



Facebook the World's Largest Sphere

Facebook offers a simple way to grow your **SOI**, your **sphere of influence** and stay connected to friends, family, clients and prospects.

It is the largest and most popular social network and costs nothing to join.

The ease with which **Facebook** allows you to connect with just about anyone you want is quickly moving our offline SOI's to a much more interactive online world.

But this is just the beginning

Want to see what 200 Million connected people look like, watch this short [Facebook video](#).

However, having a bunch of **Facebook** friends is most likely not going to generate business for you. Like anything else, you have to work at it. (But don't freak out, this "work" can actually be fun!)

Don't Just Participate, You Must Engage!

Forget the sales pitch. You are in the people business, and **Facebook** is one of the richest people environments you can imagine. However, members can smell a sales pitch a mile away.

How not to do it 😞



Because you may get just this reaction right above your post 😞



If you use **Facebook** as a place for social networking and fun, the business will eventually come.

As a **Facebook** member, you can participate at three levels:

- 1. Join:** Some people just join **Facebook** and then do nothing, somehow expecting business and relationships to fall into their lap.
- 2. Participate:** This means you set up your profile, searched for and invited friends to be your “**facebook** friend”, maybe even posted a few pictures of yourself. — a good start, but still not enough.
- 3. Engage:** This refers to actively connecting with new people, contacting friends, sharing information, responding to others, and networking.

Facebook gives you many different ways to engage your friends, and by extension, their friends too:

- **Send messages:** You can send messages privately to any of your friends or to your entire group of friends.
- **Share content:** This includes photos, blogs, RSS feeds, videos, audio files and documents.
- **Create a group:** You can start a group that focuses on a specific interest and invite friends to join. This is being used more frequently by practitioners to connect with their peers about industry issues.
- **Create a page:** You can create unlimited pages; this is most effectively done to promote your business. Doing this gives you a good way to separate your personal profile from your business profile.
- **Promote events:** You can invite people to register for events, either personal or business related. For example, open houses and informational sessions (i.e. Live events, Webinars or Conference calls, Happy Hours, etc...) are often advertised this way.
- **Birthday cards:** You can automate the process of saying “Happy Birthday” to all your friends and acquaintances. Everyone appreciates a Happy Birthday Wish.
- **Add Your Blog Feed:** Use the **facebook** application to automatically pull in your blog posts
- **Provide links to relevant content:** Contribute to others, don’t just post what you are interested in. Take time to research and find info that you friends & clients will be interested in. Occasionally post links to controversial items to encourage comments.
- **Become a Fan:** Support your friends & clients by becoming a fan of their personal & business pages

One word of warning – if you add your competitors as a friend they have access to your sphere – you might want to limit that! It’s OK to “unfriend” people if they become annoying or troublesome. Facebook doesn’t tell them so they might never know, apart from not seeing your posts on their home page.

There are literally dozens of ways to connect with the **Facebook** community. There are way too many to list so we have provided this link to [35 incredibly useful Facebook applications](#) for better connectivity! Enjoy!

So Where's the Business?

While many people say **Facebook** hasn't generated new business so far, most feel strongly that it is the ideal place to develop new relationships and nurture existing ones.

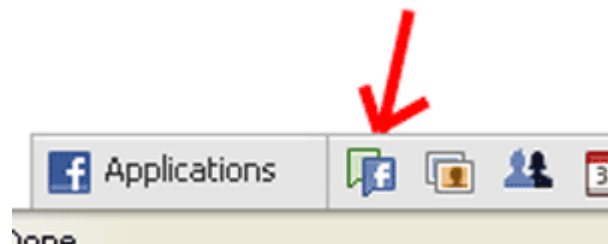
Those who are receiving business from **Facebook** tell me it is when their friends refer other friends to them that need real estate services. By simply staying engaged with their SOI, it makes it easy and natural for friends to refer business to them. Overall it seems that most agree that the **Facebook** environment enhances and simplifies the referral process” for their business.

Facebook can help you extend your friendship to hundreds—or even thousands—of people with just a few clicks of your mouse, and it doesn't cost you a dime.

Of course, if your primary focus is to generate new business you may want to implement these tips right away. They may seem obvious, but most overlook these very effective tips.

- Create groups for your **facebook** friends: (i.e. Past Clients, Family, etc...)
- Search for and Request all your past & present clients be your **facebook** friend. Group these people into the appropriate group
- Use surveys to help engage your group community.
- Setup a page specifically for your business and ask each of your past & present clients to become a FAN

It's not immediately obvious how to create a page, so here is a tip – click this icon at the bottom left of the page and follow the instructions:



Our final piece of advice: be personal, be yourself – don't focus on selling yourself to them. Have fun, but keep the information relevant and interesting.