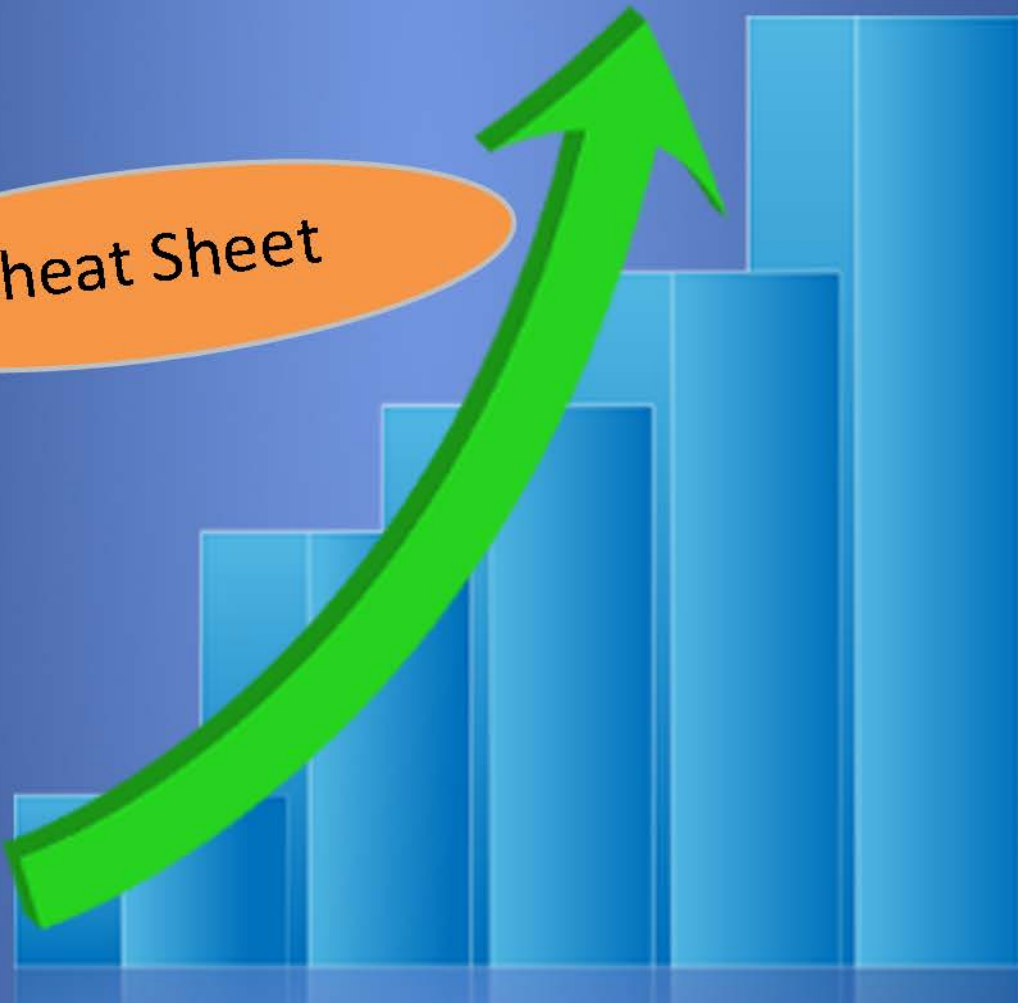


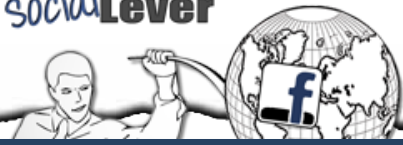
# socialLever



## Your Quickstart Guide to Grow Your Business with Facebook

Cheat Sheet





## Who Are We?

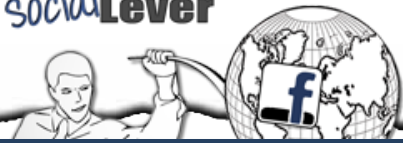
Pure Leverage is a company that understands the power of the Internet, has created a set of online marketing tools that can generate revenues and membership for your network marketing business, and empowers its members to build their own business – and in so doing, realize the kind of life that they want, and reach the dreams that they have long aspired for.

Pure Leverage is all about winning. It's all about developing leaders who can become the masters of their destiny and take the necessary steps in fulfilling the goals that they had set for themselves but could not do so with other companies or in other jobs. Do you want more quality time with your family? Do you want to be financially independent? Do you want to make a steady stream of income while setting your own work schedule and hours?

That's what Pure Leverage offers our members through the business opportunity we invite them to. We can make this possible through two ways. First, we are backed by a multi-million dollar internet marketing company called Global Virtual Opportunities (GVO). Second, we provide our members online business tools that can show them how to capture leads, turn their blogging into a revenue-generating system, interact on real time with mentors and members, and most important, get first-hand coaching from actual millionaires who have made money through our system and can vouch for it.

In short, Pure Leverage can help you set up a profitable business on complete autopilot in the shortest possible time.

Our tools are designed for entrepreneurs, marketing and sales professionals, and network marketers. Regardless of which category you belong to, chances are you have realized at this point that the Internet is a powerful platform to promote your



product, capture an even greater share of the market, recruit customers, and build a database as well as a community of customers who will keep on patronizing your business.

Regardless of which category you belong to, you also need to realize this principle: there are 3 extremely important things you really need to have in order to make great money over the web:

1. The first thing you will need is a **product** with high quality and valuable information, directly satisfying the exact needs of the potential buyers
2. The second thing you need is an attractive, well written and good converting **sales page** and can perfectly fit to your high quality product
3. Finally, you will surely need a high converting **sales funnel** that will skyrocket your business for sure:
  - a. High converting squeeze page to build your list
  - b. High quality free report, promoting your main product
  - c. Follow up emails that will be used to promote your main product
  - d. A well-organized Minisite where you can be able to deliver the product to the buyers, show your contact information and offer some advertising materials for people to promote your product.

We in Pure Leverage will give you every single thing you need in order to make your own highly lucrative and successful making money machine over the internet. That is our commitment. We want you to become the next success story. Welcome aboard and let's start.

Mark every step of the process as you do them; that will help you to keep track of everything you need to do. Include additional steps if necessary.



1.  Create a [Personal Facebook account](#) (just in case you don't have one)
2.  Decide your topic by answering the Step 1 questions
3.  Carefully read the [Facebook Pages Terms](#)
4.  Start creating your [Facebook Page Account](#)
5.  Search for a keyword using the [Google KP](#) and use it as the Page Name
6.  Create the about section engaging the visitor (150 characters)
7.  Remember to include the same keyword in the about section
8.  Create the Profile Picture using a logo, product or your photo
9.  Use the same keyword as the Facebook Web Address
10.  Create the Cover Image showing what your FP is all about in seconds
11.  Search for some interactive and useful Facebook Apps and install them
12.  Create your first post welcoming everyone
13.  Get a lot of likes using Facebook Ads
14.  Check the Top 10 Facebook Marketing Tricks to get more likes
15.  Know your audience interaction by creating a posting experiment
16.  Schedule an excellent and highly interactive posting plan
17.  Check the comments from your audience and share your opinion
18.  Answer all of the questions they ask, don't leave them alone