your computer)

By uploading a file you certify that you have the right to distribute this picture and that it does not violate the Terms of Service.

Event Type:

Description:

Event Options:

- Enable the event wall
- Enable the event photos, videos, and links
 - Only allow admins to post content to the event
- Allow guests to bring friends to the event
- Show the guest list


[← Back to Previous Step](#)

Add friends...just select the friends you want to invite, write a personal message and then click “send invitations”

You can also import email addresses from your email (gmail, Yahoo etc...) or from your contacts in Microsoft Outlook if you have contacts already managed by that program.



This is great if want to invite contacts who are not on FB.

 **Create an Event**













Step 1 Create Event Step 2 Add Details **Step 3 Invite Friends**


Invite Friends

Select friends to invite by clicking on their picture below

Find Friends:

Filter Friends ▾ All Selected (2)

 Darlene Davis	 Daryl Barlow	 David Bays	 David Coglan
 David E. Frank	 David Feinstein	 David Foote Pre-paid...	 David Fox
 David Harris	 David Johnson	 David Jones	 David Lewis

Invite People via Email  Import Email Addresses

Enter emails separated by commas

Add a Personal Message

Now, go out there and create YOUR own event!

Good luck.



Final Thoughts

Remember...Be consistent and you'll have success with this method. **Changing your status message in FB is a great way to "re-market" to your current friends.**

If you get a "You're sending too many links" message from FB, slow down, or send your link without a www, for example: Check out MyGreatSite.com

Most people don't realize that having a large Facebook list is just like owning a list at Aweber. It needs to be cultivated, and you will start having people connect with you if you just keep posting quality information and links.

I often do this in my status message.

Don't always send out promotional links. I often find cool blog posts discussing the economy or entrepreneurs.

Your best lead will come from just putting out good content.

Value is contagious.

Expansion of this Method

This method essentially works on any social marketing platform.

You can use this on the BetterNetworker forum, in LinkedIn, or even in any MLM-based Ning Community.

Remember, once you have the principle actions down, then you can expand and become a master.

But it all starts with you committing to follow this guide - and taking action!



If you're not a member of MLMZing, [join now](#).



You got into Network Marketing to create leverage. But honestly, if you're not using the internet to build your MLM business, you're not getting any leverage. It's a requirement for success.

Join MLMZing now:

www.MLMZing.com

Plus...become a fan of MLMZing. Show your passion for helping us change the face of network marketing training forever:

www.mlmzing.com/fanpage

The secret to success? It's simple. You just have to take immediate action on your dreams!

