

# The Facebook Traffic Takeover Workshop

## Day 1 Homework

- **1.** Organic reach is what we're focusing on. The things we can do to get free traffic from Facebook. I recommend to further your education you spend some time on Google or Pinterest and learn all you can about organic reach.

When you decide on a set of traffic tactics it's important that you spend time learning more about them and getting better with them.

For example my main traffic tactics are affiliate program marketing, social marketing using content marketing, and email marketing. I'm ALWAYS learning more about these things so I can use them better to get all the traffic I possibly can!

This is something you will continually do. I spend at least an hour a day learning.  
**Schedule time to learn!**

- **2.** What is your plan? Are you going to be using your profile you currently have, are you going to be doing all of your Facebook tactics from a Page you create on your profile, or are you going to create another profile.

**Remember...** Creating another profile is against Facebook's TOS.

- **3.** IF you're going to be using your Facebook profile then make sure you get it setup in the way that I showed you. There is a link in your resources document to a post I did about this.
- **4.** IF you're going to be using a Facebook page (*either as your main source for getting traffic OR just to have a web presence and set yourself up for maybe using paid advertising in the future*) then make sure you get it setup in the way that I showed you. There is a link in your resources document to a post I did about this.