

HOW TO USE FACEBOOK TO GET LEADS FOR YOUR BUSINESS



@AndreaVahl
@GrandmaMaryShow



Andrea Vahl

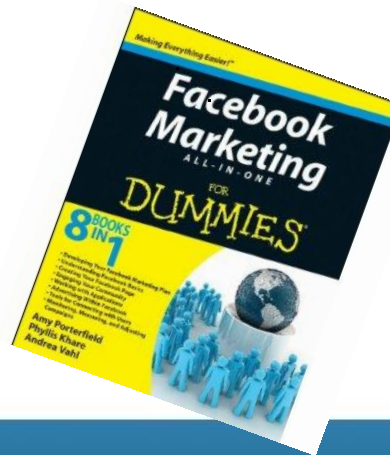
Social Media
Author Strategist Speaker



About me



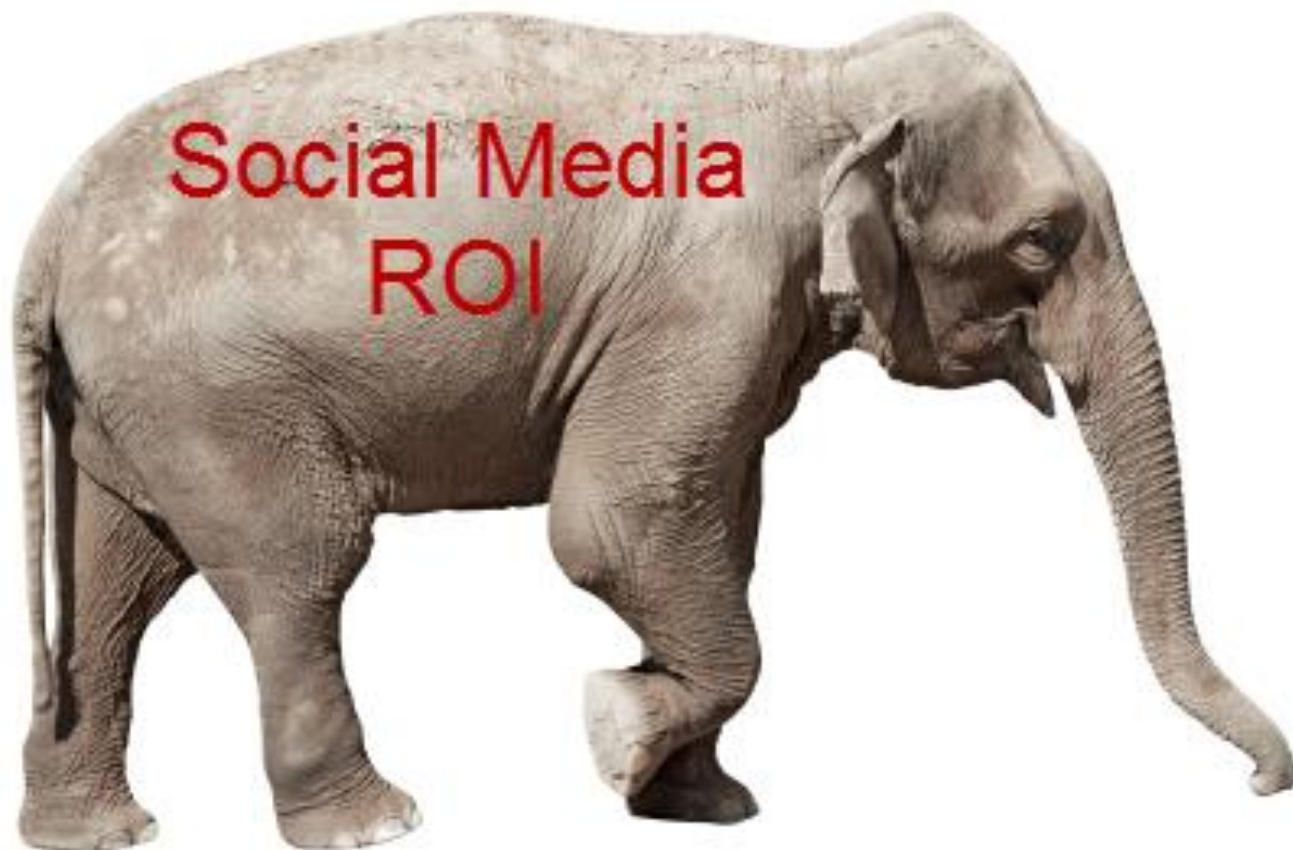
- Social Media Coach, Strategist and Speaker
- Co-author of Facebook Marketing All-in-One for Dummies
- Community Manager for Social Media Examiner
- Grandma Mary



Andrea Vahl

Social Media
Author Strategist Speaker





Social Media = Farming



It's not push marketing





Setting Goals

- S.M.A.R.T.
 - Specific
 - Measureable
 - Attainable
 - Realistic
 - Timely



Andrea Vahl

Social Media
Author Strategist Speaker



Goals that make sense

- Overall growth is still good = awareness
- Traffic
- Subscribers
- Sales



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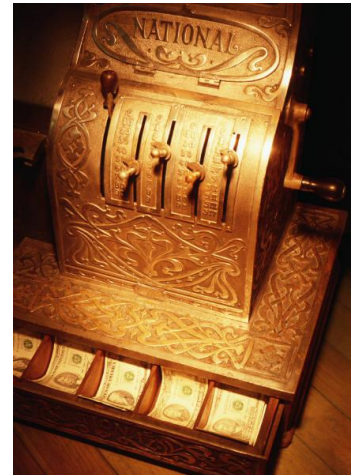
Social Media
Author Strategist Speaker



THE BIG SECRET:

Social Media + E-mail = Sales

- Person has to see an offer between 5-9 times
- Organized campaign
- Reinforced multiple ways
- E-mail is NOT dead



Andrea Vahl

Social Media
Author Strategist Speaker



One Take Away

- Drive social traffic to your e-mail optin
 - Free giveaway
 - Newsletter Signup
 - Coupon
 - Contest
 - Webinar
- Social will change – Email is yours!



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Social Media
Author Strategist Speaker



E-mail Marketing

- Constant Contact
- iContact
- MailChimp
- Aweber



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Author Strategist Speaker



The Facebook Leads Process

- Grow your Facebook Page
- Get e-mail addresses
- Use Facebook + E-mail to build Superfans who love you
- Make offers and get sales



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Social Media
Author Strategist Speaker





Grow
Fans

E-mail
Opt In

Build
Super
Fans

Make
Offers
and Sell

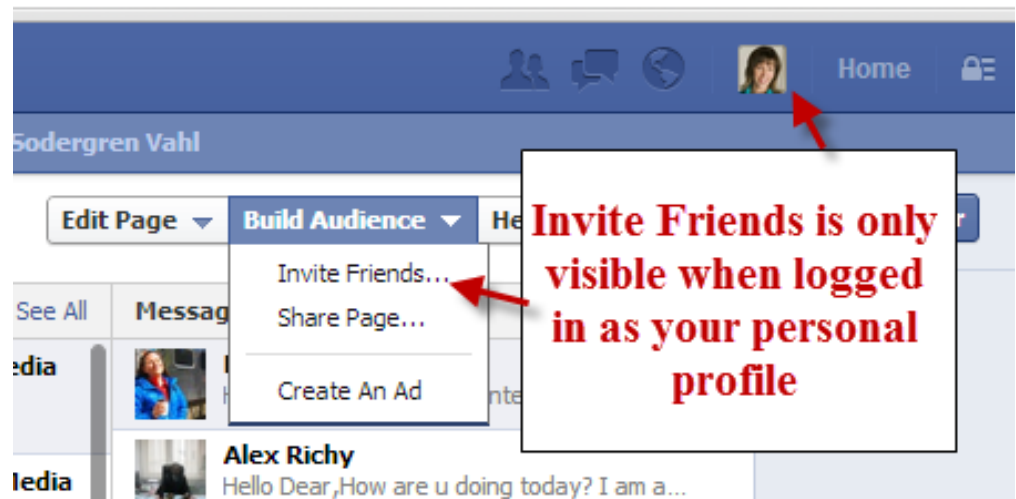
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Top Tips for Growing Your Facebook Page

- Use your warm market
- Invite friends
- E-mail customers
- Promote to Groups
- Run an Ad



Visibility: Participate as your Page

- Target complementary Pages
- Comment on posts as your Page
- Watch Local Pages
- 5-10 minutes/week



Andrea Vahl

Social Media
Author Strategist Speaker



Like the Pages as Your Page

facebook Search for people, places and things Superior CO - Chamber of Co...

To Like a Page as your Page, first Log in as your Page, navigate to the other Page, and Click Like. Now you will have that Page in your Home Feed of your Page.

Louisville Colorado
3,146 likes · 68 talking about this · 415 were here







Government Organization
This is the official page of the City of Louisville, Colorado. If you are looking for more the City of Louisville, please visit www.LouisvilleCO.gov.

About Photos Likes Map Notes 1

Highlights

City of Louisville & Media Guidelines f
The City of Louisville of external social me

Likes

-  **Buca di Beppo Broomfield CO**
Italian Restaurant • Family Style Restaurant ✓ Liked
-  **Catherinehair at Salon Republic**
Hair Salon • Beauty Salon ✓ Liked
-  **Flatz Restaurant**
Lounge • New American Restaurant • Seafood Restaurant ✓ Liked
-  **Courtyard Boulder Louisville by Marriott**
Hotel • Restaurant • Bar ✓ Liked
-  **Cheyenne Roofing, Inc.**
Roofer • Repair Service ✓ Liked
-  **Globalsound Studio - Music Academy and Recording Studio**
Music Lessons & Instruction ✓ Liked

Close

To find other Local Pages, go to another Local Business Page (such as a Chamber), Click See All next to their Likes, and see what other Local Pages they Like

ng over lunch or maybe
redible Italian- Superior
iber and reaching out in
a convenient and
oy - you'll be glad that

ian

1

ok, Courtyard Boulder

Likes

[See All](#)



Rock Creek Medi Spa
Medical Spa



Catherinehair at Salon Republic
Hair Salon • Beauty Salon



Sears Home Appliance Showroom - Superior, CO
Appliances







Cheyenne Roofing, Inc.
Roofer • Repair Service




Flatz Restaurant
Lounge • New American Restaurant • Seafood Restaurant




Page Home Feed

facebook  





 **Superior CO - Chamber of Co...** [Home](#) 






**Superior CO - Chamber of Commerce**


FAVORITES


-  **News Feed**
-  Insights
-  Events


APPS






-  Photos
-  Notes
-  Questions
-  Links


Share:  **Status**  **Photo**  **Link**  **Video**  **Question**


Sort 


**Labragirl Pictures**
Check out Labragirl's new Images Shaping History Blog Post!


**Re-Elect President David Palmer!**
labragirlpictures.wordpress.com
A few years ago I was sitting in my living room with my trusted MacBook Pro on my lap prepping for classes at Cal State Long Beach when I came across an intriguing Associated Press article. Like ...






 Like ·  Comment ·  Share ·  1 · 28 minutes ago · 


 1 share




Press Enter to post your comment.

**Daily Camera**
Boulder's police chief says he's not sure the information is useful, while the councilman who made the request is seeking to expand the study.

**Boulder police complete alcohol study around LA/AU's Taco Shop on Uni Hill - Boulder Daily Camera**
www.dailycamera.com
Boulder police officials have completed an assessment of violent crimes that involved alcohol use within a five-block area of a University Hill taco shop that wants to stay open later.

 Like ·  Comment ·  Share ·  2 · 30 minutes ago · 

**ited Way**
Volunteers needed to help decide how United Way dollars are used in our community. <http://t.co/MpPDVVDv>











 Like ·  Comment · [@FoothillsUW](#) on Twitter · 42 minutes ago via Twitter

Insights Summary [See All](#)

- 1 New Likes
- 9 Talking About This
- 96 Weekly Total Reach

Insights are visible to page admins only.

Recommended Pages [See All](#)

-  **Rock Creek Buzz**
27 of your fans like this.
 Like
-  **Restoration Fitness, LLC**
6 of your fans like this.
 Like
-  **Louisville Chamber of Commerce**
15 of your fans like this.
 Like
-  **Character Clubs**
5 of your fans like this.
 Like
-  **Superior, Colorado**
14 of your fans like this.
 Like

Comment on Posts



Superior CO - Chamber of Commerce

Heather here - having a great time in Dallas learning about more Chamber benefits that we can bring home to you. Always looking to enhance those memberships! Enjoy your long weekend and stay tuned for exciting upgrades and new marketing opportunities.

46 People Reached · 6 People Talking About This

[Unlike](#) · [Comment](#) · [Share](#) · February 17 at 11:50am

You and 4 others like this.

[View all 4 comments](#)



Linda Boyd I'm sure you'll bring back lots of great ideas!

February 17 at 6:32pm · [Like](#)



Professional Carpet Systems of N. Denver Can't wait!


February 17 at 9:10pm · [Like](#)

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Author Strategist Speaker



Share Great Content


**Sinclair Heating, Cooling, & Plumbing Inc.** shared a link.
March 12

New Blog Post: Don't Let Indoor Air Quality Fool You
<http://hub.am/13R6R2c>




Don't Let Indoor Air Quality Fool You
<http://www.callsinclair.com/lubbock-hvac-blog/bid/...>
Poor indoor air quality can contribute to developing medical conditions like

Like · Comment · Share
2 people like this.
Write a comment...

**Sinclair Heating, Cooling, & Plumbing Inc.**
March 7

Does anyone else ever feel this way?! We can't be the only ones...


If being in my pajamas by 7pm is wrong, then I don't want to be right.



your eCards
someecards.com

Like · Comment · Share

Like · Comment · Share
4 people like this.
Write a comment...

**Sinclair Heating, Cooling, & Plumbing Inc.**
March 8


It's finally Friday everyone! That means relaxing, hanging out with your family, and pecan pie cobbler! You read that right! Pecan pie cobbler!
Check out the recipe below and let us know if you try it out! It's one of our favorites here at Sinclair and we couldn't keep it to ourselves. Have a great weekend!

PECAN PIE COBBLER

"From Tina, an awesome cook, one of my dearest friends of 30 years."
-Beth Sinclair

Ingredients:
2 frozen store-bought pecan pies
Cobbler mixture:
¼ c. melted margarine
¼ c. sugar
¼ c. pancake syrup
¼ tsp. salt
1 c. pecan pieces
¼ c. light syrup
3 eggs
½ tsp. vanilla

Directions:
Remove the frozen pies from their aluminum pans and invert them on a microwaveable dinner plate. Individually microwave one frozen pie for approximately one minute or until it can be broken up with your hands. *Do not thaw to the point that the



Like · Comment · Share
Christal Tiller likes this.
Christal Tiller Sounds yummy!!
March 8 at 4:00pm · Like · 1

Facebook Ads

Your Ad

[Remove](#)

Headline: [?] 9 characters left

Social Media Fun

Text: [?] 0 characters left

Grandma Mary is a slightly cranky Social Media Edutainer. Click Like to learn and have fun

Landing View: [?]

Timeline

Image: [?]



Upload Image

[or Choose From Library](#)

Right Column Preview

Social Media Fun



Grandma Mary is a slightly cranky Social Media Edutainer. Click Like to learn and have fun

7,619 people like Grandma Mary - Social Media Edutainer.

[Ad Preview](#)

Sponsored Stories

[Remove](#)

Help people discover your business through their friends. No increase in budget is required.

Show stories about:

☒ People liking your Page

[Show Advanced Options](#) ▾

Sample News Feed Story

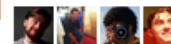


Jane Doe likes Grandma Mary - Social Media Edutainer.



Grandma Mary - Social Media Edutainer

Joe Smith and 3 other friends also like this



[Like Page](#) · [Find More Pages](#) · 3 hours ago · Sponsored

Likes and Interests

Choose Your Audience

[Learn More About Targeting](#)

Location: [?]

United States x

- ☐ Country
☒ State/Province
☐ City
☐ Zip Code

Colorado x

Age: [?]

25

- No max



Require exact age match [?]

Gender: [?]

- ☒ All
☐ Men
☐ Women

Precise Interests: [?]

#Entrepreneur x

Suggested Likes and Interests:

- | | |
|--|--|
| <input type="checkbox"/> #Lean Startup
Audience: 198,000 | <input type="checkbox"/> #Haute couture
Audience: 9,800,000 |
| <input type="checkbox"/> #Laissez-faire
Audience: 133,000 | <input type="checkbox"/> #Vaudeville
Audience: 198,000 |
| <input type="checkbox"/> #Art Nouveau
Audience: 296,000 | <input type="checkbox"/> #Portmanteau
Audience: 400,000 |
| <input type="checkbox"/> #Renaissance
Audience: 1,900,000 | <input type="checkbox"/> entrepreneur magazine |
| <input type="checkbox"/> #Lieutenant
Audience: 729,000 | <input type="checkbox"/> #Coup d'état
Audience: 890,000 |
| | <input type="checkbox"/> red mango |

Broad Categories: [?]

- | | |
|------------------------|---|
| Activities | <input type="checkbox"/> Cooking |
| Business/Technology | <input type="checkbox"/> Dancing |
| Ethnic | <input type="checkbox"/> DIY/Crafts |
| Events | <input type="checkbox"/> Event Planning |
| Family Status | <input type="checkbox"/> Fast Food Diners/QSR |
| Interests | <input type="checkbox"/> Food & Dining |
| Mobile Users (All) | <input type="checkbox"/> Frequent Casual Diner |
| Mobile Users (Android) | <input type="checkbox"/> Gaming (Console) |
| Mobile Users (iOS) | <input type="checkbox"/> Gaming (Social/Online) |

Audience

20,640 people

- who live in the United States
- who live in Colorado
- age 25 and older
- who like #Entrepreneur
- who are not already connected to Andrea's Widgets

Suggested Bid

\$0.52–\$1.42 USD

I try to keep the Audience size at 200,000 or more if possible



Grow
Fans

E-mail
Opt In

Build
Super
Fans

Make
Offers
and Sell

Andrea Vahl

Social Media
Author Strategist Speaker



Facebook Applications

Social Identities

3,402 likes · 389 talking about this

to find out what we can do
sign graphics for most social
twitter, YouTube, and more.



Photos



Click This!



Tab Page Portfolio



Contact Us

4 ▾

Like



✓ Liked

Message



Photos

Click to get your free
**MARKETING
TOOLKIT**

Free Toolkit

410

Likes



Grandma Mary - Social Media Edutainer

7,619 likes · 846 talking about this

Consulting/Business Services

Grandma Mary is a slightly cranky Social Media Edutainer.
Learning about social media is wayyy more fun with
Grandma Mary. <http://www.andreavahl.com/grandmas->

About



Photos

**FREE
Social Media
Success Report**

Free Goodies!

**Hot
Blog Posts**

Read my Blog

**My
Fab Fans**

Top Fans

25 ▾

dia
t Speaker

App Created with Heyo

facebook

Search

The Big Brand System Free Toolkit

✓ Liked

Created with [Lujure](#)

WELCOME TO THE BIG BRAND SYSTEM COMMUNITY
Click Like first, then get your gift!



Free Marketing Toolkit
Get instant access to:

- Quick Start Marketing Boost audio
- Design 101 series delivered via email
- Free blog updates

Sign up to get your gift!

Click **Like** above, then get your **free gift** by adding your email address below.

Type your best email address here

GET YOUR FREE GIFT



Grandma Mary - Social Med...

Free Goodies! ▾

✓ Liked

Powered by **heyo**



Grandma says
"Click Like!"

Enter your email address to get instant
access to my Social Media Success Report!

Type your email address here

SUBMIT

Grandma Mary

Social
Media
Edutainer

Best Facebook Custom Tab Apps



- Involver: www.facebook.com/StaticHTMLapp
- Tabsite: <http://www.tabsite.com>
- Heyo: <http://www.heyo.com>
- ShortStack <http://www.shortstack.com>
- PageModo <http://www.pagemodo.com>
- North Social: <http://www.NorthSocial.com>

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Alternative - Shortstack

 **SHORTSTACK**  New!

Upgrade Now! ▼ Andrea Vahl ▼ Help

Designer Tabs Media Templates Forms & Promos Help with this Page

Back To: [Tabs](#)



Designer



Widget Editor CSS Editor Install Tab

Tab #165326: My Welcome Tab Settings Not Installed




Add Widgets [?]

Basic Tools











Facebook Features






Promotions






Forms









Integrations






Edit Widgets [?]

Image  #image




Video  #video

RichText  #rich_text

Like  #like

Live Preview [?]

☒ Auto Refresh


View 

Simulated Date [?]

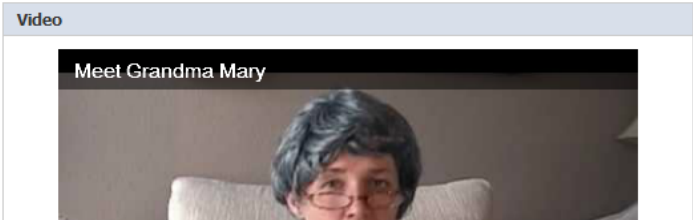
Simulated Country [?]

Theme Selector [?]
 ▼ No Theme




Image






Video



Constant Contact

facebook    Search

 Horsefeathers Restaurant Join My List 




Show us some love and click the LIKE button above then you can join our email list below to keep up on all the latest Horsefeathers news.


Enter your email address to join our mailing list:

[Join List](#)


Thank You!








The Staff and Owners of Horsefeathers want you to know how much we appreciate your frequent business and continued support of our restaurant, and look forward to seeing you frequent our establishment in the future!




MailChimp

 MP Designs Jewelry



 MP Designs Jewelry Email Signup ▾

Like



MP designs jewelry

Sign up for Mailing List to receive monthly coupons and special savings.

(Required fields are bold)

Email Address *

First Name

Last Name

Preferred format ☒ HTML ☐ Text

Subscribe to list

powered by
MailChimp

OR.....

Quick Start Guide to Social Media for Business



Social Media can be *overwhelming!*

It's certainly not something you want to jump into quickly and start signing up for everything and friending everyone.

Listen first, create a strategy, decide what you want out of it and start small. Do one or two things well and then add more. Make sure you know why you are doing it so you keep the big picture in mind. There are huge benefits to participating in Social Media including:

- Expanding your Internet presence
- Finding new customers
- Helping your Search Engine Optimization for your website or blog
- and more...

Enter your name & email for my Free Quick Start Guide to Social Media for Business & find out how to get started with Blogging, Facebook, YouTube and LinkedIn. Soon, you'll be sending customers to your business with these social media sites.

Get Your Free Report!



Name:

Email:

SUBMIT

We respect your [email](#)
[privacy](#)

Free Webinars



Positive Parenting Solutions



FREE WEBINAR this Wednesday...Tired of reminding & yelling? There IS a better way. Join me for "Get Kids to Listen Without Nagging, Reminding or Yelling" - a FREE webinar with strategies you can use right away. This WEDNESDAY night at 9 PM Eastern. Seats are limited to 200 - RSVP here: <http://www.positiveparentingsolutions.com/complimentary-webinar>




Positive Parenting Solutions Invites You To A Complimentary Parenting Webinar

www.positiveparentingsolutions.com

← Watch this 1-minute video to meet parenting expert Amy McCready, Positive Parenting Solutions Founder and TODAY Show Contributor and discover how this webinar will be your answer to better behavior and parenting peace.

 Like · Comment · Share · 6 hours ago · 

 Scott Briggs and 16 others like this.

 1 share



Shannon Davies will this be recorded? i will be away from a comp at that time:(

5 hours ago · Like

Write a comment...

Webinar solutions

- GotoMeeting
- Webex
- Meetingburner
- GatherPlace



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Author Strategist Speaker



Special Offers/Contests

facebook                        

Facebook Contests

- Showcase your product or service
- Gather e-mails of leads
- Fun for community
- Shared
- People like to win





Andrea Vahl


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Author Strategist Speaker




Highlight a product

 Fitness Together Louisville TabSite 

Win 20 sessions of our Small Group Personal Training (Pack) and participate in the 6 Week Weight Loss Challenge!





© Keith Baba 2012

Contest Applications

- Offerpop – lots of options
- North Social – easy but need graphics
- Woobox – easy setup
- Contest Domination
- ShortStack – drag and drop, configurable
- Strutta –photo, video, essay contest

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Grow
Fans

E-mail
Opt In

Build
Super
Fans

Make
Offers
and Sell

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Super Fans

	SUPER FAN This Fan has given you basic data permissions, has purchased from you and has led to another Fan buying from you.	HEAVY
	PURCHASING FAN This Fan has given you basic data permissions, and has purchased from you.	HEAVY
	ADVOCATE FAN This Fan has spread the word about you and grown your likes, FB connect users or app users	HEAVY
	ENGAGED FAN This is a Fan who 'likes' your brand	MODERATE
	POTENTIAL FAN This is a friend of a Fan of yours	LIGHT

Building Super Fans

- Share useful content
 - Your Own
 - Others (with proper credit)
- Reward and connect
- Freebies
- Engage!



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Share useful content - sources

- Alltop – www.Alltop.com
- SmartBrief - <http://www.smartbrief.com>
- Google Alerts – www.google.com/alerts
- Twitter Lists – make a list of gurus
- Facebook Pages – make a list of gurus
- Go-to blogs

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Deepen relationships



COUNTRY Financial

June is a big wedding month full of flowers, rehearsal dinners, white dresses, and gorgeous receptions. In keeping with all these traditions, often the one thing couples find the hardest to keep is the BUDGET! Take a break today, stroll down memory lane, and tell us about your wedding, your original budget, and how you stuck to (or strayed away from) it.

15 hours ago



Jessica Tenuta likes this.



Kim Brockman I think we stayed pretty close to our budget. We were lucky and had 3 sources of \$ (my parents, his parents, and ours) All in all I think we did it all for our 200 guests for less than \$12,000 and the goal was \$11,000 so pretty darn close! It helped to save early and pay for little things along the way ;o)



14 hours ago

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Author Strategist Speaker



Ask Opinions



Grandma Mary - Social Media Edutainer



How do you think this might affect Twitter? They better not mess with Hootsuite - I'm a Hootsuite gal.



Twitter In Talks To Buy TweetDeck [REPORT]

mashable.com

Twitter is in talks to purchase TweetDeck Inc., which produces one of the most popular third-party Twitter clients, according to a report from Mashable.

1,281 Impressions
Yesterday at 10:00am



Yesterday at 10:00am



Lori Randal



View all 6 comments



Grandma Mary
Great to hear from you!
Yesterday at 10:00am



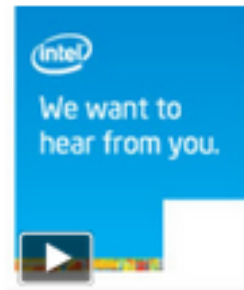
Lori Randal
Wonderful! Thank you!
Yesterday at 10:00am

Write a comment...



Intel

Take our Poll! What will be the biggest tech trend for 2012?



Like · Comment · Thursday at 1:02pm via Intel Publisher



1,636 people like this.



View all 212 comments

Write a comment...

Social Question



Blog World & New Media Expo

Mondays are for _____.

Go!

Like · Comment · Share · Monday at 7:52am ·

Atlas Branding Agencies likes this.

View all 7 comments



Mike Stenger Setting the tone for the rest of the week!

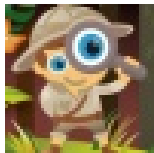
Monday at 10:47am · Like



Kutter Tech Training Rocking and Rolling!

Tuesday at 4:16am · Like

Write a comment...



Social Media Examiner

Question of the Day: What is your favorite movie? - Andrea

31,723 Impressions · 0.31% Feedback

Monday at 5:22pm · Like · Comment

Ricky Yoga Alfiansyah and 10 others like this.

View all 87 comments

Write a comment...

Make it Personal



Guy Kawasaki

Outside Cam Neely's office!



 April 16 at 8:34pm · Share



Calin Ghibu and 56 others like this.



View all 14 comments



Nestor Arranz Very Cool Guy.

Sunday at 10:10am

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Author Strategist Speaker



Reward – facilitate connections



The Blog Squad

Who wants to Brag About Their Blog Today? It's been 2 months since the last BAYB day so let's get and give some blog luv today! Post the name and URL of your blog on this thread. NOTE: you must include `http://` before the URL so the link is clickable. Then click "Like" and "Share" with your friends so they can get some blog luv too!



Lots of comments and shares when you make it about your audience

Like · Comment · Share · February 10 at 8:51am

Romina Monaco and 121 others like this

View all 301 comments

42 shares

Write a comment...



Grow
Fans

E-mail
Opt In

Build
Super
Fans

Make
Offers
and Sell

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Author Strategist Speaker



The Fortune is in the Follow up!

Follow Up Messages Drag and drop your Follow Up messages to change their order.

Mesg	Interval	Type	Modified	Click Tracking	Subject	Spam?	Test	Copy	Delete
1	0	Text/HTML	01/25/12	On	Getting Started with Social Media M...	0	TEST	COPY	X
2	4	Text/HTML	12/03/11	On	How to Get more Facebook Likes	0	TEST	COPY	X
3	4	Text/HTML	12/03/11	On	My very best Facebook tips	0	TEST	COPY	X

Create A New Follow Up Message

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Author Strategist Speaker



Effective ways to sell on Facebook

- Stealth-selling!
 - Great content
 - Contests – showcase your product and create buzz
 - Featured users and testimonials
- Sell 10% of the time at most

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The Big Brand System

eBook Evolution — the complete solution for writing, creating and marketing your eBook — is available now for a special introductory price until Thursday. Click below to get the details!



Get eBook Evolution | Sticky eBooks | Sticky eBooks



stickybooks.com

Produce your own powerfully-written, beautifully-designed eBook, and sell it in a way that feels authentic to you.
eBook Evolution: the Twitter



17 hours ago · Like · Comment · Share



Business Tooligans Sha-weet.

8 hours ago · Like



Threadless

Pay just 75% of the total for your order when you use this link --->
<http://ow.ly/6Hp19> (25% off your order of \$25 or more!)



Threadless graphic t-shirt designs: cool & funny t-shirts weekly! Tees designed by the community.

www.threadless.com

Browse our collection of amazing graphic t-shirt designs. The best tees on the planet.



Like · Comment · Share · Yesterday at 5:25am



Codie Smith and 43 others like this.



View all 31 comments



View 1 share

Write a comment...

Have FUN!

- When you are having fun, your Page is fun
- Mix it up
- Engage on other Pages
- Be social



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Author Strategist Speaker



Connect with me

- Sign up for my free report
- One on One consulting
- Special Offer.....Facebook On Ramp

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Finally get the Facebook Marketing help you need – Facebook On Ramp

- All online and self-paced
- 5 Modules with videos and downloads
- Bonuses
- Private Facebook Group



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Andrea Vahl's



Facebook On Ramp

THE BEGINNER'S GUIDE TO MARKETING WITH FACEBOOK

- 3 Days Only \$77 just for this group! Then \$97
- 30-day Guarantee
- <http://FB-Onramp.com>
- Coupon Code SPECIAL3
- Hope to see you there!