

## Special Edition X-Factor Strategy Video 1 - Transcript

### How To Use The Group Function Inside Facebook To Uncover Several Exploitable Niche Areas That You Can Blog About

Welcome to another video for [becomeablogger.com](http://becomeablogger.com). My name is Gideon Shalwick, and inside this video, I'll show you how to use the "group function" inside Facebook to uncover several exploitable niche areas that you can blog about.

The things I'll show you will include:

1. How to create an account with [Facebook.com](http://Facebook.com) if you don't have one already
2. How to find groups and exploitable niches on [Facebook](http://Facebook) and
3. How to create your own group

By the end of this video you'll know exactly how to connect with people from all over the world, using one of the world's largest and most powerful social media networks...[Facebook](http://Facebook). You'll also know how easy it can be to find great niche areas to blog about for your own blog.

This brings us to our first point...

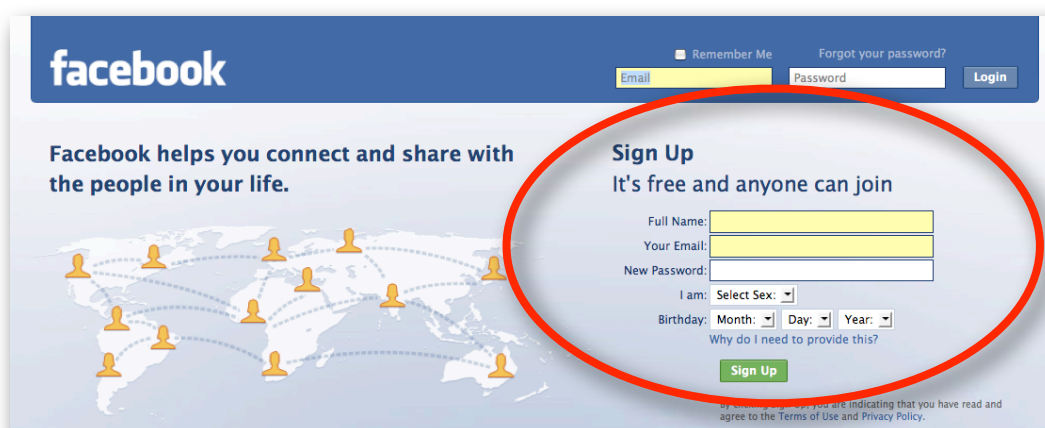
#### 1. How To Create An Account With Facebook.com

If you don't have an account already, it's very easy and straightforward to create your very own account.

All you have to do, is go to [Facebook.com](http://Facebook.com) and follow the easy steps there. Let's do that now...

On the home page of Facebook, you'll have the option to create your own free account. Keep in mind that the interface of Facebook may change over time, so depending on when you are watching this video, this page may look different for you.

So, at the moment, you can create your account in this area over here where it says "Sign up - it's free and anyone can join".



All you have to do, is fill in your details...

- Your full name...
- Your email address...
- A password...
- And some other details...

And then click on the sign up button.

Now, you may be required to confirm your email address. Facebook will send you an email with a confirmation link inside that you will need to click on, so make sure you confirm your account before going to the next stage.

Once you've confirmed your account, you'll get taken through a series of easy to follow steps to help complete setting up your account.

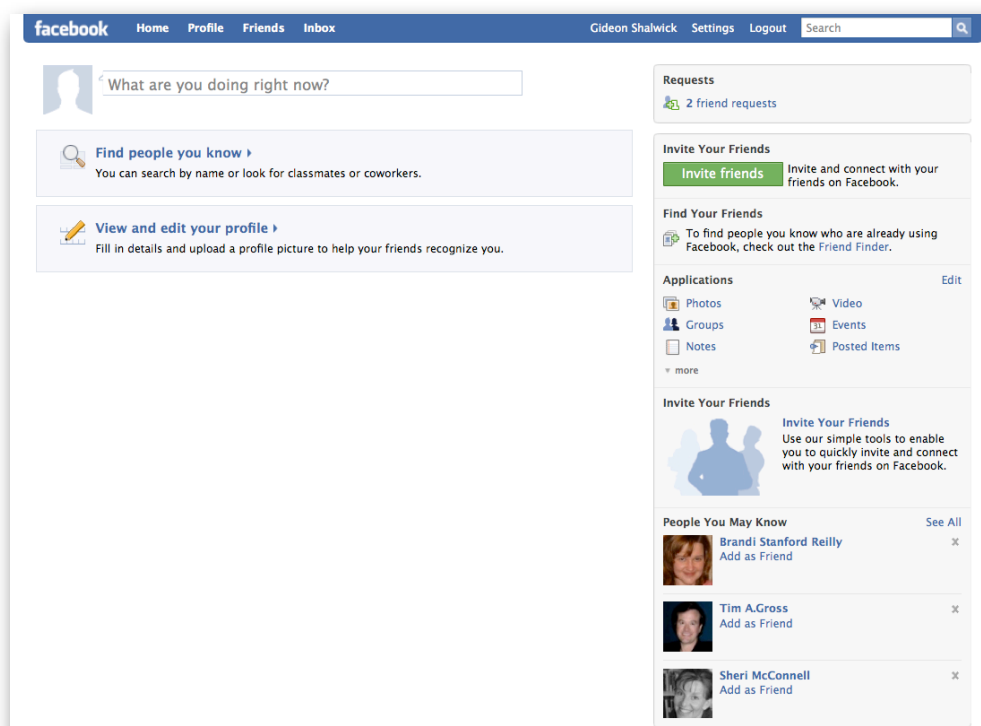
That's all there is to it. It's pretty simple and easy to do...

Now, I've already created an account previously, so, I'll just log in at the top over here now and see you on the other side...

Once you've created your own facebook account, you're ready for the next step...

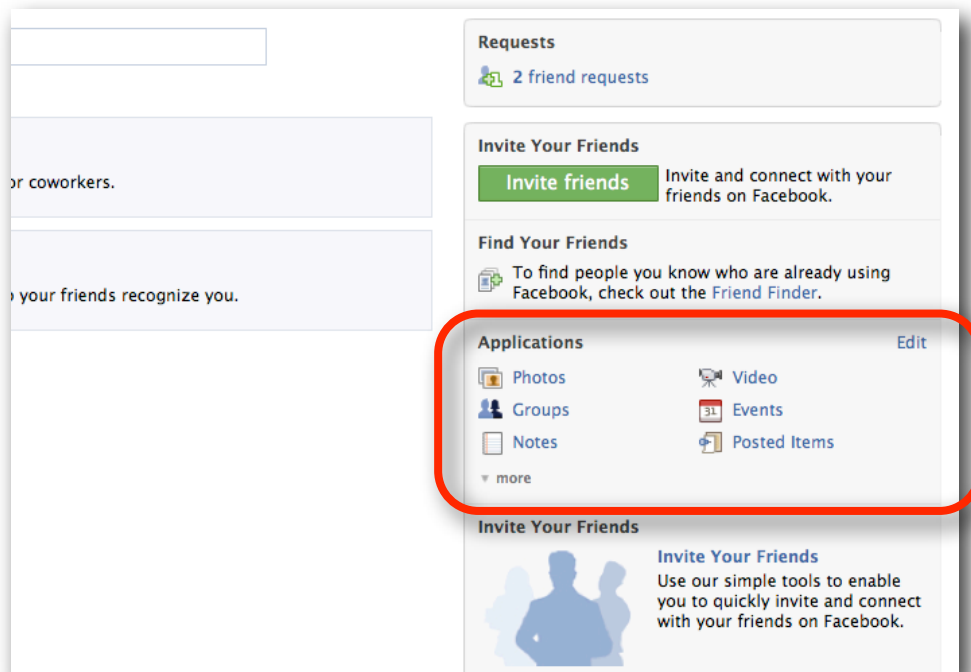
## 2. How To Find Groups And Exploitable Niches On Facebook

Once you've logged into your Facebook.com account, you should be presented with a page that looks something like this one...



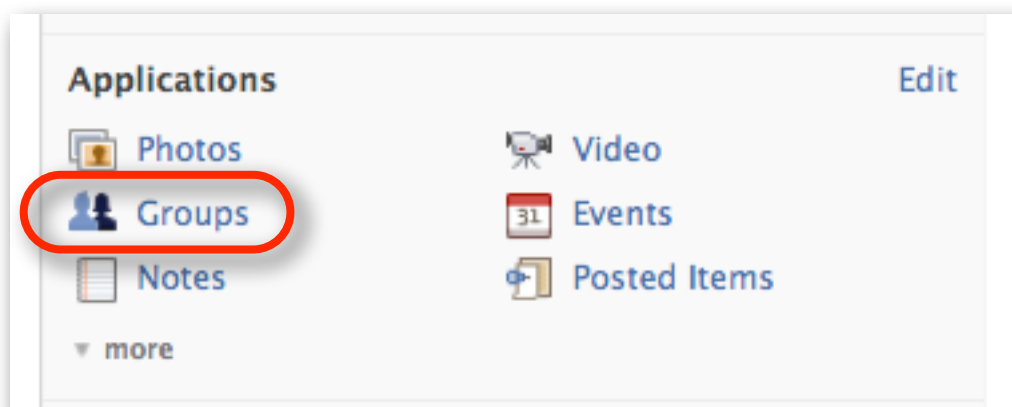
Keep in mind that your page may look different depending on when you watch this video, but the principles should stay the same.

On the right hand side here...



You'll see a bunch of different functions and applications that Facebook has on offer.

The important one for now is the Groups application over here...

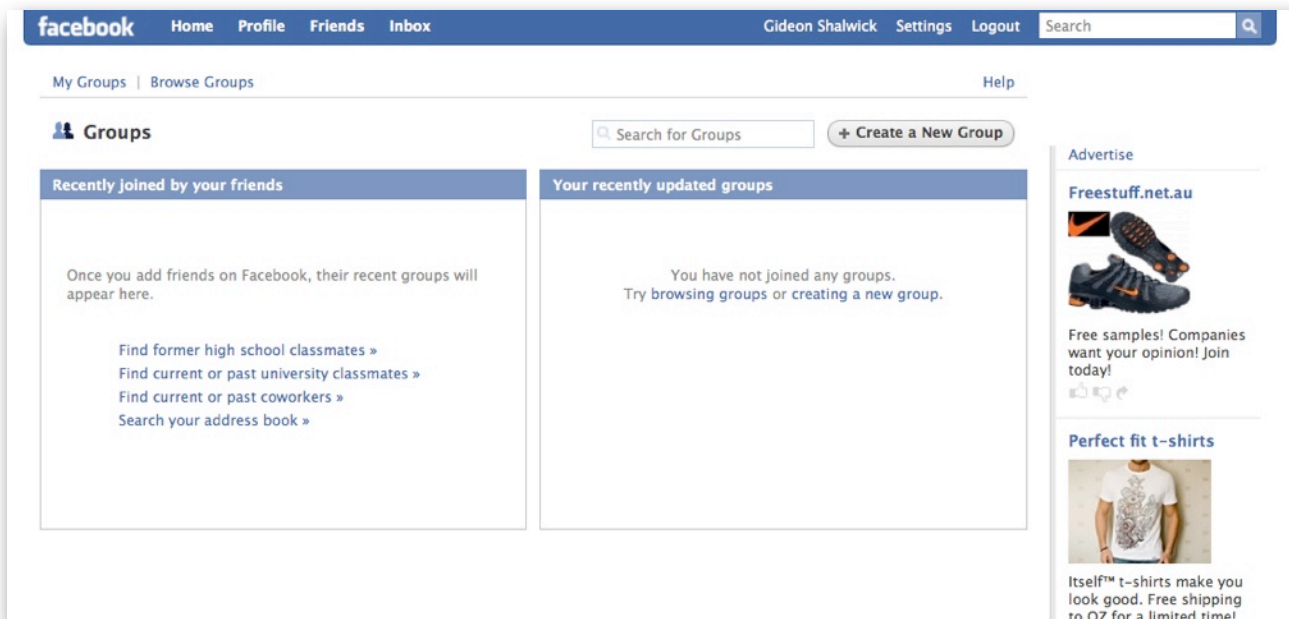


This is where you can search for other groups related to your area of interest, and also create your own group if you want to. Let's go there now...

You'll then see a page with two columns...

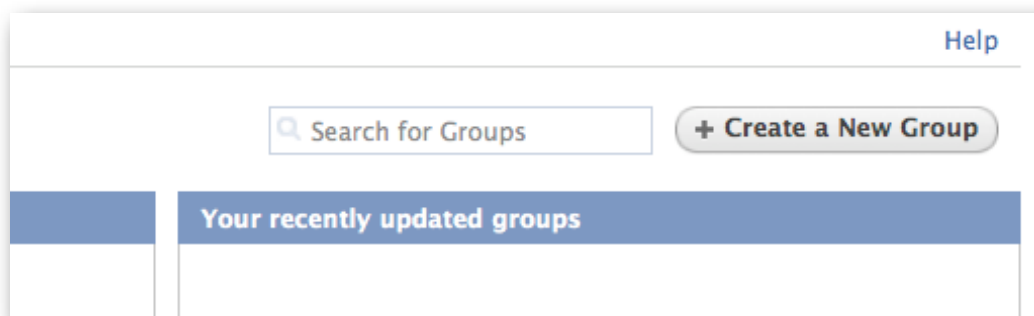
One showing the groups joined by your friends recently...

And one showing the groups that you've joined yourself...



At the moment, nothing is listed here, since I haven't added any friends to this particular Facebook account.

Ok, so lets assume that you'd like to find a group related to your area of interest. All you have to do, is search for them using the handy search function where it says Search For Groups...

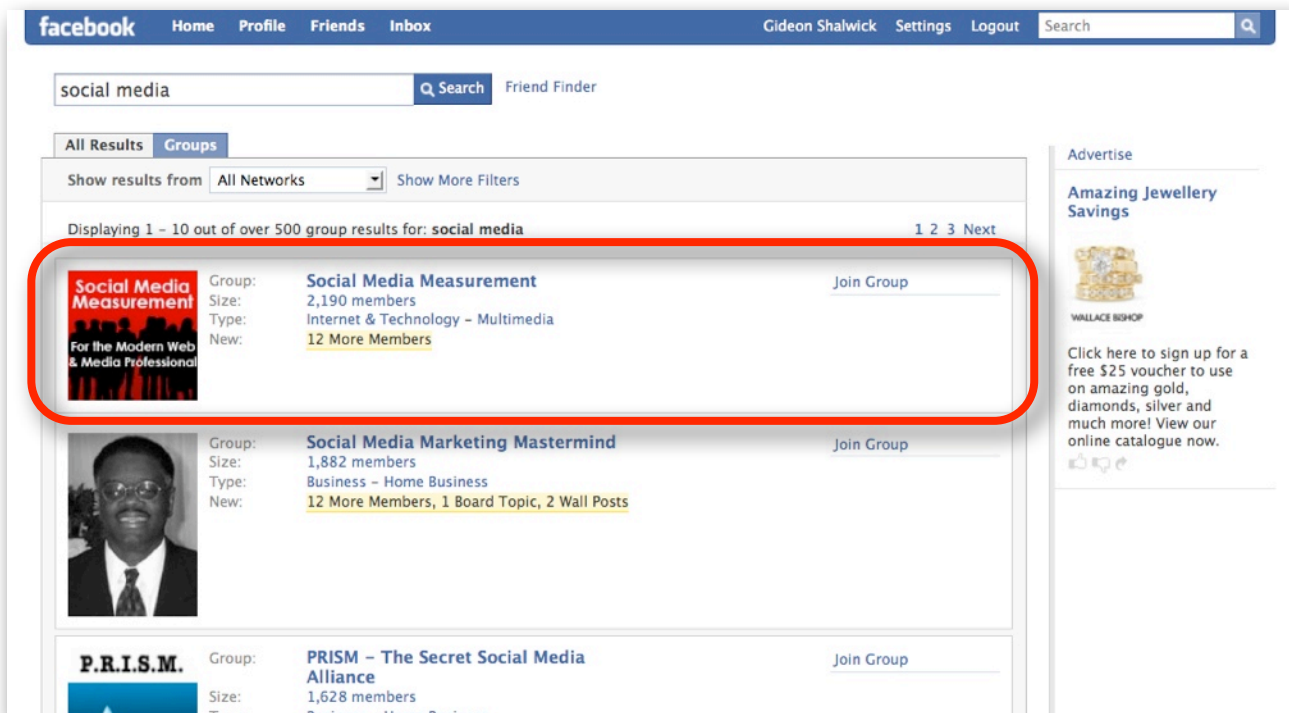


For example, say you're interested in social media topics. You might then type in the keywords Social Media...

And hit the enter key on your keyboard...

You'll then get presented with a bunch of groups that's been created previously by other Facebook members related to your keyword search. So, all you have to do now, is go through the list, and find the groups that you're interested in...

Let's have a look at this first one here as an example...



Inside this group, you'll notice some basic info about the group...

Some contact info...

Recent news...

Members...

And very importantly, the Discussion Board...



There may also be a bunch of other areas here, but let's just look at the discussion board for now...

Inside this area, you can have a look at group discussions by clicking on the discussion topic of your choice...

If you like what you read there, you can easily become a member of the group by clicking on the "Join This Group" link on the right hand side here...



Then you'll be able to write your own replies to topics, as well as create your own topics inside the discussion board.

This can be very valuable when doing research about possible topics for your own blog.

Now, to make sure you don't waste your time, there is one thing you need to look at for each group you're interested in.

Make sure the group is responsive.

Even though the size of a group could be large, it does not mean that the members are active inside the groups. That's why, you'll need to look at the discussion area, and any other related areas inside the group, and make sure that people are actually having an ongoing conversation there.

There's no point in joining a group, but then nothing happens while you're there.

You need to find groups where people are keen to respond, and you can find plenty of evidence of that inside the discussion area.

That's it for finding groups on Facebook. You can now do as many searches as you like, and join as many groups and discussions as you like. Never before in the history of mankind has it been this easy to find other people interested in the same things that you are interested in.

And as we all know, it's only when people get together that amazing things start to happen. And using the group function on Facebook is a great way for doing this really easily, and getting results really fast.

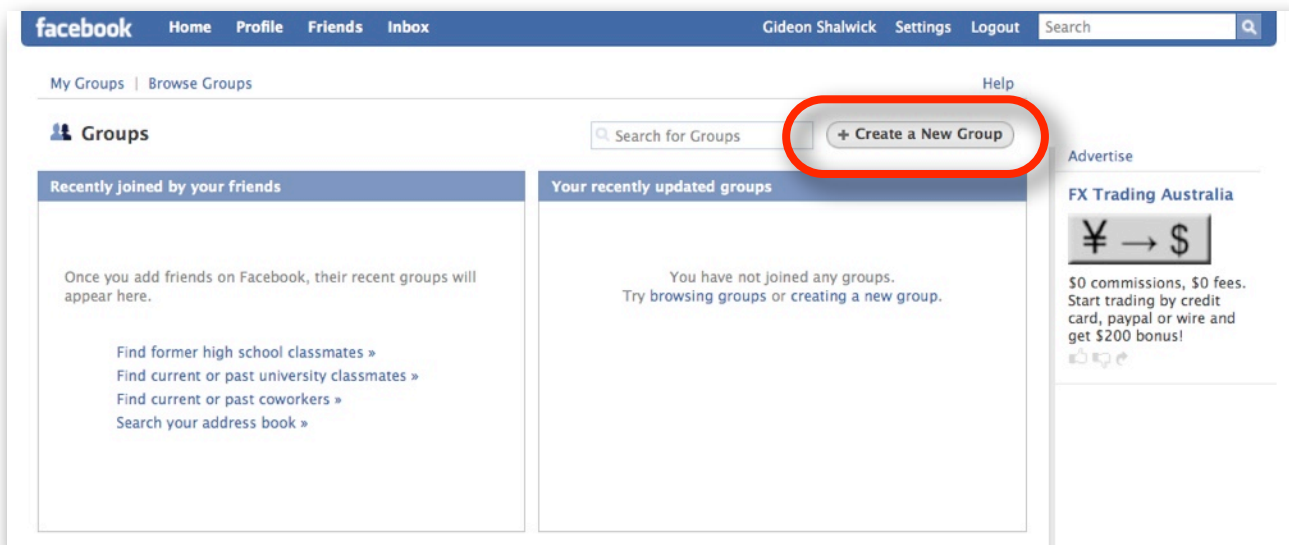
Let's move onto the final point...

### 3. How to create your own group on Facebook

You can create your own group very easily by simply clicking a few buttons and entering some information about your group...

So, to do this, let's go back a few pages to our original group area...

On this page you'll see a button labelled "Create A New Group". To start the process, click on this button...



Next, fill in all the details...

And click on Create Group...

A screenshot of the Facebook 'Create Group' form. It features two input fields: 'Street:' and 'City/Town:'. Below these fields are two buttons: 'Create Group' (in blue) and 'Cancel' (in grey).



On the next page, you'll be able to customize your group by uploading a picture that represents your group...

Adding your website address...

And selecting among a range of other options and features for your group.

facebook Home Profile Friends Inbox Gideon Shalwick Settings Logout Search

Edit test

Step 1: Group Info Step 2: Customize Step 3: Members Save and Continue

Your group has been created.

Current Picture

Upload Picture

You can upload a JPG, GIF or PNG file.

Browse...

☐ I certify that I have the right to distribute this picture and that it does not violate the [Terms of Use](#).

Upload Picture

File size limit 4 MB. If your upload does not work, try a smaller picture.

Website:

Options:

- ☒ Show related groups.
- ☒ Show related events.
- ☒ Enable discussion board.
- ☒ Enable the Wall.
- ☒ Enable photos.
  - ☒ Allow all members to upload photos.
  - ☐ Only allow admins to upload photos.
- ☒ Enable videos.
  - ☒ Allow all members to upload videos.
  - ☐ Only allow admins to upload videos.

Advertise

Need to advertise?

Facebook Ads

Reach the exact audience you want with targeted ads. Pay per click.

Once you're done, click on the save button...

Save Skip

You'll then get the opportunity to invite friends to your group by using the functions on the

facebook Home Profile Friends Inbox Gideon Shalwick Settings Logout Search

Invite People to test

Your group options have been saved.

Group Info Customize Officers Members Back to test

Show: Members

Showing 1 out of 1 members

Gideon Shalwick Remove

Invite Friends:

Advertise

Reduce Debt in 5 Minutes

As seen on 'Today Tonight' Fox Symes shows

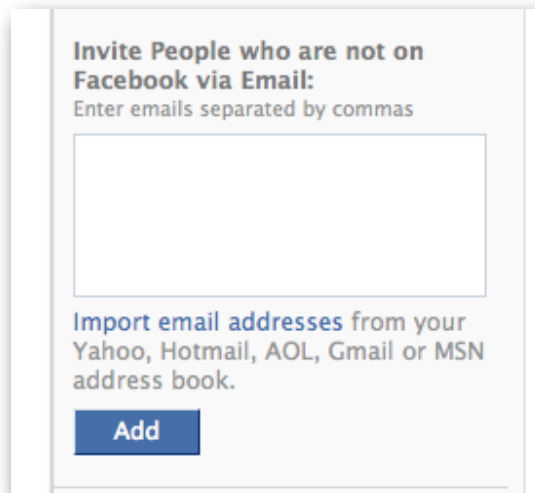
right hand side over here...



If you already have some friends inside Facebook, all of them will get listed here, and you can then select which ones you'd like to invite and then follow the instructions.

You can also invite people who are not on Facebook using email. Simply type in their email addresses separated by commas in the space provided...

And then click on the add button...

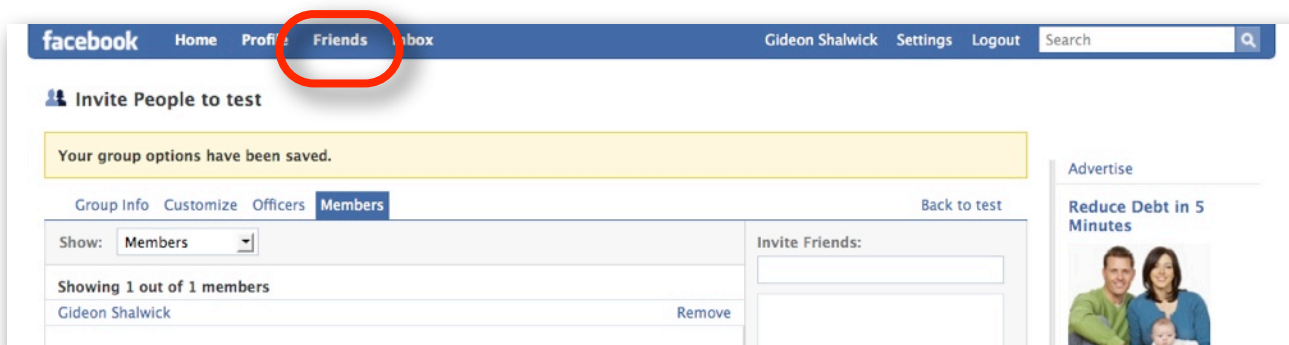


Of course, the more friends you have, the greater chance you have of building a responsive and interactive group.

And the best way to make friends on Facebook is exactly the same as in any other real world situation. That is, you get involved.

The more you interact on Facebook, the easier you'll find it to make friends.

If you go to the friends area...



You'll find a range of different tools for connecting with people. But perhaps making lots of friends on Facebook is a nice topic for another video some other time.

You now have enough information to get involved with groups on Facebook, and to research different topics that you might be interested in for your new blog.

## Before I conclude...

Remember to go back to [The Roadmap To Become A Blogger](#) and to read the rest of the report. There's plenty more information there that can help you get the best out of your blogging efforts.

Also, if you want to take your blogging results to the next level dont forget to visit the [Premium Area](#) where you can sign up to the complete online video course, taking you step-by-step through the following...

- How to **optimize your blog** for maximum performance in the search engines...
- How to use images on your blog to **make you stand out from the crowd**...
- How to **create a different dimension** to your blog by adding audio...
- How to **breathe life into your blog** using amazing online video...
- How to **create powerful content** for your blog, consistently and without fail...
- How to **create multiple streams of high quality traffic** to your blog using both traditional and modern day social media strategies...
- How to **make money from your blogging activities**, including Google Adsense, banner advertising, reviews, affiliate marketing and social media...
- And Much MUCH more...

To find out more, please visit:

[www.becomeablogger.com/signup](http://www.becomeablogger.com/signup)

My name is Gideon Shalwick. Thank you for watching, and I'll see you in the next video...