

Audience Building: How To Create Engagement, Followers, Change and Revenue Part 1

Audience Building Transcript Part 1

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An Inner Calling

All right, welcome to Audience Building, how to create engagement, followers, change, and revenue. Now, essentially, if you are building an audience or you have built an audience, you are what's known as an influencer. This is also about how to become an influencer this particular module that goes one in the same with audience building. If you're an influencer, you have an audience. Let's talk about what it means to become an influencer. One of the things I think that's important to understand about it, about being an influencer is the core messaging. You have something to say as an influencer and you have an audience that resonates, that's a very key word, resonates with what you have to say and therefore they follow you because they are very interested in hearing more of what you have to say. For many people, including myself, I would suggest that there perhaps is an inner calling.

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Being An Influencer For Social Change

Now maybe not with everyone but if you are actually out there trying to create great social change, you are for social justice and you are trying to steer people into a better way of living, into a better life, then I would suggest that that's an inner calling. I just want to touch briefly on my story because it's interesting in that where I am right now I had no idea I would be doing what I am currently doing. I had no idea but when I look back on my past, I see that everything has led up to this, and so let me just show you here. Way back in 2001, I launched a magazine called the Equal Vision journal in Montana and it was all about natural health, natural living. This was a culmination of 10 years of research and investigation into the natural living lifestyle and someone suggested that, "Hey, why don't I start a magazine about this? We need something like this in Montana," where I was living at the time.

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My Story of Stop Mandatory Vaccination

I did and it actually took off, and then I created numerous magazines, however, it is cold in Montana and so I sold the magazine and moved to Seattle and actually launched another magazine. That magazine was called the EcoVision journal, and then we launched this magazine in 2002 and then I sold this magazine and then I moved to Los Angeles and I then launched and created this book, The Beginner's Guide to Natural Living. I also created this YouTube channel and all of this prepped me for what would happen next, which was a bill that introduced several years ago in California that would mandate vaccination for children in order to attend public or private school. I kind of blew all of my circuits. I was like, "There's no way that that can be appropriate or fair or anything. Like who mandates injections in order to attend school?"

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The Need For PASSION

So Stop Mandatory Vaccination was born, and what happened was I became incredibly passionate about this topic, like incredibly passionate and I'm still very passionate about it. I thought I was going to do something in the natural

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health, natural living space, but in reality, it was all prep work for this. Is there crossover? Absolutely, there's absolutely crossover between natural health, natural living and the vaccine free living, vaccine free parenting. But I had no idea that this would become my life. Let's jump back over here. My story is essentially a story of I put in 20 years of learning all kinds of different things that prepped me for ultimately becoming an anti-vaccine activist. So then the question for you is, "What's your story?" I mean, is there something inside of you that you just have to communicate to the world that you just have to share with them? That you are so passionate about it that nothing will stop you.

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Are You Ready To Face Challenges?

Because I guarantee you if you're working for the good, there will be forces that are unbeknownst to you that will try to stop you. You have to have an inner calling in my opinion if you're really working for good versus say showing off cupcakes on Instagram or something like that. I'm really about the activist side of things here, not cupcakes or dresses or fluffy stuff that some influencers are doing. It's not really my deal. All the more power to them but that's not my deal, I'm really about activism. Let's move on here. You're an activist, I'm going to pretend like you're an activist, I'm going to pretend that you have an inner calling, and I'm going to pretend you have this concept of core messaging that you need to get out.

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Everything You Say Matters

What's First? The first thing is what you say matters, everything you say matters and every time you say something remember this. Whether you say it on camera, you say it in social media, it's text, it's video, it's imagery, whatever, it does matter what you say. Be in integrity, can't stress this enough, don't be wishy washy. If you believe something, if you have a core value and you project that core value to your audience, stick with that core value if indeed that's what you believe. If you don't know what you believe, you can say that but don't say you believe one thing and then flip flop because people won't trust you. That's really important, the whole point of this is people trusting you. I would suggest right out the gate don't belittle others, it is not a good habit to get into. Let the gossip columns do that, that's not your mission, belittling other people. This also goes hand in hand with don't "call out other influencers in your space".

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Refrain From Calling Out Other Influencers

Here in the anti-vaccine movement, it's ridiculous the number of "influencers" minor and even some major ones who think it's in the best interest of their movement to "call out other influencers" and share what's wrong with these other people. It's terrible. What a great way to divide a movement and just shut down an entire movement and make people not want to become an influencer themselves. I really suggest that you look at this really deeply, if you're going to be an influencer, don't be calling out other influencers. Have consistent messaging. For at least two years now I've been very specifically saying I am an anti-vaccine activist. It would be inconsistent with me, with my messaging if I were to all of a sudden say, "Well, some vaccines are okay." That would not be appropriate, that would not be good. So have consistent messaging.

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Enthusiasm Sells

That also goes back to integrity and your core values, know what your core values are, know what you believe when you are saying something. All right, so now let's talk about how do you say something? You say it with passion. Enthusiasm sells, be enthusiastic about what you're saying and how you say it. Your cause should matter to you, you're not being flippant, you want to say it and you want to say it with passion. You probably have a lot to say and so then that begs the question, "Are you in it for the long haul?" Because there will be challenges that come along, so are you in this for the long haul or is this just a passing fad? It's a big deal and if you purchased my series here, my entire educational program, and if you're in it for the long haul, I give you a lot of the tools you can use to build up a systematic platform that can give you longevity which includes revenue.

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The Importance of Branding

If you really want to make an impact, be in it for the long haul and set up these other systems that I explain in my training programs so that you can be in it for the long haul and you can actually make an impact and actually make change. I'm going to explain that in just a little bit what I mean by that. That leads us to branding, branding is really important. Branding is the concept of the look and the feel and the personality and the resonance that you have with other people. Whether your brand meaning a name that you might have but also you as the influencer because usually an influencer is a person but you can have a name and people know that you are that name as well. Like I am Stop Mandatory Vaccination, but anyone that follows Stop Mandatory Vaccination long enough knows that Larry Cook is behind Stop Mandatory Vaccination. I'll talk about that concept in just a second.

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Be Authentic

But branding is the look, the feel, the personality, and the resonance of you, your brand. So how are you conveying yourself and what are you saying and what are you doing that creates engagement where people can trust you and love you? Part of that is the authenticity, so you earn trust and love by being authentic and by being real. People really do have a pretty good bullshit meter, so speak from the heart, speak truthfully. I just want to say, again, that does not mean putting down others. You can speak truthfully about you, your cause, and about expectations, what you'd like to see. For example, I can say I would love to see more people step up to the plate and explain why vaccines are harming children as opposed to saying this person over here isn't vaccine free enough and isn't anti-vaccine free enough. Do you see the difference?

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Unless You Stand For Something You Stand For Nothing

There's a big difference, so whatever your cause is, stick to the cause, not other people that you're disagreeing with. Stick to the cause and help people understand where you think they should be but do it with compassion, without actually naming people, or even hinting at who someone might be. I try not to hint even when it's something like that. You can have an emotion or a connection to an ideal, that's branding as well. The vaccine free parenting

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lifestyle is full of love and power and wisdom and I am promoting the vaccine free lifestyle all of the time. So create an emotional connection whenever you can and that's part of your messaging process as well. This is a pretty important concept here, unless you stand for something you stand for nothing. You cannot please everyone, perhaps not even within your own audience those who would resonate with you.

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Follow Your Inner Strength

I happen to be in a very highly charged controversial topic platform and obviously it's going to alienate people. I and other people who follow what I do and also who do their own work, we stand for something, and that something is parents should be able to make their own choices for children. They should not be coerced or forced by the government to vaccinate their children. That's something that we stand for, so stand for something. Don't worry about what everyone else thinks, hold the ideal for everyone else. This is where your core inner strength comes from, this is where your divine guidance comes from. This is one reason why I think prayer is so important, you are pulling from your core integrity and you're standing for something and you're explaining your ideals and you're explaining why you stand for something and this is what makes you an influencer. This is the very thing that becomes the influencer in you and that's why people want to follow you because you stand for something.

[13:01](#)

The Importance Of Your Brand Name

Now here's an interesting thing, what is your brand name? Is it your personal name or is that a mission driven name or brand? I don't think that using your name only is such a good idea unless you're a celebrity and when I say that I mean mainstream media has actually given you a platform to communicate with the world. Because your name doesn't necessarily mean anything and I'll explain something, in fact, it's right here. It's name your website, Facebook page and your group if possible this name, which is what I did, or is it a mission driven name and brand? Let's pop on over here. I have Stop Mandatory Vaccination as my website, Stop Mandatory Vaccination page, Stop Mandatory Vaccination as a Facebook group, everything is Stop Mandatory Vaccination. I'd like to bring to your attention that I have 155-, well, almost 156,000 members in my Facebook group.

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I have the largest Facebook group of this type. That has to do with the vaccine choice by at least 20 or 30 or 40,000 people I believe. I think that one of the reasons why is because people know instantaneously and immediately what I stand for, what the concept is here, Stop mandatory vaccination. It is so well known that I'm going to show you something, you made me think about this when I was writing up my outline but check this out. These people Start Mandatory Vaccination are mimicking my group and my page. This is not my page, they are making an identical page and group but they are pro-vaccine, that is how well known I am and how much of a threat I am to the pro-vaccine agenda that they would mimic me to try to throw people off and to harass me. There are all kinds of pages out there that harass the work that I specifically,

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Larry Cook, does and they'll post my image and my name and everything all the time.

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A Mission Driven Brand Name Could Be Beneficial

If you become well known and if your brand becomes well known and you're in a highly charged topic, you can expect that kind of stuff to happen. I want to go back now to the brand name. We're back here at name your website and Facebook group the same if possible, and I really like a mission-driven name. If you have not set everything up already, you may want to think about what name would work for you. Now you could have your name in it. There's one website or one Facebook page called Bella something Wellness, I can't remember the last name. But the whole point is that she used her name but then she called it wellness, so if you want to do a hybrid, that would definitely help in my opinion. If you're just starting off with your name, for people who are new to you, you are making it way more difficult to get those people to follow you because they don't know who you are.

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The Problem With Using Your Personal Name As Your Brand

They don't know what you're about. But I'll tell you what, when someone sees Stop Mandatory Vaccination roll through their feed, they know exactly what that's about. There is no question, so think about that. I think that it's important to know what your mission is. If you're going to be an activist, a social media activist, an influencer, what is your mission? My mission is to end vaccine mandates, that's my mission. I want to stop vaccine mandates, Stop Mandatory Vaccination, stop vaccine mandates. There is your mission, what is it? Like you could be in the GMO space, for example, and maybe you want to stop GMO from being produced on the planet, GMO foods for example. There's a lot of causes out there, a whole ton, so just because I'm talking about vaccines, it doesn't mean that you have to be in the vaccine space. This is about you becoming an activist and an influencer in the space that you are actually interested in.

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Know Your Mission & Your Strategy

Mine is to end vaccine mandates, so know your mission and then know your strategy. How will you do that? Well, we know in the vaccine stratosphere that politicians are paid off, there's tons of corrupt politicians, they get paid money by the pharmaceutical industry and it's the pharmaceutical industry that are actually running these bills to force vaccinate every man, woman and child on the planet. Not just in the United States of America, this is global: Italy, France, United Kingdom, Argentina. Argentina just passed a law where adults have to have their vaccine card in order to get their drivers license, their passport, their ID. This is coming, it is absolutely coming, mandatory vaccines for all people, everywhere, planetary. Know your strategy, what is your plan to try to help stop that? There can be multiple plans happening at the same time, by the way, it's not just about one plan but you should have a plan and what's your plan?

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Your Strategy Creates Social Change

Your strategy should not be just to be complaining, I don't just complain, I do

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make complaints but I don't just complain, I have a strategy. It's a very specific strategy, it's to help parents stop vaccines, to stop vaccinating. Because when a parent truly understands why vaccine free is safer and better and that their child is not going to die automatically just because they don't have vaccines, when a parent actually understands that, that parent becomes an activist. That parent will go talk to legislators, that parent will share with other parents, that parent will help stop vaccine mandates. My strategy is to help parents stop vaccinating. How do I do that? Well, I have a group, this group has 155,000, almost 156,000 people in it. Let's take a look at the group insights. The last 28 days have added 1800 new members, we add 200 to 300 per day. This is down a little bit, but 751,000 post comments and reactions, that's a lot.

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Your Messaging Is Your Strategy & Mission

What happens is people join this group and I deliberately ask them and suggest that they join this group and all my other messaging so that they can ask parents about vaccinating their child. Here someone asks, "What do I say about this question?" Or we can scroll down and some people ask health questions but there's a lot of vaccine questions, "What can you do to detox from vaccines for children ages three and three months?" For example, here is someone, "I've been thinking of vaccinating my daughter." So she asks her question and then people answer. So parents oftentimes will come into the group, they'll ask their questions and they go vaccine free, which is exactly what I want to have happen. I have a plan, a strategy, and I have a mission. It's really helpful if you know your mission and you know your strategy so that when you are messaging, your messaging is consistent and you actually have thought through why you're doing what you're doing and what you hope the end goal will be.

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Use Multiple Platforms To Build Your Audience

A great way to reach more people and to build your brand, build your audience, and to have more influence. Is to use multiple platforms and I think one the most obvious platforms that we all should have is a website. I do have an entire training program on how to set up a website which this is not about, this is more about what you do with your website. Let's talk about that. First thing's first and that is Google Analytics, which I do talk about in the website tutorial, WordPress tutorial, allows you to see how well your website is doing in terms of traffic. I talk about how to install it and everything. I think that everyone should be using Google Analytics. It's important to know what's going on on your website. Here's mine for Stop Mandatory Vaccination. We're looking at the last 30 days and how many people have visited the website and how many new people have visited the website, 95,000 people in the last 30 days.

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The Value Of Yoast

I think that's pretty good, they stay on for an average of 35 seconds but that means that there's a lot of people, thousands who are on there for a lot longer than that learning from what I've put up onto the website. Let's go back here. How do we get people to come to the website? Well, there's a lot of reasons why people come to a website, but let's start with Yoast. Yoast is a plugin which I also talk about that allows you to create the SEO title, the slug which is the URL

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link and the meta description that we see both in search engines during search results and also when we post to Facebook. This is the Facebook part of it which makes it extremely important to have this particular plugin, which again I talked about in the training module about WordPress. Because not only can we do the title and the Facebook description, but we can also select an image that's going to go along with this particular story.

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Those three combined can give you huge viral social traction when you do it in a proper way. That part of what to do I talk about in the WordPress program but let me just show it to you right here in case you haven't had a chance to take a look at it yet. Let's look at this post. This one's about Argentina creating mandatory vaccination. I'm going to copy that link, we'll click over here to my group just because it's the fastest and easiest way to do this and I'm just going to drop this link in and that's what it looks like. The photograph and the title, and if this were a shorter title, we'd see the description as well. What's my point? My point is when I create the stories that I create, everything is deliberate, it's very deliberate, it's thought out. The image that's used, the any image adjustments that are happening is thought out. In fact, that's why I did the Photoshop tutorial as well, it's so that you can understand this part of it.

[24:19](#)

Write Compelling and Provocative Titles

The titles and what I say and how I say it and why I said it, it's all thought out. When you're doing your audience building and you're reaching your audience and everything and you set up a website, you want to think this through and you want this to look it's very best. Again, I explain this process and what to do in the website tutorial. Let's go back here. That is using Yoast to get better search engine optimization and also to get great results in Facebook. What should your website have on it? Well, let's take a look at my website. This is just my own opinion. We can click out of here. On my website, we have a home membership which is all about people donating or giving me money, stories which I'll click over in a second. Now, the vaccine argument is that people need to be vaccinated in order for public health to occur.

[25:21](#)

Organize Your Website Based On Perceived Argument

Therefore, I've created an entire section all about the public health argument and how it doesn't hold water in terms of mandatory vaccination and I cover all of these different topics. I also cover vaccine dangers, I have the main overview of vaccine dangers here of what's going on with vaccination. Then I have additional specific things about vaccines and what's dangerous about them and/or how to treat vaccine injury. That's the dangers of vaccination. Then I have an entire section on being vaccine free because obviously one of the arguments is that children will not be healthy if they're vaccine free, everyone's going to die if they're vaccine free. I give information specific to being vaccine free as well. And then I have a take action tab and then I have a stories tab. Now, these are all called pages in WordPress which I cover in again the WordPress tutorial. Under stories, this is the blogroll, so this is where you keep adding new information, new stories whether it's news, you can call it a blogroll, I call it stories.

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Your Website's Blog Roll

This is where you can keep adding new content into this thing called the blog roll on your WordPress website. Let's click over here, so here we are at the create ongoing stories or news. You can ask your audience for stories, we do this all the time and/or we see someone. Someone says, "My child was injured by vaccines." We reach out to her and we say, "Hey, would you like to have your story published on our website?" Oftentimes they say yes and then we write up their story, we get their photos, and then I put it all together on WordPress after Melissa has uploaded everything and then I share it out. Another thing that you can do is you can summarize other stories, so maybe in your field you have someone who writes these really long posts or something or maybe there's several different stories happening and you can summarize these.

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Blog Roll Story Ideas

Erin at Health Nut News does that, she summarizes stories on her Health Nut News website and her website is huge. There is her Facebook, there's her YouTube, here's her magazine, so this is Erin at Health Nut News. She basically summarizes a lot of content that's out there already and she'll see a breaking story and then she'll summarize it and then she'll post it here. She has a huge subscriber base. Let's go back here. Write reviews, you could write reviews about books and videos, for example. There was a movie that came out called Vaxxed that was a big deal for our movement, so there's a great story right there, a documentary and you could write a whole summary of why people should go see the documentary and publish that in your news. You could write summaries or reviews of books and post that.

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Breaking News

Breaking news, so this Argentina story was originally published in Argentina, in Spanish. Now I don't usually do this but this was a breaking story, mandatory vaccination for people in Argentina. I used Google Translate and I simply Google translated the entire thing, dropped it into my WordPress and then published it and bingo, instant story. I don't usually "plagiarize" but it would probably never be published in English, or if it was, I never saw it. If it had been, I would have shared it. But every now and then, if it's a breaking story and/or it's something in a different language, I think what I just did is perfectly acceptable and fine to do. Repurpose videos, big, big, big one. All right, I'm going to show you this one because this is something that you can very easily do. Let's go to stories. Okay, so here is a video interview that I shot, here it is on YouTube. I wrote an overview of what he said, here it is.

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Repurpose Your Videos

It's probably what I actually posted into the YouTube description and then I got a transcript from rev.com and then I made this into its own post and published it in the blog roll under stories. The thing is, is that then when I publish this into social media, it gets more traction again because it's a new URL. Besides Facebook hates YouTube, so Facebook will show my story, my YouTube video from my website to more people than it will the YouTube video. Now that said, this video is also uploaded to my Facebook page. You can repurpose videos by

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uploading to YouTube, uploading to your Facebook page and uploading and/or creating a post on your website that you then share out. It's a great way to repurpose content. This is pretty important to share same content repeatedly.

[30:44](#)

Share Your Content Over and Over Again

Here's my Facebook page. I want you to notice here that seven hours ago this story from my website was posted. It's been posted multiple times, this is not a brand new story. It's reached 6353 people, it's had 314 engagements it's had one comment and 61 shares. People are clicking over and reading the story. It continues to get traction, it'll probably grab more people that will sign up to watch my page or to follow my page. So when you reshare stories, don't worry about people who have already seen it because they'll just ignore it. It's the new people you're going after. As you build your audience, share your content over and over and over again. It's okay to reshare your content, it's a great way to keep building your audience. Another reason to have a website is to get email subscribers, so let's click on over to my website again. We'll just click this one.

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Collect Email Subscribers With A Popup

Now anyone who's new who comes to my website they're going to see a pop up which I've showed in a couple other tutorials including the website building tutorial. Also, if you scroll down on every single story, keep on going. Here's also a place where you can sign up to the email list. You want to build an email list because that is another way of having an audience, and not only do you have an audience with your email list, but you can monetize your email list. The amount of money that you paid for this program is nothing compared to what you can earn just by simply having an email list. You definitely want to have a website to get an email list because it's one of the easiest ways to grab subscribers is off your website. When you have an email list, subscriber list, you can keep them in the loop, you can motivate them to action. Like, for example, I have them go over and look at videos, I have them look at new stories and I ask them to share in social media.

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Set Up An Email Campaign System

You're motivating them to partake and participate in your cause, and very importantly, you can earn revenue when you have an email subscription base. We just talked about getting email subscribers on your website and that would mean having an email list. Your email list is another way to reach people with your messaging. One way that you can get people to open up your emails is use provocative subject lines, and inside of your email, your content, you could be information only and news and just keep them abreast of what's going on. You could give them how to content, so there's something in it for them and you can have call to action. You may want them to sign a petition, you may want them to visit their legislator, you may want them to sign up for a summit so that you can earn revenue, you may want them to buy a book. Because, A, you want them to be educated on a topic and, B, because you can make a little money from that.

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Your Email Subscriber List Is Very Important

Your email list is important for so, so many reasons and that is one of the reasons why I created a tutorial specifically about MailChimp and how to set it up and create engaging emails. I highly recommend watching that one. Okay, let's talk about Facebook. Facebook is a social platform and for me personally this is the platform that I've used that's allowed me to create a very large audience for the topic that I'm into, which is vaccines and being an anti-vaccine activist. Let's click on over and do a quick overview of what Facebook offers. Facebook offers a personal profile, you probably are familiar with that. You can create a page, and a Facebook page is where you can create posts and then after the post has been created, people can comment on posts. It's a way to reach a lot of people very easily especially when you have a following. For example, right now I have 127,000 people that follow my page.

[35:20](#)

Create A Facebook Group

The other option is to create a group. Group is a little bit more complicated because of moderation and everything but it's a place where people can gather and ask each other questions and have dialogue and it's a sense of community. I have almost 156,000 people in it. It's my greatest achievement and it's also my worst nightmare because there's constant fighting that happens in my group. All three are valid, all three are necessary and let's go over them, okay? Your personal profile, I recommend that you accept almost all friend requests, just start accepting friend requests and start asking people to be your friend on a very regular basis. I recommend that you make your profile completely public, 100% public. That way you reach more people and people can share your content with other people. I also recommend that you share your posts to other groups and to your page so that you can get more traction on your personal profile.

[36:31](#)

Make The Best Out Of Your Personal Facebook Profile

If we take a look here on my personal profile, you'll see I'm maxed out at 5000 friends, you will also see that I am followed by over 21,000 people on my personal profile. Your own personal timeline is definitely a way of influencing people and creating social engagement. I am going to assume that perhaps you already have a following and you want to expand to other avenues and other ways of increasing your audience or audience building. Which is why I talk about the other Facebook platforms and other platforms as well. All right, let's talk about a Facebook page. A Facebook page allows you to communicate with a very large audience and it's a way of being a little bit less personal as well which is a good thing. Because, for example, when I post my page here, I don't feel compelled to necessarily respond to everyone. But if I was posting personally, I may feel compelled to respond to more people.

[37:34](#)

Set Up A Facebook Page

It's a slightly more impersonal way of getting your information out, it also allows you to reach a very large number of people as your audience grows. For example, I have over 127,000 people that follow this page, my Stop Mandatory Vaccination page. I recommend that you get Business Manager. Business

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Manager is a page system, let me show you. It looks something like this and you have access to a huge number of tools that you don't get access to when you don't have Business Manager. Once you set up your page, you will have the opportunity to access Business Manager, set it up with Business Manager. I highly recommend that you do that. There are a lot of reasons why to have Business Manager but let me just show you one thing right here. You can add people to your Business Manager and it's added through email. Because we're using an email you can also easily disengage the person and you don't get ad accounts transposed and confused and everything.

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Get Business Manager For Your Facebook Page

When you use the non-Business Manager page, it can get very confusing. Facebook doesn't have a good way of separating out everything so I just recommend you get Business Manager right away as soon as you get a page. It makes everything much, much easier. On your page, you will need a banner. See if you can figure out something that relates to the content that you're doing. I literally just made this banner yesterday, a child photo that I took, and then I added Stop Mandatory Vaccination and now I have a new banner. The size for your banner for your Facebook page is 1640 pixels by 924 pixels. One of the great things that you can do with a page that you cannot do with your personal profile is you can schedule posts. There's a lot of things that you can do, but this is actually a pretty important one.

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Use The Facebook Page Scheduler To Save Time

Let's come on over here, you go up to publishing tools and over here you click scheduled posts and then you can create a scheduled post. Let's just say vaccines absolutely cause autism and let's spell it correctly, schedule it. I could schedule it for whenever I want. Let's schedule it for 5:30 today. Then what you're able to do is you can literally schedule all of your content for a full week or two weeks or whenever you want to. It's literally the best tool and this is one of the main reasons to have a page is so that you can schedule content so that you don't have to remember to do daily posts, you actually schedule out and then let the scheduler take care of that. By the way, while I'm thinking about it, I recommend anywhere from six to eight posts per day. You get a schedule posts with a page. The other thing that you get with a page that you don't have with a personal profile is you get insights.

[41:06](#)

Review Your Page Insights

Let's take a look at insights. We can see how many actions were on the page, how many page views. This is for the last seven days, how many previews, page likes, post reach, we reached 386,000 people in the last seven days, that's not too bad. What kind of post engagement you have, page responsiveness is how quickly I respond to people's messages. The video views that we have, the follower increase, and then if you scroll down, you can also see how well your promotions are doing if you have promotions running and then you can look at your most recent posts and how well they're doing at a glance. It gives you other pages to watch that are related. You have all kinds of insights. Let's, for

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example, take a look at followers, total page followers as of today and we can see my growth, net followers and the growth. Let's take a look at people.

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This is always very interesting. Look, we have my fans are mostly in the United States but I have people from Australia, United Kingdom, Canada, Philippines, New Zealand, India, Italy, Ireland, South Africa. Here's the cities, the languages they speak, so you have access to a wide variety of demographics and information about your page that you would never have just on your personal page. It just gives you more information so that you can figure out how to tailor your messaging. For example, this is pretty important, 43% of my followers are women between the ages of 25 and 44. That's pretty important to know because that's a big demographic and even the 44, 45 to 54 range. When you have a page you get access to all of this. Now another thing that you can do is you can upload videos to your page, so you can upload YouTube videos to a page but you can also put videos directly uploaded to your page. Does that make sense? Let's take a look here.

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Upload Videos To Your Facebook Page

Let's go back to publishing tools, let's go to Video Library, and these are videos that have been uploaded in the past already. To upload a video you just click a video, I'm just grabbing something that's not going to do a whole lot with. Add your title, add your description, and then you can upload a thumbnail if I had created one. You can upload subtitles in captions, polls, tracking, 360 director tools, that's new stuff. Here's the upload and I'm going to click out of it at exit without saving. Now let's pretend like the video has uploaded, then you can click your video and you'll notice down here we have the videos that have been posted to the page four different times. I could create a post with this video and then it populates what we had already written and then I can click Next and then I can publish now our schedule or backdate or save as a draft.

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Your video publisher here allows you to do all kinds of very interesting things when you upload on the backend using clicking the video library and clicking upload. Let's go to the page and let's talk about this real briefly. Facebook does not like YouTube, because I'm on the page, this is not playing but if someone were scrolling this in their feed, this video starts to play. If you know Facebook, you know that videos are uploaded to Facebook start to play. What's important about that is YouTube doesn't do that when it's shared into a page. Yeah, share your YouTube videos on your page but upload your videos to your page because you're going to get more traction and you're going to get more engagement when you upload a video directly to your page. This one has 100,000 views, it was uploaded a few months ago. It was reposted 11 hours ago but it was uploaded a few months ago.

[45:29](#)

Sign Up For A Facebook Ad Account To Reach More People

I think it's really important to understand that uploading videos to your Facebook page is a great way to get your video content out there. Sign up for an ad account. When you have a page you can actually pay to boost certain posts and that's not a bad idea to pay money to boost the post. Let's do a quick

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review on how to boost the post. You need to have an ad account, so in my case we'll switch over to my ad account. And then you could have, for example, a Learn More button which is right here, learn more, and then that would go to my website. I could send it to something else but in this case it goes to my website. And then in the beginning I recommend you select people who like your page and their friends and I recommend that you select the country that you are primarily in, United States. Maybe a couple other countries if you know you have other followers.

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How To Create A Paid Boost

All right, so we have a button that we've selected, which is right here, it shows us a preview. Here's the website it's going to go to, the people, the audience is going to be people who like my page and their friends. They figure that people who are friends with each other have similar shared values and so that's why you would do this. And then you select your budget, let's say it's 100 bucks and then you select how long you want to run until, let's say January 31st. They're going to spend \$2.70 per day and they'll run it for 37 days. The tracking pixel, the Facebook pixel is something that I would add to my website, which I do have added using a plugin, and then Facebook knows because I've set it up on the backend to target people and to help convert get people to click over to my website.

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Learn The Facebook Pixel

It tries to find people who are similar in everything, who are clicking the learn more because it's tracking those clicks with the Facebook pixel. I'm not going to go into that too much other than to say learn Facebook pixel when you get a chance because it's worth learning. Then I have to decide whether or not this ad relates to politics or an issue of national importance. If I select it does then oftentimes Facebook come and says, comes back and says it doesn't and if I say it doesn't, then Facebook comes back and says, "Well, it does." I can't win sometimes doing this. That's how you set up an ad and then you click boost and then you start watching your results. Now once you set up an ad, you probably want to have something happen like have people click over to your website or something. Unless it's just straight video views or you just want to get more information out there.

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Well, I figure that my ad if I'm going to pay money, I want at least 10 clicks per dollar spent. I want 10 people to go to my website for every dollar that I spend, otherwise, I usually just turn it off. That's just a quick short story on how to set up an ad account and why you should sign up for one.