



by Kudakwashe Sape Tshuma
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Training Overview

1. Making money with wealthy affiliate
2. Facebook do's & don'ts
3. Creating a facebook group
4. Facebook group overview
5. Edit facebook group settings
6. Setting pinned post
7. Driving traffic to the pinned post
8. Facebook group activities
9. Help your referrals
10. The money

This training aims to help my team mates who have become part of wealthy affiliate if you are not a member of wealthy affiliate click here to sign up a free account
<http://goo.gl/K51O5H>

The Video Training of this manual are on my website click the link below
<http://www.kudaonline.com/discover-the-secrets-of-making-money-online-using-facebook-groups/>

Introduction

Hello my name is Kudakwashe Sape Tshuma. Welcome to the training "Discover the secrets of making money using Facebook groups". I will be walking you through a step by step guide of how I am using facebook to generate income online, so seat back, relax and enjoy.

I'm sure you've tried many ways to make money online. After awhile you begin to find out that it is not as easy as you thought was because there's actually a lot you have to learn.

This is a spin off from one of my favorites Chinese proverbs.

It goes like this: "To know the road ahead, ask those coming back". In other words, the quickest path to success isn't always doing things your own way and it definitely is not efficient to try to "predict" what the road is ahead. Instead, ask people that have been there, done that. That is exactly the environment you have when u have mentors .You must have mentors, people that have taken the road, have hit the road bumps, and that are willing to offer you insight into the road ahead. This will ultimately make YOUR life much easier. It will speed up your process to success. But only if you are willing to listen. Only if you subtly take notes of what others are saying, because people tend to talk about their journey and will give you insights of the path they took to get there, without you even asking. This means training. This means taking action .This means discussions. This means real time conversation with mentor / discussions. Each and every person can travel the windy road to success, but you can definitely straighten it out and remove a lot of the bumps in the road by "asking those coming back".

There are many of those folks there.

What I am today is the result of 3 years of studying every DVD, book, seminar, and audio program on the topic of Wealth and internet marketing that I could get my hands on

About Me

I am photographer, graphic designer and also involved in the printing industry. Just about 3 years ago I was introduced to network marketing but I didn't have much success in network marketing. I started looking for solutions on the internet, I have gone through some amazing trainings from the top guys who are making a lot of money on the internet so I have become an internet entrepreneur and I'm helping a lot of people build their businesses online and I also have some online businesses. So this facebook

training is amazing it is going to show you exactly how I am building my online empire.

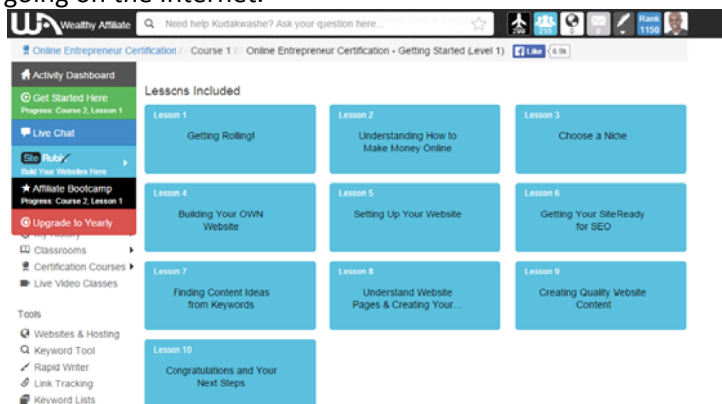
now let's get into the meat of this course!

Different Formats

This training comes in a video format (if you chose to watch a video) and also in an audio (if you want to listen) to this in your home or/and car. Also it comes on a pdf (e-Book) file if you are good at reading you can read it. There is what is known as a mind map, it is just a one page whereby I have put all my mind on paper.

Making Money with Wealthy Affiliate

Watch the video training here <https://www.youtube.com/watch?v=7jBK9bPx9T8>
In order for you to make money online you need to sell something eg a product, a service. It can be anything like cars (physical products) | digital products (downloadable products). In this case I'll be talking about a company that is called WEALTHY AFFILIATE (as our product) there are two ways of making money with Wealthy Affiliate. Wealthy Affiliate is a company that trains people how to start online business and how to get going on the Internet.



The entry point is free to start. Lesson 1. Getting Rolling 2. Understanding how to make money online 3. Choosing a niche 4. Building your own website and so on. Wealthy Affiliate teaches how to start an online business and generate income online. They train thousands and thousands of people from all over the world. So the other part that I need to talk about that Wealthy Affiliate has is the Referral program called Affiliate bootcamp

Each time you refer someone to Wealthy Affiliate and when your referral decides upgrade their account for the advanced training, you get paid recurring commissions into your account for as long as your referral stays as a member. Wealthy Affiliate provides a tracking link that you send to your prospective clients.

For a complete review of wealthy affiliate visit my website click here

<http://www.kudaonline.com/wealthy-affiliate-review-my-take/>

Facebook Do's & Don'ts


Watch the video training here <https://www.youtube.com/watch?v=9ILITEPcVko>

There are a number of things that should be put in consideration when using facebook for business.

I have had the chance to learn from the best trainers in social media, Michelle Pescosolido and Fraser McDonald (F-Mac), and what they taught me is priceless.

	Personal Profile	Business Page
Name	Kudakwashe Sape Tshuma	Kudaonline
Connecting with people	You are added as a friend	Someone likes your page
You can pay facebook to advertise	No	Yes
Can view better performing advert	No	Yes

Insights		
Limits	Limited to 5000 friends	No limit on page likes
Targeted audience (Selecting country or people to see your post/advert/page)	No	Yes
Posts	Jokes, family pictures personal life	Business Posts, Quotes , Business Questions
My activities	Connecting with family & Friends	Connecting with business people

Facebook Do's	Facebook Don'ts
Share a lot value (Helpful content)	Don't post too fast. You must not look like a robot
Share articles and reviews about products	Don't share your affiliate link everywhere. I say this because people buy from people they trust. You need to build relationship and trust first. if you share your link everywhere and not connecting with people it does more harm than good. Remember facebook is a social site
Tell Stories, Share your everyday progress, experiences (Remember facts tell and stories sell)	Don't join groups that are irrelevant to your niche
When connecting with new people include their names in the first line 	Don't take things personal. If someone is not interested in your offer. Remember some will buy in and some will not "So what". Just move on to the next person. I have had a lot of people who blocked me on facebook because they were not interested in my offer.
Read facebook group's rules before you start posting into groups	Don't friend request people you don't know. I normally ask people to friend request me in the inbox. Its because when you have a lot of requests out there that are not responded to you FB account can be closed
Share interactive content eg Questions, True or false?, Images , Videos etc	Don't be too quick to share your business offer. Build a relationship first ask them what they do? Where they are? Where they want to be? Make sure your offer is a solution to their problem

There are so many things I can point out but for the purpose of this training lets move on. All I can say is, doing business on a business page is far much better than a personal page.

CREATING A FACEBOOK GROUP

Watch the video here <https://www.youtube.com/watch?v=0xRzZfERLsU>

The image demonstrations may differ from your device I used a Windows PC on this training.

The first step you want to take is to log into your facebook account and click on the home page button



Second step

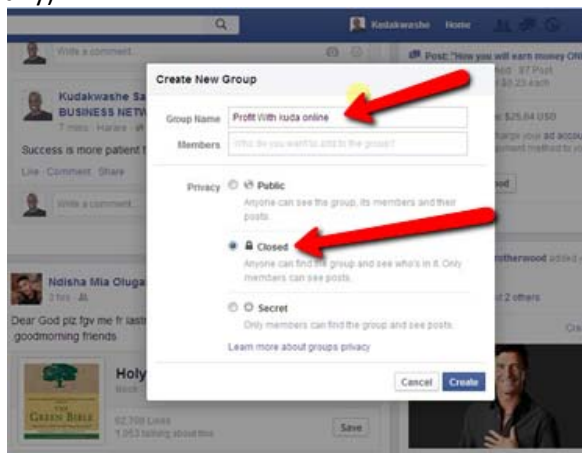


Third step: Fill in the group's name | Add at least one person to the members box. On Privacy select

Closed (Anyone can find the group and see who is in it .Only members can see posts)

For the purpose of this training make the group closed because the group is our sales funnel. (You'll understand better on the Group Activities training).

After you have done that click the create button .Next you select an icon (just choose any)



Cover Photo | My advise is keep the cover page with less text as possible .Why because most people are mobile users, look at the snapshot below of the group's link I have shared on facebook. I chose a cool plain image so that the group's name stays visible.



Groups Overview

Watch the video training here <https://www.youtube.com/watch?v=zGDKh7k61NE>



Members: Shows the list of members in a group

Events: Shows Upcoming events created within the group

Photos: Shows all the photos that were uploaded in the group (**TIP** Watermark your images with your phone number or website address so that when members visit the photos section there will see your advert and contacts)

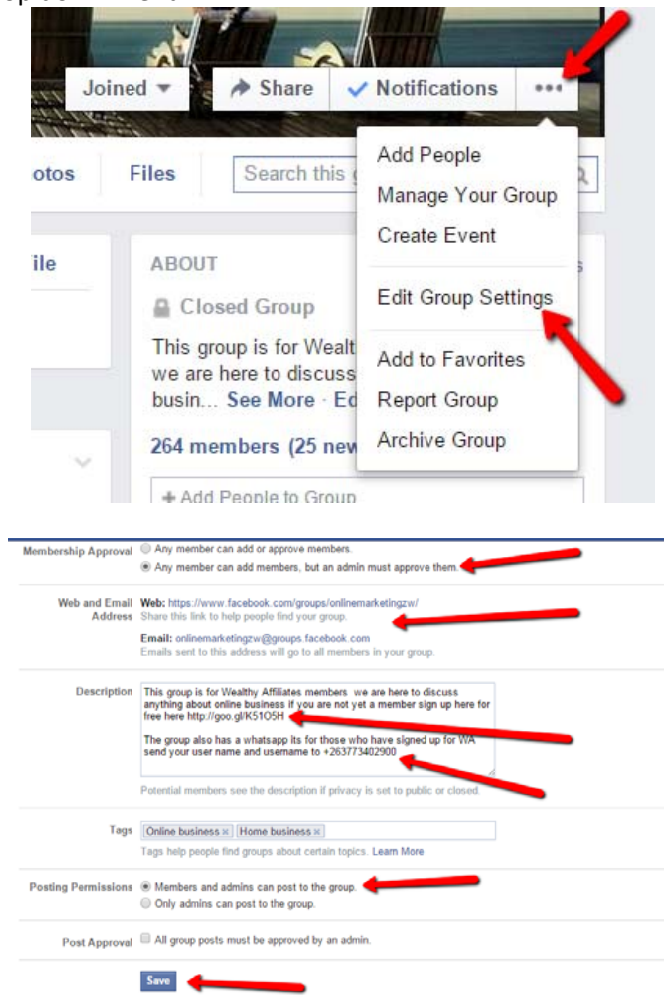
Files: Shows all the Doc files and PDF files.

Search this group: This is used to search the group you type in keywords and click search icon, facebook will search for posts that has the key words you want.

Edit settings

Watch the video training here <https://www.youtube.com/watch?v=TaMrz-dA-CU>

Click the three buttons at the end as shown in the image below. Click the Edit group setting in the drop down menu



Membership Approval: Select any member can add members, but an admin must approve them.

Because we want to connect with everyone who becomes a member of the group.

Remember people buy from people they trust.

Web and Email Address: This option does not really matter for this training

Description: Three key things you have to put here are: 1.Rules 2.Affiliate Link (there are some people who will sign up for your offer in an instant so you need to make sure your link is there 3.Your contact: make sure your contact is available because a confused mind will not buy. Put your email, phone number or skype.

Tags: Doesn't really matter but you can put any keywords

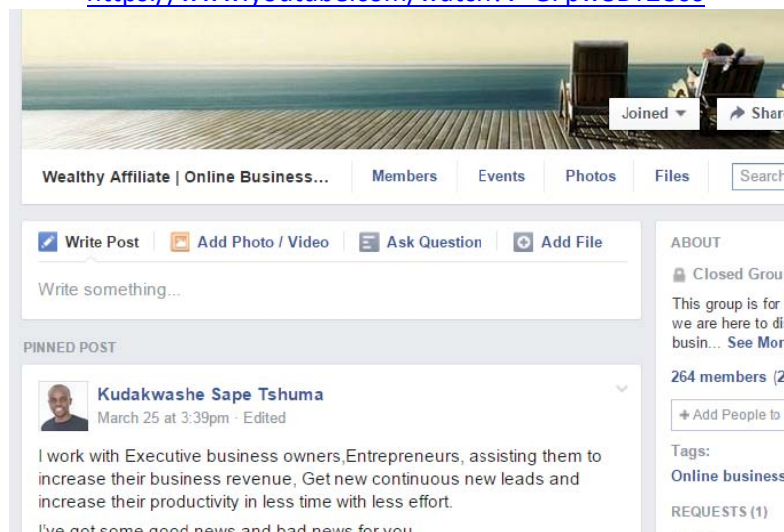
Posting Permissions: Select members and admins can post, you need to make sure that people have the freedom to post.

Post approval: leave that unchecked and click save

Setting up Pinned Post

Watch the video training here

<https://www.youtube.com/watch?v=GFpw8BTZUs0>



Pinned post: The pinned post is always at the top of the group

Image: Post your comment with a picture. The picture must be simple don't put a huge promise there I see a lot of people they out make Xamount of \$ in 2hrs. Well that does more harm than good. Remember the purpose of your group is to educate people about your business or product

Post: Introduce yourself in the post



Value: Tell what people will gain if they partner with you or your company

Contacts: Make sure you put your contacts too so that if people have questions they can contact you. Remember a confused mind will not buy.

Be the leader of your team: Connect with your team give them support when they need it

Call to action: Make sure you tell people what to do. (a lot of people have signed up to Wealthy Affiliate without even contacting me using this strategy) .Tell people to leave a comment- tell them what to say. Don't say please leave a comment or give them the chance to say what they think. There is a lot of negativity out there. I normally use like "if this is for you type the word YES below"

Getting a short url: Normally affiliate links are long and come with long digits etc visit this site to get a short website address <https://goo.gl/>

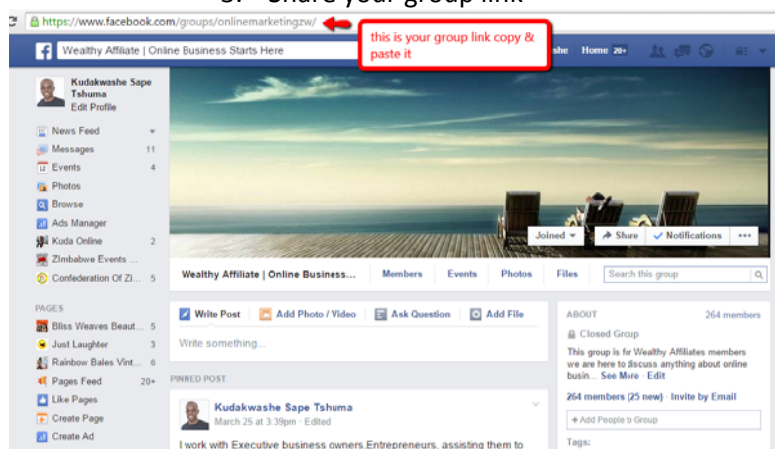
Driving traffic to the group

Watch the video training click the link below

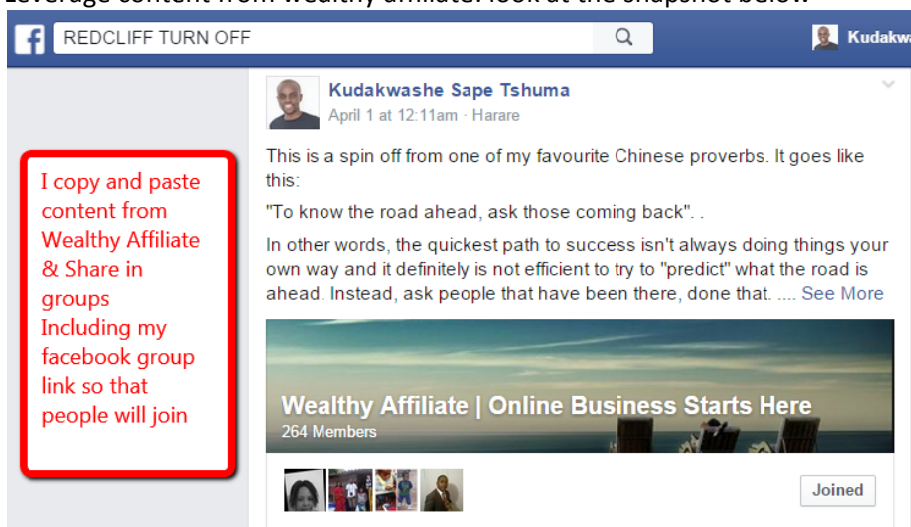
<https://www.youtube.com/watch?v=EoNM-aAyroM>

The purpose of the group it is the sales funnel, it's our playground. So what we are doing here is to take people from different places coming to our playground. Instead of sharing your affiliate link in different places this time you must share your group so that people can join. Remember some people will take action once they join and for some it will take time.

1. Join Facebook/Whatsapp groups that are business related.
2. Read group's rules before you start promoting your group.
3. Share your group link

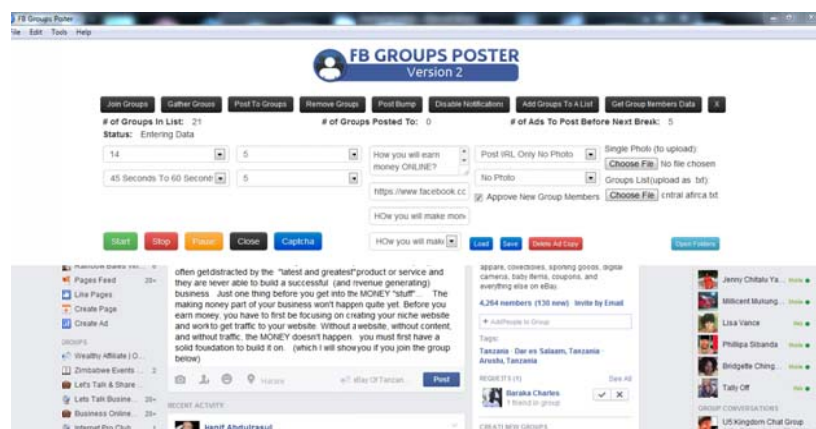


4. Leverage content from wealthy affiliate: look at the snapshot below



5. Scarcity approach: Tell people to join your group for more information. Don't give all the information outside your group. (Use words "free training only available for 10 people")
6. Use social media, Email, Word of mouth etc to bring people to your group.
7. Optional ways to bring people fast to your group. I do facebook paid advertising and I also use a \$49.00 once-off payment software that auto posts into facebook groups

Discover the secret of making money online using Facebook groups | www.kudaonline.com © 2015



Click the link to view how the software works

<http://payspree.com/18961/kuda>

Group Activities

Watch the video training here

https://www.youtube.com/watch?v=q_liMeLkGrE

1. Approve new members as quick as you can, people join different groups on facebook so you need to respond to them while they have you in mind.
2. Tag people on the pinned post to ensure that they read the post



A tagged name will appear in blue.

3. Like the post you have made and private message the new member, connect with them. Include their first name when contacting them



4. Remember don't be too pushy to make a sale, some people will not respond. Socialize

with them, built a relationship first. Find out what they are struggling with and give them your service as the solution to their pain.

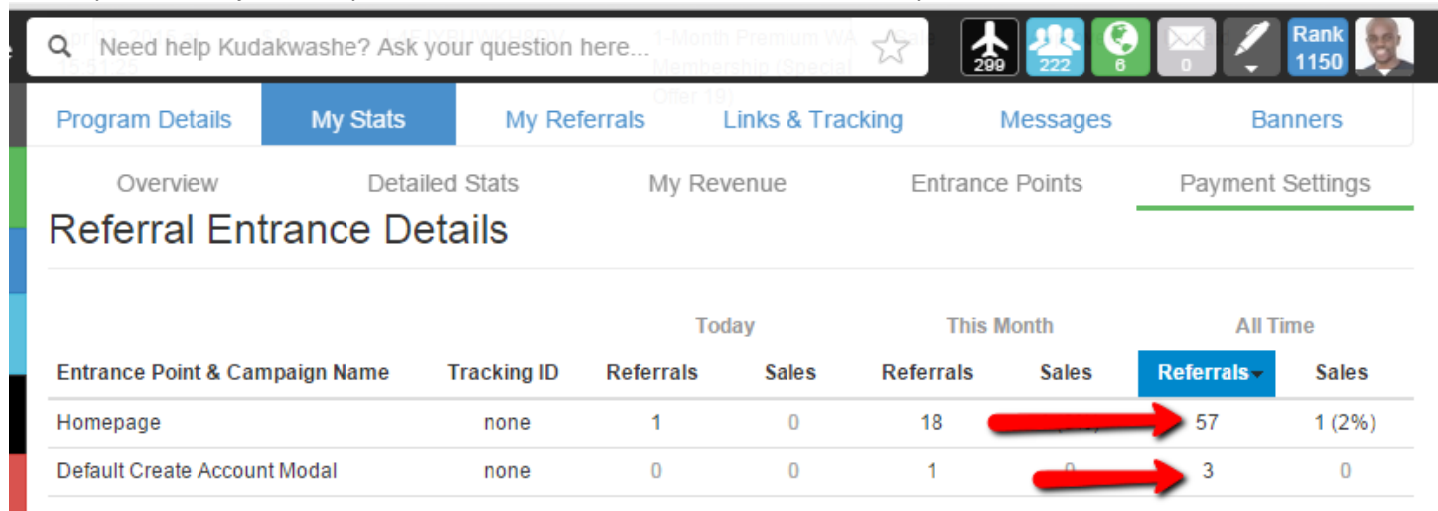
5. Post on your group at least twice a day. Copy and paste information from Wealthy Affiliate account.
6. Share books, Reviews, ask questions , allow members to post what they want.

Helping Your Referrals

Watch the video training here <https://www.youtube.com/watch?v=PkgfaqO1rkc>

I can only celebrate when the people I have referred to wealthy affiliate start to have progress.

So you have to do the same, help those who have questions. Remember making money is all about solving people's problems the more value you create for people's problems the more money you make. Using this strategy I have managed to bring in 60 people from different parts of the world to Wealthy affiliate in just 15 days. What more in a month, in 6 months and in a year?

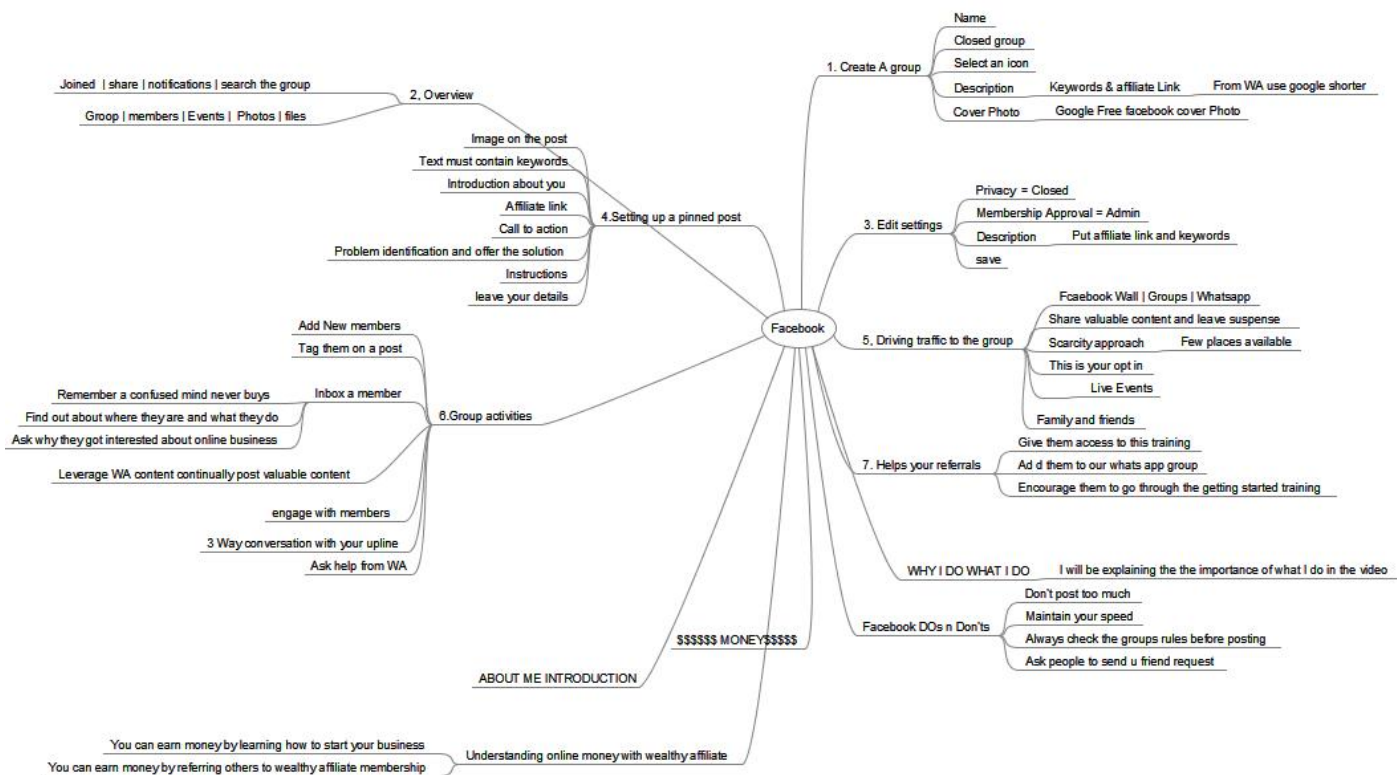


The screenshot shows the Wealthy Affiliate dashboard with a top navigation bar containing a search bar, a star icon, and several status icons (299, 222, 6, 0, 0, Rank 1150). Below the navigation bar are tabs for Program Details, My Stats, My Referrals, Links & Tracking, Messages, and Banners. Under the My Referrals tab, there are sub-tabs for Overview, Detailed Stats, My Revenue, Entrance Points, and Payment Settings. The main content area is titled 'Referral Entrance Details' and contains a table with columns for Entrance Point & Campaign Name, Tracking ID, and performance metrics for Today, This Month, and All Time. The All Time column has a dropdown menu set to 'Referrals'. Red arrows point from the 'This Month' Referrals column to the 'All Time' Referrals column for both 'Homepage' and 'Default Create Account Modal'.

Entrance Point & Campaign Name	Tracking ID	Today		This Month		All Time	
		Referrals	Sales	Referrals	Sales	Referrals	Sales
Homepage	none	1	0	18		57	1 (2%)
Default Create Account Modal	none	0	0	1		3	0

Have people at heart. What I am today is a result of mentorship, I have mentors and my mentors have mentors too. Remember your students will surpass you.

MINDMAP



BOOKS RECOMANDATIONS

Leaders are readers and readers are leaders. In the past 3 years I have read over 100books on the topic of internet marketing and wealthy creation. I strongly recommend some of the books below

Re- Awaken the Giant Within- Anthony Robins
Rich Dad Poor Dad- Robert Kiosaki
Rich Thinking Vs Poor Thinking- Mark Anastassi
Finish What You Start Die Empty- Patson Dzamara
Magnectic Sponsoring – Mike Dillard
Think And Grow Rich – Nepolian Hill
And so on

Lets connect

Make **sure you take action** and **apply** all the knowledge given!

I wish you all the best for your online business!

If you need help or have suggestions please feel free to contact me
on facebook <https://www.facebook.com/kudaonline>

email: kuda@kudaonline.com

website: www.kudaonline.com

LIVE THE LIFE YOU DESERVE!

To your success

Kuda Online Super Success