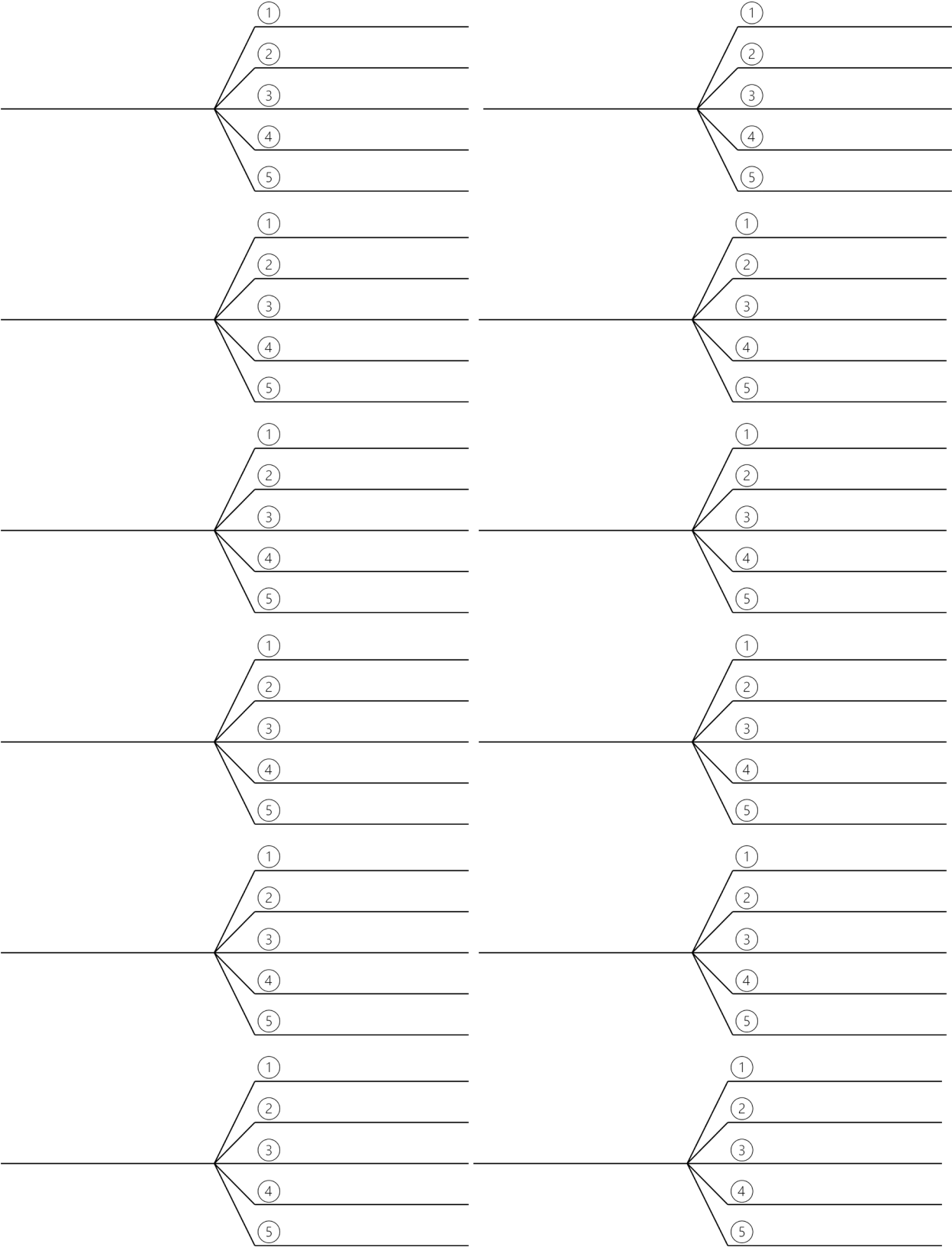
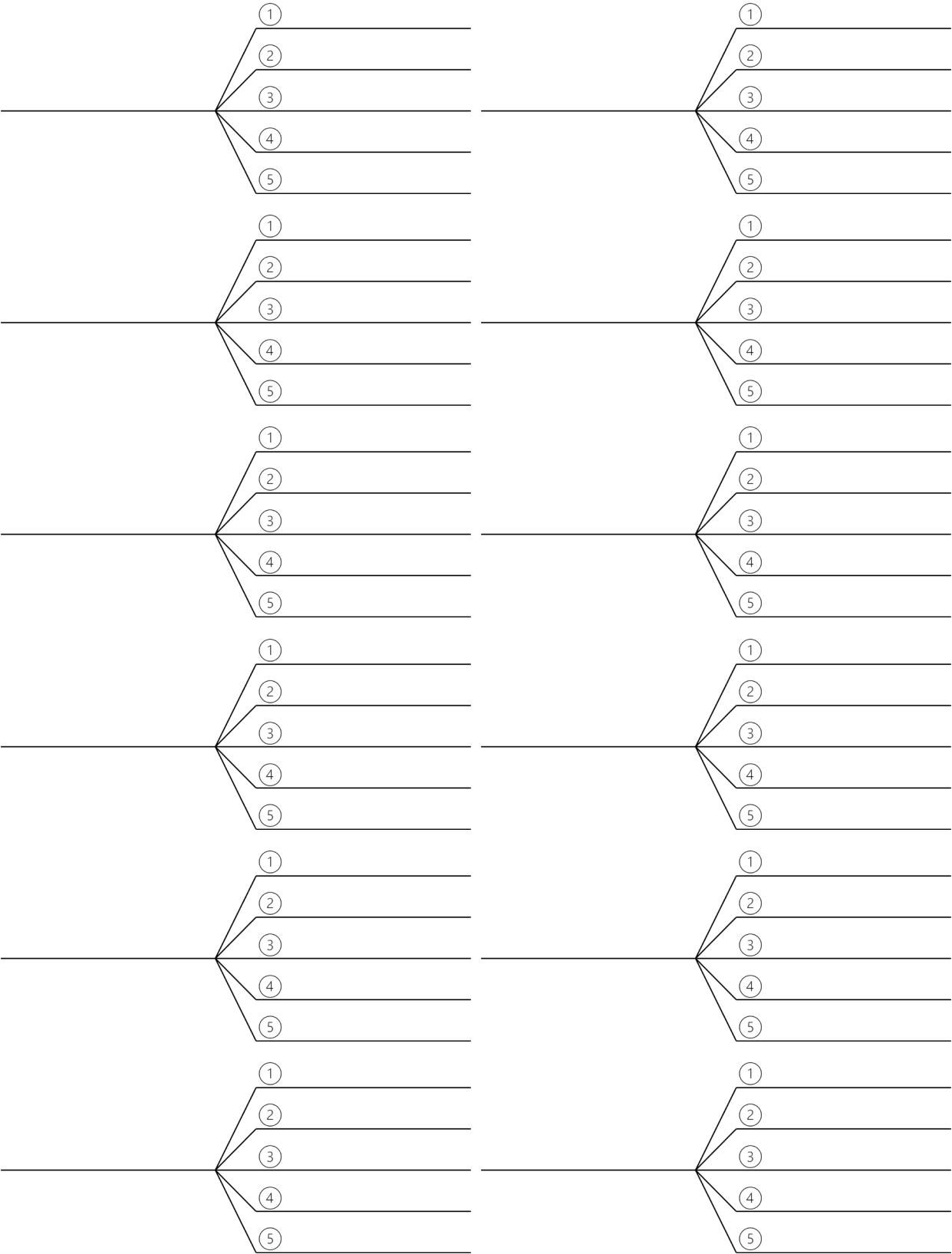


Facebook Friends' Brackets



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As you record a friend's name, check the "About" tab on their record for contact information. Then, grab their birthdate.

Start with your Facebook Friends and look at their friends to see who you may know in common. Your friend's name goes on the main line and the friends in common go in the brackets.

Immediately, send them a Friend Request with a note. Make a generic note in a document like this that allows you to copy and paste it quickly without having to write one from scratch each time.

Example if you know them: "<First name>, I was on <the name of the person's page you were on> and saw that you are friends and realized that we were not friends on Facebook. Let's remedy that. Look forward to talking to you.

Example if you don't know them: "<First name>, I think we have a mutual friend, <the name of the person's page you were on>, and thought I'd reach out with this friend request. You can click on my link and look at my friends to see if we know more people in common.

If there is a high-profile person you don't know, mark their name with a star to know you need to get an introduction.

Once completed the first level, repeat the process on the second level for friends of friends' friends.

It is said that the average person knows 200 people. That being true, then, each of those 200 people also knows 200 people. You are now one step away from 40,000 people. There is no such thing as having a small database.

Remember that your database factored by your top-of-mind awareness with each of them is directly related to your income.