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Very Warm Welcome 😊

First we want to congrats you on making a right decision and we hope this guide will help you in getting success with Facebook.



[Yousaf Saeed](#)

My name is Yousaf Saeed. I have been doing Internet Marketing for more than 7 year. I am mentored by many top Gurus and Expert. Including John Thornhill, Marc Miburn, Bill Hugall, Adeel Chowdhy, Shane Farrell, William Murray and few others too.

I am a Flippa Supper Seller with 100% rating. I am also a Trainer, Mentor, Author, Product Developer, do Product Launches, Joint Venture, Sales Funnel and lot more. I have helped and trained more than 10,000 people locally. Now want to help you.

The screenshot shows the Flippa website interface. At the top, there's a search bar and navigation links. The user profile for 'yousafsaeed' is displayed, featuring a profile picture, a green 'Super Seller' badge, and a 'Watching' button. A tooltip points to the Super Seller status, stating: 'yousafsaeed has Super Seller status, which recognises their impeccable Flippa sales record, earning consistently positive feedback from their Buyers.' Below the profile picture, it says 'Yousaf S.' and 'No feedback received in the last year'.

Metric	Value
Transactions	6
Total Value	\$30,701

Location: Pakistan | Active: 8 seconds ago | Member since: 3 years ago



[Irfan Elahi](#)

I am Irfan Elahi. I have been an Internet Marketing (Specifically Social Media Marketing) Consultant & Evangelist for more than 5 years by now and have launched a couple of internet marketing related start-ups, getting spectacular engagement & success in Facebook for myself and the people I teach to.

What is Engagement and Why it is Important?

Social Media is somewhat a new domain. And trust me, most of the marketers and “gurus” are taking it wrong and are using/preaching it wrongly. There is so much confusion out there. Every platform and media requires different set of approaches that govern how the objectives are approach.

Compliance with those approaches is undeniably important otherwise you always undercapitalize their potential e.g. if you are posting on Forums, you can't be a glib & officious marketer all the time. If you are running a blog, you can't always do hard-core selling. Rather, you follow an approach that's highly value-concentric and are compliant with the norms of those spheres.

We are living in an information-deluge age yet information is still the most important, valuable and cherished commodity. Consumers are also evolving and they don't want to be sold. They like to be entertained and engaged. It's a tangential shift from conventional and dogmatic sales practices. These days, and specifically via social media, people like to be:

- Engaged
- Interacted
- Talked
- Influenced

And amidst these strategic tactics, a true social media marketer crafts a way to achieve his desired business objectives.

So coming to Facebook, the most ubiquitous and engaging social platform, people basically come for and mainly one purpose: To interact with their peers and families and to share their moments, feelings, expressions and stories. Conversations are happening everywhere on Facebook. Amidst this deluge of social conversation, a marketer should try to be a part of this conversation sphere.

Social media requires a thoroughgoing content plan. As per the practices of the leading gurus of Social Media like Mark Schaefer, Kim Garst, Razor Social etc, most of the time you should be expansive about your customers; not about your business. You should be conversational and engaged in “talks” with your customers. Most of the time you should be interacting at

human level with your customers and get to resonate with their interests, likeliness, inclinations and affinities. However, no one tells you HOW?

Also, this “engagement” isn’t just karma like philosophy of Social Media. Rather Facebook also loves this. Posts that are engaged get higher reach. It reaches out to friends of users who are interacting with your posts.

Your Page’s “Talking about this” also increases. Your page’s Edge Rank also flourishes which determines the overall reach of your page’s posts as well.

Not to mention that Facebook is now excessively [deprecating promotional posts](#) too. Conversation and engagement is an important factor. [Many articles](#) by experts are emphasizing the need for engagement in FB Pages and are underscoring it over LIKES. However, again, no one provides a framework: HOW?

The Gist of Engagement: Self-Effacing i.e. All about Users:

People rarely interact with “officious” and “sales-pitchy” posts. They interact with the ones that accord with their interests.

So in order to achieve this, one should be creative enough to come up with status message that may trigger such conversations. You will have to scratch your head a lot, meditate a lot to find status messages that may trigger engagement flood on sure-shot basis.

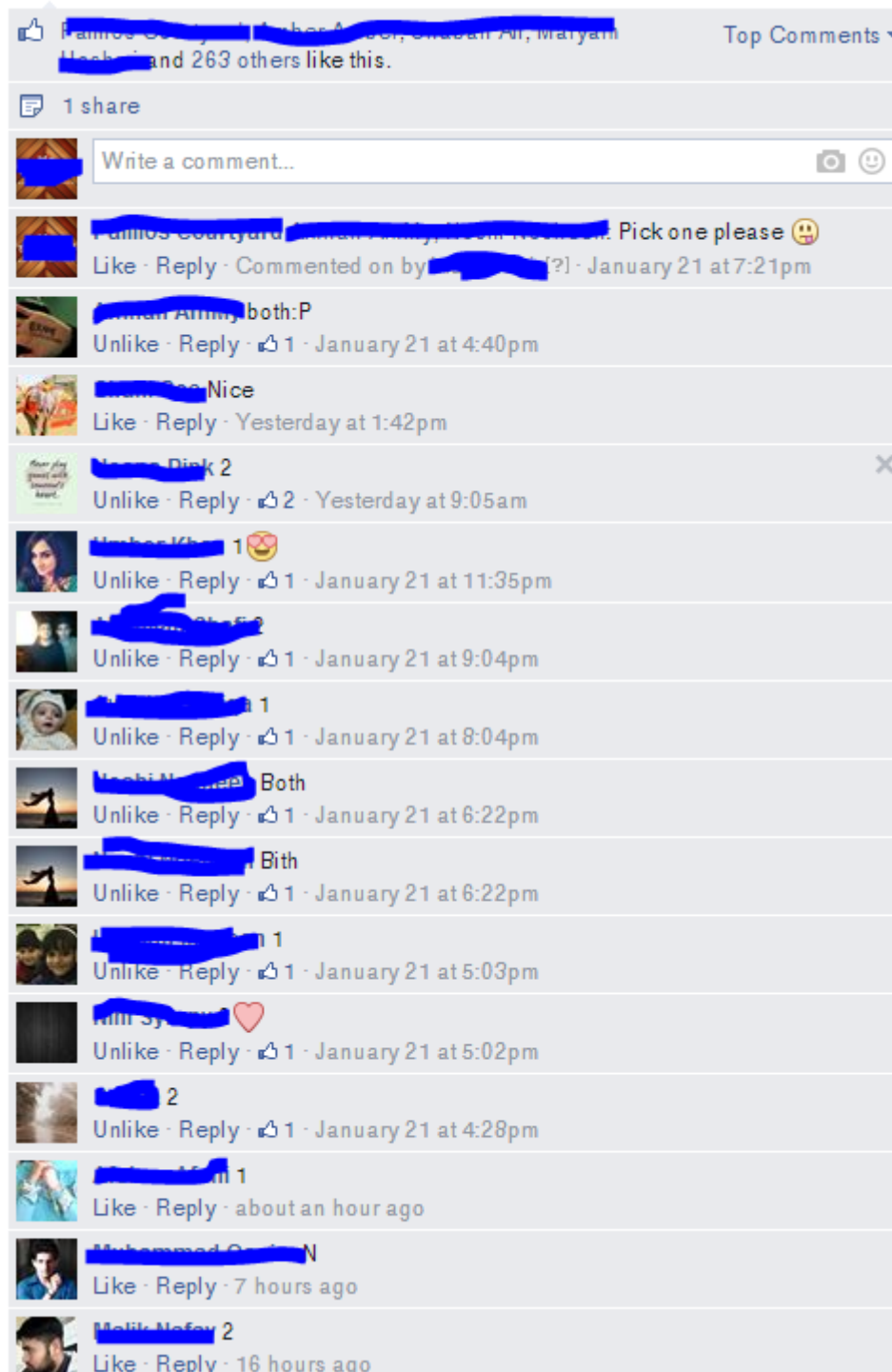
If you google about this, you may rarely find blogs about such statuses stuff. Only a few are available and the ones that are good are quite pricey. I’ve used those pricey services as well and didn’t find them up to the mark.

So if you are someone who is frustrated with attenuated reach of your pages, nearly absent engagement from your audience, declining TALKING ABOUT THIS and are scrambling internet to find some good status that may inject some life in your pages, look no further. This ebook contains 300+ such status messages that may

drive your page's engagement to next level. So don't look further. You can add your own spin to these statuses and you will never be short of status messages again. So are you ready to make your audience fall in love with you? 😊

My Success with these oven-fresh Status Posts:

I believe that experience is the ultimate master. And it's most edifying and fruitful from the experience of others. What I am about to share with you has worked for me. I've seen immense increase in my engagement. Here are some recent snapshots:



Here's another example when asked about their favorite dish (one of the status posts that I will share in this ebook)



When asked that they never visit cinema without _____ (one of the status posts that I will share in this ebook)



Resultantly, I've seen my engagement shooting up to something like this:



2783 LIKES & 1243 PEOPLE TALKING ABOUT THIS! Meaning more than 50% engagement! Whereas for others, its usually below 2-5%. [This article](#) also validates this.

This is one of the examples! Are you ready to pump such life in your pages too?

Type of Statuses that Drive Engagement:

As per my experience, the posts that explicitly invoke the user to interact are the one that result into good engagements. Those posts which are about them, their lives, their interests etc. The art here is to blend your

Page/Brand with their interest! This can be a tricky stuff but not anymore!

Following formats of status posts have continuously proven to do the magic:

- Questions
- Fill in the Blanks
- Contest
- Quotes

You can add a relevant image to these status posts to make them more visually compelling. For more advanced techniques to take your page management to the next level, stay tuned for my next book!

Question & Answers based Status Posts:

As you will see in these status posts, these are incentivized with giveaways. This is a great way to fuel engagement. Users loved to be rewarded. So if you have something that may appeal to your audience (e.g. shirt, sample of your product, lead-magnet ebook or anything) it would be great to tout it as a giveaway. If you don't, still you need not worry as this is just an option 😊

1. What is your favorite motivational quote?
2. Post it in the comments below and whichever comment gets the most Likes by 5pm will get a FREE [INSERT PRIZE].
3. Got a pet? Post a picture of your furry friend in the comments and we'll select 1 lucky person to get a [giveaway if possible]
4. Who is excited for Winter/Summer/Autumn? Like this post for your chance to win [INCENTIVE].

5. Click LIKE if you remember what life was like before cellphones and instant messaging
6. "Like" this post if you are having a snack right now. :) Post its picture in the comments.
7. Click LIKE if you consider yourself an ambitious person. What are your ambitions?
8. Click LIKE if you're actually a lot cooler than people think you are.
9. [CONTEST] Want to win a FREE [INSERT PRIZE]? It's really simple - just click Like on this post for a chance to win! We'll pick a winner Friday at 4pm EST.
10. What did you do this past weekend? Share a photo that you took in the comments – picture with the most 'likes' will be our featured cover photo for the rest of the week! Contest ends on Monday at 11am PST.
11. We just released an incredible new product and wanted your feedback. Tell us if you've used it yet and what you think in the comments below.
12. Anyone who comments will be entered to win a free copy of the product!
13. What are you eating for dinner? Post a picture of it in the comments below and the picture with the most likes by 8am tomorrow gets a \$20 gift card to [HOTEL – form a partnership if you can]!
14. When you were a kid what did you want to be when you grew up? Share your dream in the comments to win [INSERT PRIZE].
15. The comment with the most Likes by 5pm EST on Friday wins.

16. What is your favorite motivational quote? Post it in the comments below and whichever comment gets the most Likes will get a FREE [INSERT PRIZE].
17. Want 50% off your next purchase from our site? [if you have a product to offer]
18. Comment "I WANT 50% OFF" in the comments below. We'll pick a winner at random at 5pm today!
19. What word begins with B and ends with S? The person with the most Likes on their comment wins a free [INSERT PRIZE].
Sizzling tip: Modify it with any combinations of letters!
20. [PHOTO] Guess who? Be the first to answer and you'll be in for a big surprise!
21. Click "like" if you love our logo for a chance to win our T-Shirt/giveaway!
22. [PHOTO] Not exactly sure what to say about this photo. Give us a caption! WINNING caption wins a [PRIZE] from us!
23. Android or iPhone? Give us your reasons why and the comment with the most Likes wins a \$20 giftcard to either Google Play or the Apple Store. Contest ends 5pm Friday.
24. What is your favorite Christmas memory?
25. *WE ARE GIVING AWAY _____!* All you have to do is like this post and comment with what you or your kids like the most about going to [FAN PAGE NAME].

26. We're almost to xx,xxx fans and we're celebrating with a giveaway! Click like for your chance to win a [INSERT PRIZE]. We'll post the winners name at [INSERT TIME/DAY] on our page.
27. On a scale of 0-10+ how much do you love [ENTER BUSINESS NAME]. Tomorrow at 5pm EST we'll pick our biggest fan and will feature them in our cover photo!
28. My cat goes most crazy for _____. The best answer wins.
29. [If you are a Restaurant]If you could eat only one thing from our menu for 365 days, what would it be? Share with us for your chance to win a giftcard!
or if you sell books:
If you could read just one book from our collection, what could it be?
30. Who was the first astronaut to go into space? Answer correctly, and you could win [your giveaway]!
31. [CAPTION CONTEST!] Give us your best caption for the photo below. The comment with the most Likes by 5pm EST on Friday wins [INSERT]
32. My favorite song is _____ by _____. Post your favorite song and artist below and win [giveaway].
33. Click LIKE on this post and write in the comments the 1st word you see in this image.
34. If you had \$100 given to you what would you do with it? Leave your answer and the comment with the most Likes gets a [giveaway]!
35. CAPTION CONTEST! Comment with most likes wins a _____!

36. [CONTEST] What's the worst pick-up line you've ever heard? The comment with the most Likes by 5pm EST wins [INSERT PRIZE HERE]!

37. [PHOTO] Guess who? Be the first to answer and you'll be in for a big surprise!

38. [PHOTO] Contest!... whoever gives the best caption for this photo wins a [—]. Comment with the most LIKES wins!

39. My favorite thing to do at the beach is _____. Share your favorite beach-day hobby with us, and you could win a trip to Cancun for Spring Break! Giveaway ends at 4pm EST tomorrow.

40. The first rule of Facebook is _____.

41. "A flute without holes is not a flute. A donut without a hole, is a Danish." – ?? Name who said this quote and from what movie, and you could win a [INCENTIVE]!

Sizzling Tip: Try adding different quotes (not too famous ones which are easy to guess ;))

42. Tomorrow is our 50% in sale! Click like for your chance to win your entire purchase, free (max \$500)

43. How many cups of coffee is too many? Comment below for a chance to win a \$10 Starbucks giftcard! Winner will be picked at 9am EST tomorrow

44. So here's the deal. We're giving away [YOUR PROMO]!

45. To join, please tell us the reason why you love [YOUR PRODUCT] in 2 sentences or less.

46. We love supporting you guys and know you all have best friends that support you! Post a comment below and attach a picture of you and your best friend for a chance to win [INSERT PRIZE HERE] for you and your best friend!

47. If you were Mark Zuckerberg what feature would you add to Facebook?

48. Click LIKE if you love babies/puppies/cats/brownies/chocolates/pizzas...

Fill In the Blanks based Status Posts:

Another popular format that's instrumental behind huge engagement. You will be surprised and amused to see what your target audience has to say in response to these posts:

49. I always _____ this time of day.

50. I want to be just like _____.

51. Fill in the blank: Today was a _____ kind of day.

52. I went to the University of _____.

53. My favorite outdoor winter activity is _____.

54. It would be fun to trade places with _____ for a day.

55. If I were a _____ I would _____.

56. The one vegetable I can't live without is _____.

57. The first V word that pops into my head is _____.

58. The 7 natural wonders of my world are _____.

59. Today I'm going to _____ and love it.

60. I would shave my head bald if someone gave me ____ dollars, but no less.

61. My favorite time of day is _____.

62. The natural gift I'd most like to possess is _____.

63. The more time I spend with my parents, the more I _____.

64. _____ always makes me smile.

65. The most impressive building in the world is _____.

66. Have you ever had a day when you just wanted to _____ ?

67. If I could snap my fingers and be the CEO of any company, I would be CEO of _____.

68. The ONE bad habit I must break is _____.

69. I think I'll _____ after I _____.

70. I would like to _____ before I die.

71. If someone paid me \$1M to never step foot in my home country again, I would _____.

72. I love [YOUR BRAND/PAGE/WEBSITE] as much as _____.

73. I love mornings because _____.

74. I love going to _____ with _____.

75. You don't want to mess with _____.

76. I would never _____.

77. Today is the day that I finally _____.

78. I want to be just like _____.

79. My ideal day would be _____.

80. Most people don't know this, but I _____.

81. "If I won the lottery, one of the first things I would do is _____"

82. My dream car/smartphone/city is a _____.

83. In the next three years I will _____.

84. What did I do with my _____?

85. "_____ is one of the funniest movies I've ever seen."

86. The more time I spend online, the more I _____.

87. There is always room for _____.

88. If I had to give up being or not being, I'd give up _____.

89. "One of the first major road trips I remember taking involved _____"

90. TV/Facebook/Youtube has become nothing but _____.

91. Fill in the blank: Wearing my favorite fragrance makes me feel _____.

92. I go crazy when I can't _____.

93. The last book I read was _____.

94. Cold weather makes me feel _____.
95. I never spend a weekend in _____ without _____.
96. Finish this sentence: The most AWESOME person I know is _____.
97. It was just a big _____ in my life!
98. "If I could live in any movie universe, I would choose _____"
99. The most important feature in a smartphone is _____.
100. I am too old to _____.

Question Answers based Status posts:

Here's another buffet of Question Answers based status posts that you can use. You can always plug incentives with these status posts too to bolster more voracious engagement from your audience!

101. Q: if you had to choose one, would you rather be a salesman, a teacher, or a reporter?
102. Have you ever won a trophy? What for?
103. What's the first A word that pops into your head?

104. What's the most you have spent for a haircut?
105. If you had the opportunity to have any celebrity as your sibling, who would you choose?
106. Q: What are the qualities of a good boss?
107. Are you on twitter? Share your Twitter @handle in the comments for a follow from us!
108. Would you rather live without music or live without TV?
109. Who is your biggest hero?
110. Q: If you could time travel to any day in history, which day would you choose to visit?
111. What's your favorite old school product?
112. If a biography is written about you, What would the title of your biography be?
113. "when in Rome, do as the Romans do"... Always good advice or not?
114. Your office crush is finally hinting he likes you and making moves. How do you tell him the feeling is mutual?
115. Share with us: What made you smile today?
116. Help us lighten up the week: what is the funniest YouTube video you've watched recently?

117. Are you a lover or a fighter, would you rather kiss someone for a [YOUR PRODUCT] or duel for it?
118. What's the funniest thing you've seen online recently?
119. Q: How would you spend your time if there was a social media blackout?
120. Q: what activity makes you lose track of time?
121. What was the saddest book you've ever read?
122. Who was your favorite band as a kid?
123. Q: What is your ideal job?
124. What is the best joke you know?
125. What's your favorite show right now? Any recommendations?
126. Which curse words do you use the most (if any)?
127. Since bread is square, then why is sandwich meat round?
128. What are the top future headlines or stories (imagined, desired) of 20[—]?
129. Do onions make your eyes water?

130. Who doesn't love that new car smell? If you could afford any car in the world, what would you drive?
131. What slang word or phrase is most over used?
132. If you could change something about your home, without worrying about expense or mess, what would you do?
133. On a scale of 1-10, how do you rate your conversation skills with the opposite sex?
134. Put on your thinking caps! Riddle: I end the race. I am the beginning of the end. The start of eternity and the end of space. There are two of me in Heaven and one in hell. I am in water, fire, sunshine and darkness. I am the beginning of earth and the end of life. What am I?
135. Who's your favorite musician?
136. Q: What's the strangest thing you had to learn in school as a kid?
137. What is the most interesting thing you have in your purse/wallet?
138. We talk to happy customers all over the country that tell us about the great cities they live in. What's the best part about living in your neck of the woods?
139. Who wants to play a game? :)
140. Hey TXTers — what would you TXT us if you had our number?
141. What's the story behind your biggest scar?

142. How many of your Facebook friends would you invite over for dinner?
143. How long is your average shower?
144. Where is your most favorite place on this earth?
145. What is the furthest east you have traveled?
146. Which store would you choose to max out your credit card?
147. If your house was on fire and you could grab only 3 things before leaving, what would they be?
148. Q: If you could take any academic class, which would you choose?
149. How do you concentrate at work when it's sunny outside?
150. Can you close your eyes and raise your eyebrows?

What's next:

Its time to take action! Use these status messages, add your twist in these and get engaged with your audience. Make your audience to become besotted with your page! Here are more tips:

1. Be sure to post at times when most of your audience is online. Use your Page Insights for further info.
2. If your users comment, try to indulge in further conversation with them by asking further about them. It's a time consuming task but the loyalty that you will garner as a result of this is simply valuable.
3. Mash these status posts with photos.

However, to truly gain the benefit out of your page, you need:

1. Updated tips, tactics & strategies to keep your FB Page optimized. For that, subscribe to my mailing list!
2. Proven FB Ads strategies that will foster your community and attract hot-leads for your pages. I've crafted this ebook based on my experience and contain rarely disclosed strategies that will help you escalate conversions and ad performance through the roof! For that, be sure to check out my ebook.
3. Killer Page Management tactics that will enable you to manage your page in the most optimized fashion using tools, techniques, apps and ideas that will turbo-charge your Facebook presence and will make your fans craving for more! Stay tuned as I will be launching it very shortly!

To Your Amazing Success



Yousaf Saeed



Irfan Elahi

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