FB
Black Book

Intro

This is a great opportunity right now, be glad you acted on it. The scale of face-book is massive, with 400 million monthly active users it's hard to debate that. It's the biggest social network that exists, and the 2nd largest site in the world according to alexa. Naturally there are a lot of people to capitalize on, and that's where we come in.

Our primary objective to this ebook is to not only make you money, but to shed some extra light on your marketing process and ideas. Too many "marketers" these days are nothing but copy cat jerkoffs who will never succeed because they lack fundamental logic behind marketing. The people who do it big think for themselves, and then have the talent to execute their concepts into reality. Authority, persuasion, desires, fears, calls to action etc. are all parts of the fundamental marketing. You can copy the methods exactly in this book if you want, it will make you some good money, but the goal is for our unique marketing experience to give you a new perspective on what can be accomplished to socially engineer the social world.

Section I: The Profile Layouts Method

Before we get started all of these methods can be done manually. Granted it's more work, but at the amount of clicks you can get with the methods in this book, one hour a day manually doing it can easily provide you with a thousand interested clickers. We have a shitload of harvested group ids we are willing to share with our customers so you can do what you please with them.

The method explained

For this method we will be using a profile layout offer such as Chameleon Tom on Loudmo (http://www.Loudmo.com). Loudmo is very easy to get accepted into. Get the Chameleon Tom link code, go to bit.ly (http://www.bit.ly) and turn the Chameleon Tom link into a bit.ly link.

Another offer is pagerage.com. You can signup @ http://www.pagerage.com/WLAffiliates.aspx

Now this is where FaceWizard comes in handy, particularly the page scraper. If you have FaceWizard, open it and go to the page scraper tab. This is a general method, thus we can search for general keywords. We want to reach as many people as possible, so set it to search for pages with over 100,000 likes/members. General keywords work fine such as "I" "and" "the" etc. Save all of these in separate lists. If you do not have FaceWizard, search groups manually(or ask us for our group ids) in Facebook for the same keywords, find pages/groups over 100,000, and copy and paste the group id into a text file. This is a little time consuming but you will only have to do this once.
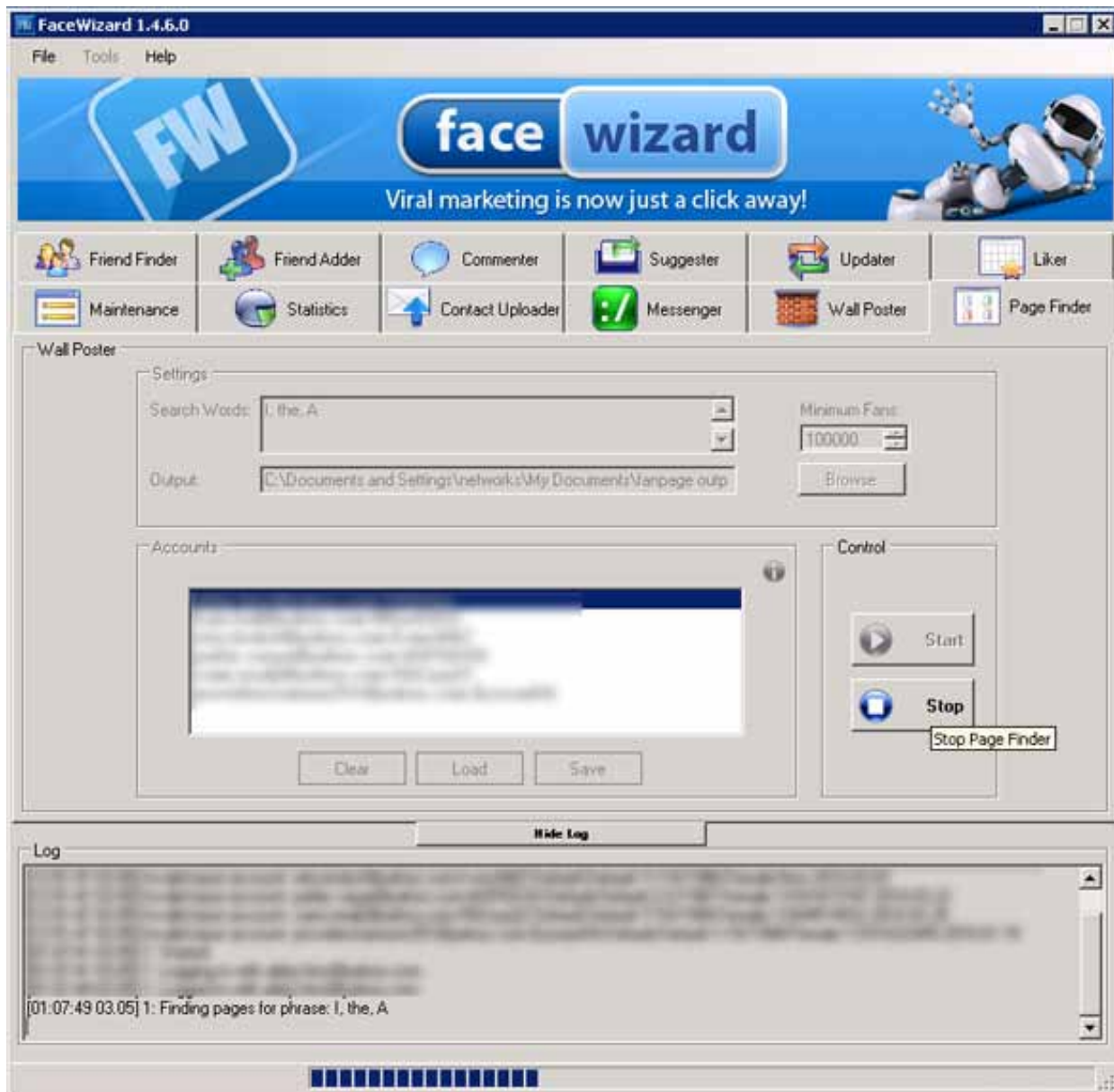
Page Finder/Scraper Searching for pages based on "I, the, A"

Now, if you are in FaceWizard, go to the wall poster tab.
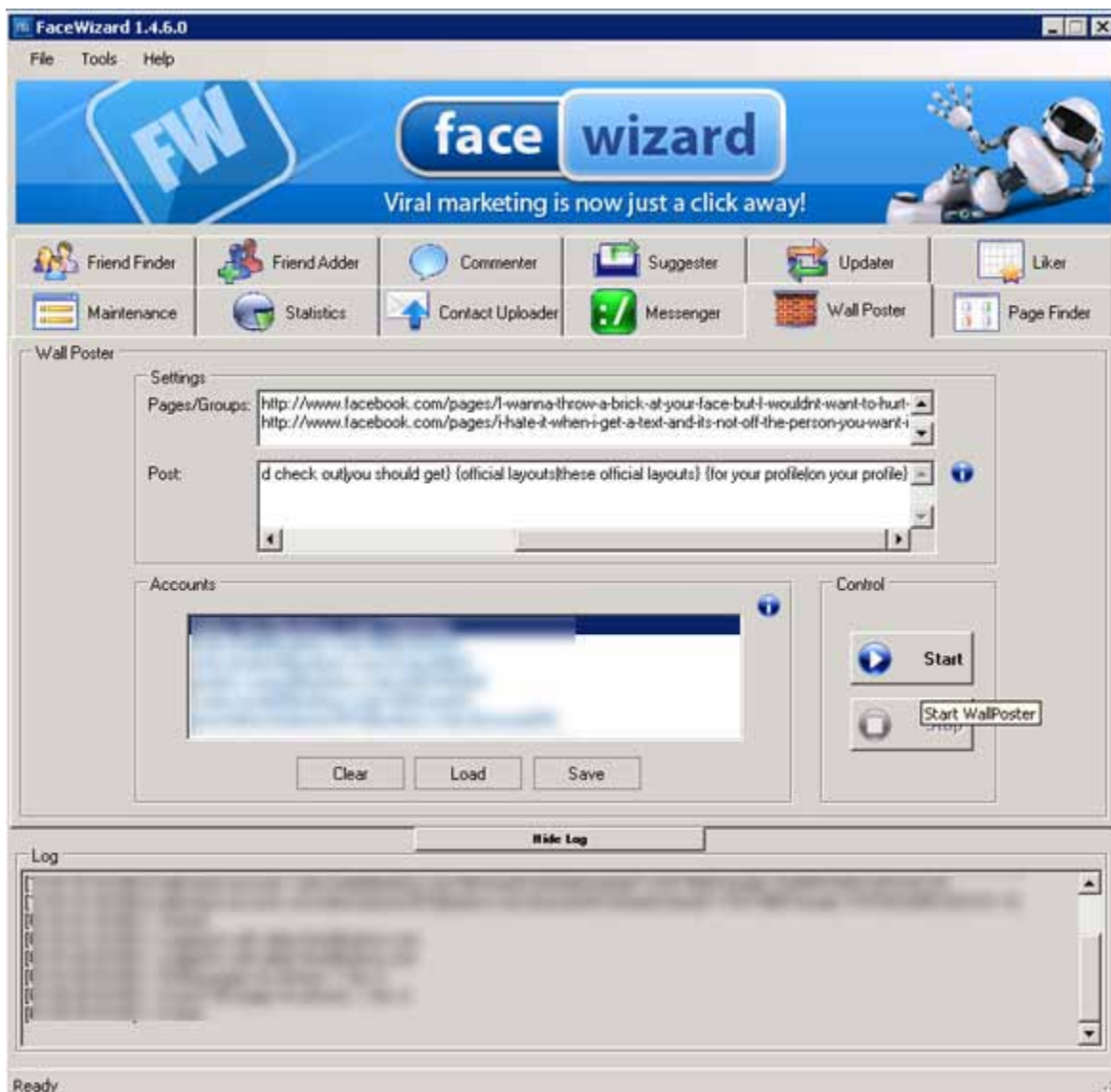
Paste your group id's you have saved, and we are ready to post.

Here are a few sample messages:

{Hey|Hi|Hello} {guys|everyone|everybody} {check out|u should check out|you should get} {official layouts|these official layouts} {for your profile|on your profile}!

I'm tired of|I'm so tired of|So tired of} {seeing boring|looking at boring} {profiles|profiles all day} {you guys need to|you guys have to} {get|go get} {the official|official} {layouts|profile layouts|layouts for yourprofile} {go here!|just go here!}

This method seems to average 3 clicks per post in large groups. This offer can convert at a steady 5% @ $1.50 per US signup, you can do the math here ☺

How many accounts will I need?

A minimum of 100. PVA accounts are not necessary for this method. To maximize the potential of this method, I recommend at least 500 accounts. Make sure the accounts have pictures, and female accounts seem to work better.

How many proxies will I need?

This largely depends on how many accounts you are using, but I would recommend having a minimum of 100 on hand.   You can get away with using 1 proxy per every 5 accounts.

How many posts should I make?

I recommend 5 posts per account per day. This seems to give accounts a very nice longevity.

Section II: The Break Up Method

The method explained

For this, we want to make our post sound as real as possible, gaining a ton more traffic. See the concepts section for more on this. The method is simple, we are telling people this thing told us to break up with our bf/gf. 1 post = about 4 clicks for this method. Here are some examples with variables.

{LOL|lmao|haha|rofl} {this thing|this thing is crazy|I just did this thing} {it told me|it just told me|and it told me|and it just told me} {to break up with|I should break up with|that I should break up with} {my bf|my boyfriend} {check this out|check it out|look at this}! (link here)

LOL this thing is crazy it just told me to break up with my bf check it out! (link here)

You're looking to get at least a 2% conversion on whatever offer you run. This method brings in huge volume so be prepared ☺

What will I need?

For this method, we will scrape pages using the same concept above. We can do this a little more targeted than the layouts if we want, but you don't absolutely have to.   Some good phrases to scrape would be "love" "relationships" "girls" "guys" "bf" "gf" "class" "school" you get the idea. Collect another list of groups based on these or similar terms. For this method we will be using love calculators, crush calculators, etc. You can find these mobile quizzes on virtually every major network under the mobile/cellphone offer category. Once you have the link code for your offer, turn it into a bit.ly link as in method #1.

Section III: Protect Your Identity Method

The method explained

This method we will pretend our friend had their identity compromised on Facebook, and we don't want anyone else to go through the same thing. Here is a sample message:

{Hey|Hi} {everyone|everybody|all} {my friend|my best friend} {got|had} her identity {stolen|stolen away} {on Facebook|on Face Book|on here} {and I don't want|I don't want|I really don't want} {anyone else|anybody else} {to go through it|to have to go through it|to ever go through it} {please|will you please} {go here|go to this site} {and get protected?|and be protected?|so you can be protected?} http://www.yoursite.com

There are quite a few identity theft offers out there, we found one on copeac that works quite well for this. The first time this method was tested there was 1300 clicks off 600 walls posts which converted around 1.2%. After refining the ad copy conversion went to around 1.5% which equaled in 20 sales or so @ $30 a piece.

What will I need?

This will require roughly the same as the last two methods. Accounts (non-pva will work fine), group ids, and posting to walls.

Section IV: Fan Group Methods

What will I need?

For this you will almost certainly need a program like Facewizard, or something that you can add friends with. There are some friend adder apps around bhw and thevault. The more accounts the better with this, although it can be very effective with a few hundred accounts.

The method explained

For this example Twilight will be used, although we want this to also be a guideline to use for your thinking in future campaigns. First we need to make a fan page. Look at the Twilight fan page I made: http://www.facebook.com/home.php?#!/group.php?gid=117162841636265

Instead of just making something called "Twilight Page" or "Twilight Fan Page" we want something catchy, something that calls on people to react or join.   I picked the title "I BET WE CAN GET 1,000,000 TWILIGHT MEMBERS BEFORE ECLIPSE" this gives people a reason to join. Check the description of this group, you will want to come up with something similar so everyone you invite invites all their friends and so on, helping your group go viral.

Once you have the group made, you will want to scrape targeted friends to add. Search groups for Twilight, there are a ton of course. Hopefully you have a friend finding program such as FaceWizard or Facebook Friend Adder Pro. To scrape members of a group, go to one, and right click on "See All" where it shows the pictures of the members. Hit copy link location and paste into your friend adding program.   Here is my favorite Twilight group to scrape:

http://www.facebook.com/social_graph.php?node_id=4028140673

Once you have your targeted ID list of Twilight fans, time to add. I recommend adding 10-20 friends per account per day, this will quickly add up. After that use FaceWizard or Friend Adder Pro to invite all your friends to your group.

Make sure only admins can post on your wall, and make the first post have a link to

your group. Here is what I did:

http://www.facebook.com/posted.php?id=117162841636265&share_id=105392302836826&comments=1#s105392302836826

It's good to keep making posts like this about how much you are growing, and add a link to your group at the bottom.

Once you have done that, use all your accounts to like and comment on your post. To get the link for the specific post, right click on the date and time of your post, and copy link address. That will give you a link similar to the one posted above, you want to plug this into your favorite program and like and comment on it from all of your accounts. Here is a simple generic variable I like to use for comments.

{really|very|totally|quite} {awesome|cool|fun|great}!

I {like|love|really like|really love} {this|this idea|this group|it}!

Once you have a certain amount of members, make a wall post with a specific quiz. For Twilight there are tons of quizzes and surveys, you can find these also on almost all major networks right now. The one I used is this Werewolf vs Vampire quiz. Here is my post:

http://www.facebook.com/posted.php?id=117162841636265&share_id=118592544832247&comments=1#s118592544832247

Say something like I did "Wow I'm so excited we have xxxxx amount of members I'm going to try to find xxxx related stuff for us to do online starting with this!"

Start thinking of how you can multiply this. Twilight is a great example of course, as it has a large cult following. But there are these surveys and quizzes for every movie. Search the networks for these quizzes and surveys as a starting point and base your groups/pages after them. Everything new and hot can be capitalized on here, just as anywhere else, it just takes some creativity ☺

Billboard Artist Fanpages

While most of the billboard artist's music makes me sick, millions of teenagers love these one hit wonders and kiddie stars, so why not make a buck off em. We have done this for many different methods using popular artists as a front to sell music related products like ringtones, fangear, music download programs, and of course the "meet randomcelebritysname contest!"

http://www.billboard.com/charts/hot-100#/charts/hot-100

It'd be best to stay with the top 10 songs and artists, so you can get the most volume.

Create a fanpage with a popular artist, let's say Rhianna

Title it something decent like:

"The Rhianna Fanpage for REAL rhianna fans"

This will ensure that your page has some hardcore followers and will most likely respond to your group once you try and monetize it.

Follow the same steps as the twilight group method in how you scrape fans from other groups and invite them to join yours. This is a pretty flawless way to get fans as long as you aren't totally spammy about it.

Once you have reached a solid number of fans say 15-20k, make a wallpost or update saying something along the lines of "Get your official Rhianna ring-tones from --> INSERT YOUR LINK HERE"

The best part about this method is that it's almost impossible to get saturated as there are thousands of incredibly popular artists to make pages for. If you make all the top100 billboard artist's fanpages and update each group once a week, it's possible to see thousands a week in week in ringtone sales. 2 sales per group @ $9 a piece is $1800 a week with 100 groups. We saw 13 leads off one update on an artist group around the 35k range. Stick to the rappers, younger artists like this new bieber kid, r+b, the dumber the music the better.

Going International

f you've never heard of this site it's amazing:

https://www.onehourtranslation.com

You can get native speaking translations with a very fast turnaround. Since facebook is quickly becoming the biggest site on the planet for many different countries it's obvious that people who speak different languages will respond better to their native language.

Facebook.com's Worldwide Traffic Rank

Country	Rank
Indonesia	1
Malaysia	1
Philippines	1
Singapore	1
United States	2
France	2
United Kingdom	2
Italy	2
Canada	2
Spain Flag Spain	2
Turkey	2
Australia	2
Argentina	2
South Africa	2
Venezuela	2
Egypt	2
Thailand	2
Colombia	2
Greece	2
Belgium	2
Hong Kong	2
Austria	2
Chile	2
Sweden	2
Switzerland	2

Here's an example of a few huge fanpages that have locked in millions of primarily spanish speaking fans:

http://www.facebook.com/simpson.latino
http://www.facebook.com/pages/COMO-CAMBIARLE-EL-COLOR-A-TU-PERFIL/130198463387
http://www.facebook.com/pages/Se-me-olvido-lo-que-tenia-que-hacer/113571000086
http://www.facebook.com/pages/Callate-y-dame-un-beso/46084937138

Now these are just spanish speaking pages and they all have 2 million likes or more. It is very easy to come up with a funny or interesting page in english and have it translated word for word into spanish. Then scrape all the friend ids from the top 4 groups, add as many as friends as you can, then suggest them to join your new page. Done and done.

You can do this for many different languages, but I'd stick to spanish, german, italian and french for volume so you can get millions of likes.

What will I need?

A few hundred accounts at minimum. Find a nice IQ quiz offer, these are on every major network. Get your link code and turn it into a bit.ly link. Now there are many variations of this, many different messages we could send.

Here are some sample messages with variables:

{Hey|What's up|Hey yall} {I am doing|I am conducting|I'm doing|i'm conducting} {a study|a big study} {at LSU|at USC|at MSU|at ISU|atUGA|at UNC} {to determine|to figure out|to try to figure out} {if male or female|whether male or female|if female or male|whether female or male} {members|users} {are smarter|are the smartest} . {Can my favorite|Will my favorite} {people|group of people} {help me out please|please help me out|help me with this} ? {I have it set up|I've got it set up|It's setup at|It's set up} {here|right here} http://www.yourlink.com

 {lol|lmao|rofl} {there's|theres|there is} {NO way|No possible way|NO way in hell} {anybody|anyone|ne one} {could|can|will} {do better than my|beat my} {80|81|82|83} here {-->|--->|---->} http://www.yourlink.com

Both of these messages are effective, the second seems to get more volume, the first converts better, as you would expect. Now we can also promote this with a splash widget (see concept section). Create a new splash widget with just 1 IQ quiz, and have your title say something like "Welcome Facebook user to the Facebook IQ Challenge! When you are ready click below!" If you are using the male vs. female angle, mention that also in your widget.

The method explained

This was one of the better performing campaigns we ran due to the quality and desirability of the product. There are a few different programs that do this but the one we are focusing on is digsby.

Digsby is a multi-protocol IM client that allows instant messaging on AIM, MSN, yahoo, icq, google talk, etc and also is an email notification tool and social networking app all into one. It's the ultimate app for social interaction and tens of thousands of people are downloading it per day. This offer is on a few different networks, just check offervault to see which one you'd like to run it on. We decided to see if facebook users would like this and it was obvious that they do. We used the same promotional method, wall posts but this one could be extended to IM'ing facebook users as well.

Here are some messages we used with variables:

{whoa|wow|damn} this {thing|app|program} {allows you to|lets you} {put|have} {all your|a bunch of|the} {messengers|IM programs|instant messengers} {in one app|in one program} {-->|--->|---->} http://www.yourlink.com

Just got this digsby {thing|app|program} it {notifies|updates|sends} {emails|email} and {allows you to|lets you} {put|have} {all your|a bunch of|the} {messengers|IM programs|instant messengers} {in one app|in one program} http://www.yourlink.com

Section VII: Open Graph API Potential

This concept is not exclusive to this book, a few different press releases and methods have been shared around with this new development, but we figured it should at least cover the basics of it and what it can mean for an incredible wave of viral traffic. This is beyond fanpages, because 1) you can put a viral fb feature on external websites and 2) you ultimately have control over your page.

With the advent of facebook's focus on "liking", everything is gravitating towards whether you like something or not. With the open graph api you can create a swarm of facebook traffic by easily using these lines of code on your page to make it connect with facebook.

```
<iframe src="http://www.facebook.com/widgets/like.php?href=http://example.com"

    scrolling="no" frameborder="0"

    style="border:none; width:450px; height:80px"></iframe>
```

That's it for the like button code and then anyone logged in on facebook that goes to your site and hits the like button, a small comment saying "joe blow likes 'yoursite.com/whateverpage. html'" is auto published to their wall/feed, without them hitting anything else!
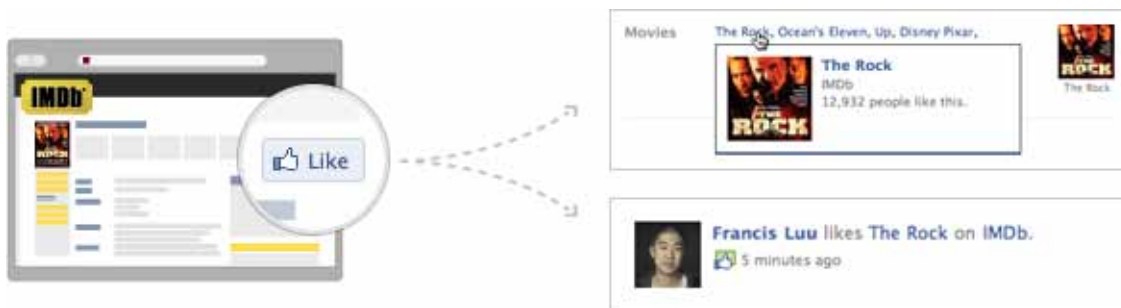
The tactics of persuasion obviously were the first thing that jumped into my brain-

HOW DO WE GET THEM TO HIT THE LIKE BUTTON?

With a site like http://www.sociable.es/facebook-wordpress-plugin-3-0/ it's auto locks the page until the person logs in with facebook and then hits the like button. This is definitely one of the easy ways to do it. You can get the sociable.es wp plugin here- http://www.sociable.es/facebook-connect/

So give away points, content, whatever else to get them to hit the like button.

Another way I was thinking is to have the like button be next to things they would generally like. Quizzes and surveys are perfect for this, if you use these in your cpalead campaigns anyway why not include a small iframe with the like button next to some of your questions to get some free viral traffic?

Section VIII: Concepts/Tutorials

Using CPALead Splash Widgets

I have been using CPALead's new splash widgets lately and realized it can be a nice tool to essentially whip up landing pages on the fly. Go to CPALead, go to non incentive offers, check one, and hit create splash widget.   Now if you only select one offer, you are essentially creating a landing page!   You see on the next step you can have a header and a footer. Let's say you are promoting the Taco Bell vs. KFC survey. Select that one offer, in your title say something like "Welcome Facebook user! Please help us in our study to determine whether Facebook users prefer Taco Bell or KFC just click below!" The widget is designed with a timer that will unlock a page after it shows the splash widget for a certain amount of time. But for this as we are essentially creating a landing page so set it to the highest delay, which is 120 seconds. That is enough time for your lead to read the text and click to the offer. Now you can simply generate your code, and create a text file with this:

<HEAD>

CPALEAD CODE

</HEAD>

Save that as whatever.html, upload it to one of your domains, go to bit.ly change your link to a bit.ly link, and get to the wall posting! With my example above you can see how easy it is to generate new ideas and employ new ideas that you have.

Finalized Splash Widget

(pretty damn nice for being created in 20 seconds)

Section IX: Anonymity and Remaining Undetected

Staying anonymous on the net is not only good for blackhats, but in general. Social networks are smart and are always on the heels of most of the marketers out there banning them daily by ip match, OS and useragent combos, behavioral patterns and more so you want to make sure you are taking as many precautions as you can. Here are some tools and strategies I've used to keep a lower profile.

VPN

VPN(Virtual private networks) basically act as a shield between the internet and your local connection. It accesses another network then to the internet vs. your ISP connecting directly. This is very useful for remaining anonymous to the end network. I suggest you use an http proxy on your browser even after a VPN for even greater protection. Here are some VPN services I have used and suggest

- Hidemyass
- StrongVPN

Virtual Machines

Virtual machines(vm's) are very useful if you have licenses for an OS or the OS is free to install. Most people wouldn't get as much use out of having ubuntu on a virtual machine vs. windows because you don't have many GUI based bots on linux. If you do have windows OS keys, you can install vmware for free on linux machines vs. paying for windows hosting.

- VMware

Windows Servers

These are probably the best to use with GUI based windows apps such as Facewizard and Friend Adder Pro. One, so your local ISP and internet is not dealing with your crap and bandwidth limitations, and two because you can launch multiple remotes and instances at one time which can handle and run apps all day.

Proxies

- Yourprivateproxy.com

- Packetflip.com

    These are both great proxy providers who I use. The best option is to go for private ones considering a lot of the public ips are banned from similar abuse.
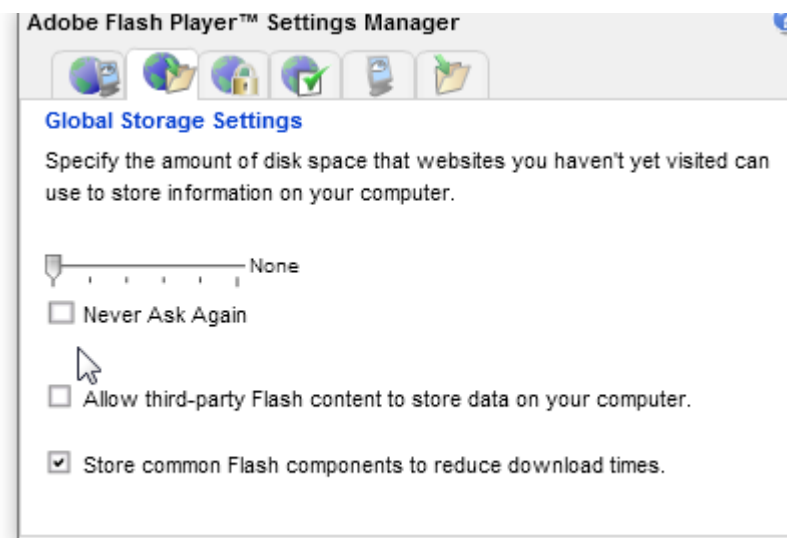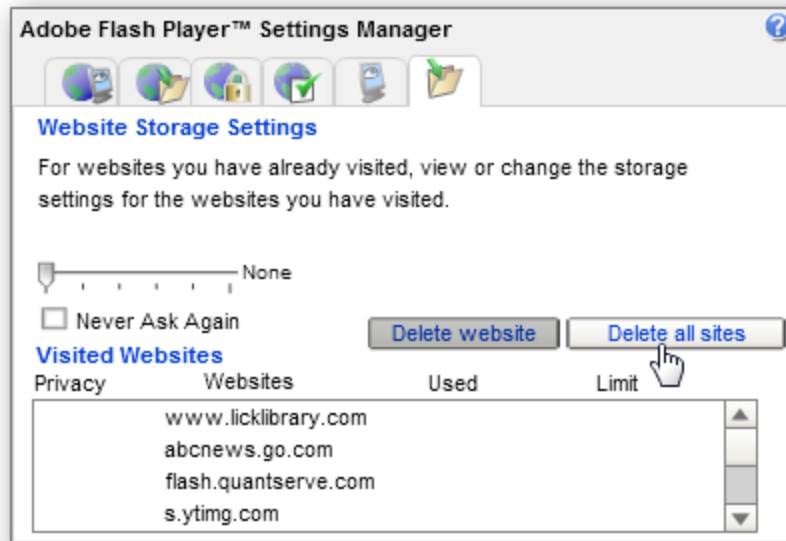
Removing Footprints and Tracks

Delete cache/cookies

- CCleaner

- Delete Flash Cookies(LSO)

    This is an important one a lot of people miss, they get detected and then they have no idea why all their accounts are getting shutdown. Delete your flash objects in ccleaner and then set your flash cookie settings just like in the screenshots at the link below.

http://www.macromedia.com/support/documentation/en/flashplayer/help/settings_manager03.html

Adobe Flash Player™ Settings Manager

Website Storage Settings

For websites you have already visited, view or change the storage settings for the websites you have visited.

None

☐ Never Ask Again

[Delete website] [Delete all sites]

Visited Websites

Privacy	Websites	Used	Limit
	www.licklibrary.com		
	abcnews.go.com		
	flash.quantserve.com		
	s.ytimg.com		

My ideal setup is VPN on local machine, log in to remote windows pc which is under a VPN, set a temporary http proxy on my browser and go to work. This way if anything you do browser based bans your IP, you set a new one and you should be good to go. If it gets past that and they ban your VPN's IP, just switch to a new VPN ip and http proxy. Remember to ALWAYS clear cookies, set flash cookies to not store any info until you have to, clear flash cookies everytime, and run ccleaner often. Never log in to any personal accounts with this setup if you can help it.

Standard secure setup

1. Your home pc/laptop, or remote pc
2. VPN
3. Http proxy
4. General Internet

Amazon Cloud

Cloud computing is quickly becoming a tool for the everyday webmaster vs. just a computer science or IT professional. You can quickly scale to use amazon's massive bandwidth for file hosting or use it as a virtual terminal for your work. The virtual terminal is the one that's relevant to this. It's a good option if you don't want to get dedicated windows hosting, or to use it as an addition to run more instances using imacros and bots.

You can signup here: http://aws.amazon.com/ec2/

You can run the following operating systems on it: RedHat Linux, Windows Server, openSuSE Linux, Fedora, Debian, OpenSolaris, Cent OS, Gentoo Linux, and Oracle Linux. Windows server is great to use as a quick virtual terminal and you can open up up to 20 instances at once. They charge a very cheap rate, to use it for 50 hrs a month and 20 gigs of transfer is only $5.75. I use a hell of a lot more than that for a number of different things. You can instantly build a supercomputer with 15 gigs of memory and many cores if you need to. You can connect to the windows server instances via remote desktop connection(start>applications>remote desktop connection. Amazon will give you the details to log in.
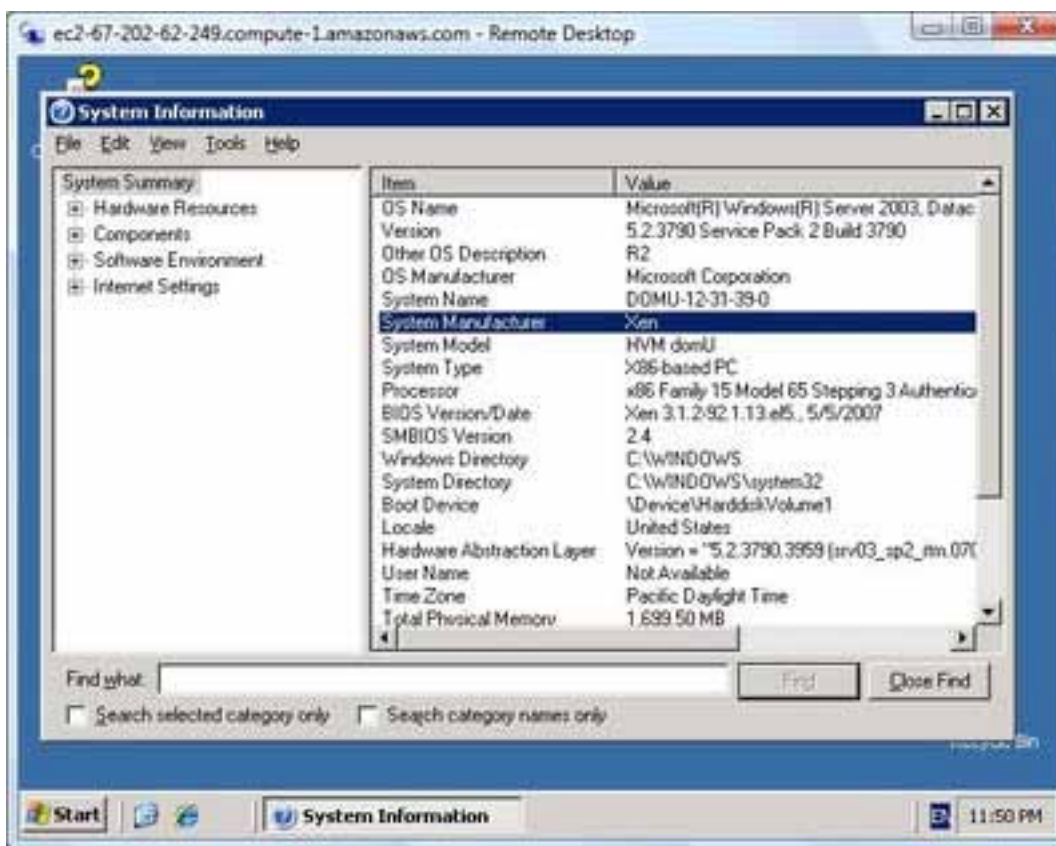

Here is a link to help you get it setup if you need to-

http://s3.amazonaws.com/AmazonEC2Tutorial/AmazonEC2Tutorial.html

Section IX: Recent Changes

Facebook has now applied flagging to wall posts, however this should just be an obstacle really. Here are 2 ways to ensure your posts stay up long enough to be effective.

1) Using your accounts to like/comment on your wall posts. Obviously this would be quite time consuming manually, let's face it programs just get things done faster. So after you have posted through FaceWizard or FriendAdderPro you can simply paste your wall id's into the liker tab and hit go. However in FW it will default to liking/commenting the latest wall post. So obviously you will have to be fast if you do it this way. You can also get your actual post id's one by one…….This will be time consuming but your conversions and clicks will also greatly increase doing this. To do that right click on the date and time of the post, and copy the link. Go through and paste all those into a text file and load them into the liker tab in FW and you're good to go.
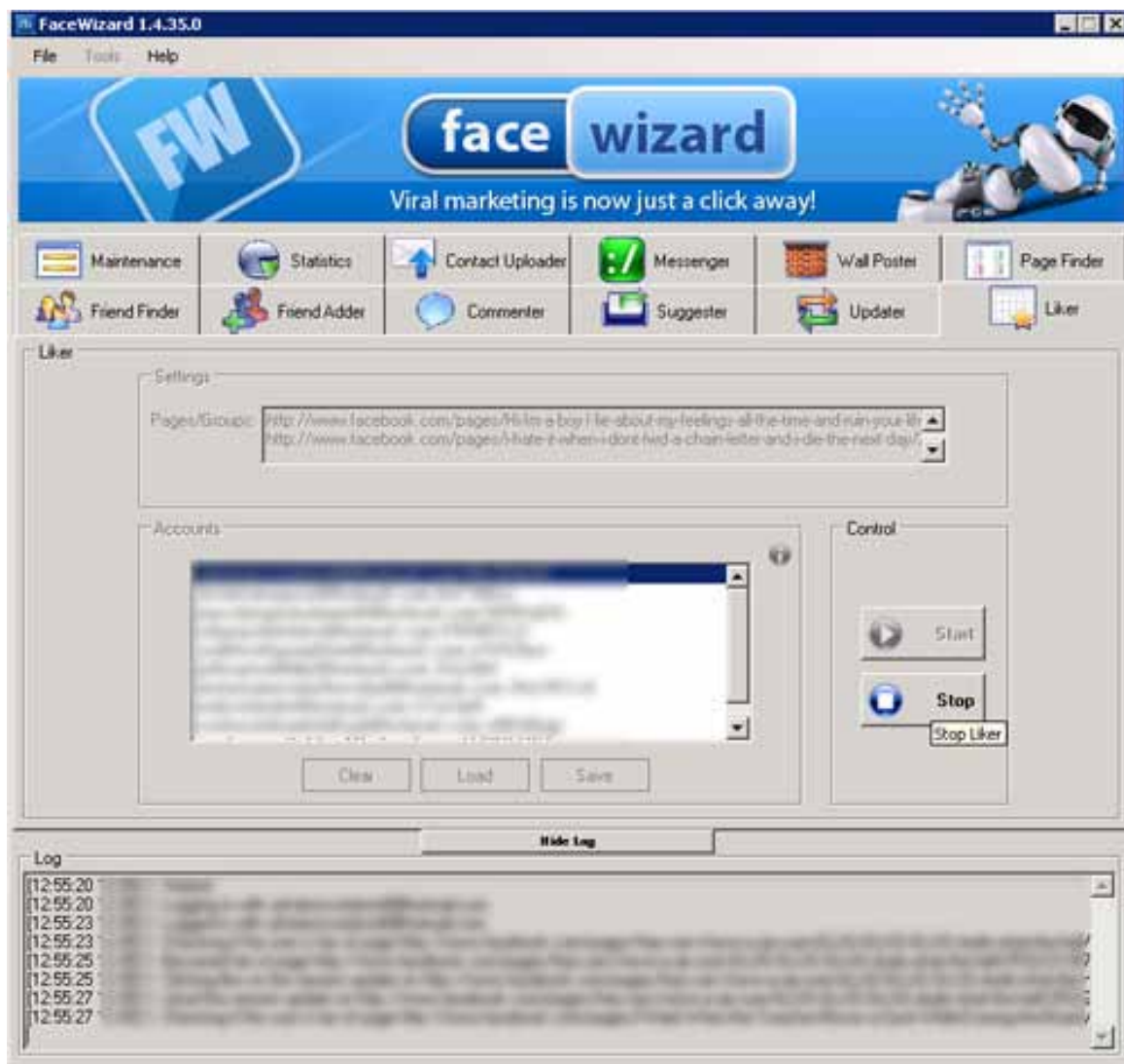
2) This one is easy and already talked about in the book, but now with flagging it is that much more important: Making yourself sound like a normal FB user sharing something cool. I wouldn't recommend anything like "Learn how to make 5 billion dollars online!" "Want to go back to college? Apply here!" A great angle is simply to say something like "Check this out it's pretty cool" or "This is so funny lmao" "I just found this u should check it out lol" Adding "lmao" etc. in my opinion makes you sound like just another person, which is what we want. Also the research angle. These people don't know you so who are they to say you aren't really doing research? Now all the methods in the book are already geared to that, but I want to make sure everyone gets this right. It wasn't as important before but now it seems pretty crucial.

Impersonation is a key improving your conversion rates in social marketing, even though we have been doing this for years. Make it seem like you are a legitimate user and your problems and experiences are real and you will notice a huge change in your response and conversion rates.

Section X: Closing

We have shared some highly profitable proven avenues for you to persue but hopefully also brought to surface how you can go about creating your own money making methods. It really is about making your own twists on existing methods and ideas that really brings in the money. Take action on these, hit them hard, hit them fast, and don't look back.