

FACEBOOK MONETIZATION COURSE

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HOW TO MAKE
\$10K/MONTH
WITH YOUR
FACEBOOK
PAGE

Build a Facebook Page That Makes Serious Money.

For years, people have been saying that Facebook is “dead” — that it’s only for older generations, a platform no one uses anymore.

But here’s the truth:

Facebook is still the largest and most powerful social platform in the world with billions of monthly active users and a highly engaged audience.

I know this not because I read a headline, but because I’ve been building pages on Facebook since 2013, and I use them to drive traffic to my websites, and generate consistent online income long before Facebook even started paying for content.

Now Facebook is paying out real money to content creators through its new Content Monetization Program and most people don’t even know it exists.

In 2024, Facebook paid out over \$2 billion to content creators through that program.

It’s an invite-only program, but there are ways to get invited. Once you’re in, you can post daily and get paid at the end of the month.

And guess what, the people who are taking advantage of this program are people like me who figured out how to build faceless Facebook pages that generate thousands of dollars a month.

Last month, one of my pages earned over \$7,000.



Earning Details

\$7,197.53

Processed

Earned Apr 1, 2025 - Apr 30, 2025

Status



Earned

Apr 1, 2025 - Apr 30, 2025

Another page brought in more than \$4,000.

The month before that, that very same page also made \$4,300.

Past



Performance

Earned \$4,608 from Apr 23, 2025 - May 7, 2025



Performance

Earned \$4,312 from Mar 23, 2025 - Apr 23, 2025

Facebook is consistently paying me over \$4,000 a month for that one page. And I own 10 of these pages, and every single one of them brings in consistent income every month.

And the best part is that

You don't need to be famous.

You don't need to be a tech genius.

And you don't need to be on camera.

You don't even need to create all the content from scratch, you just collect it from the internet.

I haven't created content from scratch in the last 3 years, I either curate it or use AI.

Inside this course, I'm going to teach you exactly how to do the same, from choosing the most lucrative niches, to setting up your pages for monetization, to growing fast with real U.S. based audiences that boost earnings

So, if you've ever dreamed of making money online without showing your face, this is the opportunity.

Let's go.

So what is a Faceless Facebook Page?

A faceless Facebook page is a content-based page that makes money without showing your face, name, or personal identity. (though you could use your personal one)

The content of it takes the form of images, text posts, videos, stories, carousels, polls, and reels.

I post mainly just images and text posts.

When set up right, these pages can earn thousands per month via Facebook's Content Monetization Program and website traffic, all while you stay anonymous.

All you need is viral content and a strategy that works.

Back in 2013 when I started my online-money making journey, creating content was difficult.

There was no AI. I used to hire freelancers on platforms like Fiverr, pay them per article (based on word count), manage revisions and all that to just have something to post on my blogs and my Facebook pages.

It was time-consuming, expensive, and exhausting.

But everything has changed now.

Today AI tools can generate high-quality, engaging content in seconds. It's simple, fast, cheap, and gives you a constant stream of posts, without burnout.

All you need is to know how to prompt better, find viral ideas, generate AI-powered content, find proven formats that work, and start posting on your page.

(But we will get to that later in this course with examples)

How to Choose the Right Niche?

This is where the money is made, before you even start.

The first step in creating a successful Facebook page is choosing the right niche... trust me it's so important. No amount of content or strategy will take your Facebook page far if you choose the wrong niche.

A great niche has three things: a wide audience, high RPM, and evergreen. If you pick a niche with these three things, you can

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make serious money on Facebook. But if you go with one that barely pulls 1,000 views with low RPM, good luck, you're not going to earn much.

Step 1: Pick a niche you can stand to work on

You don't have to love it, but don't pick something you hate because you'll be managing your page for years. If it drains you, the page will likely fail.

If you don't have passion, pick something neutral. Just don't force yourself into a niche that makes you miserable.

Let's say you're a stay-at-home mom who loves cooking, you can start a recipe page, post recipes daily, and start making money. It's that simple.

Step 2: High RPM niches

Different niches pay different rates. that's why it's INCREDIBLY important to pick a high-earning, viral-friendly niche from the start. Here are 15 high RPM and top-performing niches on Facebook right now:

- 1. Gardening & Home:** Evergreen, visual, huge reach, and excellent ad revenue.
- 2. Health & Wellness:** Fitness, nutrition, mental health, natural cures — always relevant.
- 3. Christian/Inspirational:** Consistent audience, emotional, strong monetization.
- 4. Animals & Pets:** Viral goldmine. Think stories, rescues, pet news.

5.Motivational/Mindset: Quotes, rags-to-riches stories, daily habits, productivity. **6.Finance & Economics:** Stock tips, money-saving hacks, economic news. Needs a viral spin. **7.Travel:** Dream destinations, tips, news, travel hacks. **8.Self-Improvement:** Book summaries, life hacks, goal setting, morning routines. Works well with carousel and story posts. **9.Parenting & Family Life:** Relatable mom/dad content, parenting wins and fails, life with kids. Emotional and shareable. **10.Food & Recipes:** Especially budget-friendly, healthy, quick meals, or nostalgic food. Strong performance with U.S. women 30+.

11.Life Tips / Life Hacks: Bite-sized advice, productivity tips, things school never taught you. Easily goes viral.

12.Fun Facts & Did You Know: These perform extremely well, especially when paired with engaging visuals or carousel format.

13.Education & Learning: Language tips, brain facts, school hacks, or psychology concepts. Good RPM and easy to batch content.

14.Relationship Advice: Safe, non-toxic dating or marriage tips. Can be tricky — avoid controversy or gender bashing.

15.Success & Business Tips: Entrepreneurship, passive income tips, freelancing ideas. Just keep it motivational, not too pitchy.

There are many more, but these are the top niches that consistently perform well on Facebook and earn high RPMs. Each one has strong growth potential, attracts U.S. audiences, and delivers solid earnings.

Choose wisely. This single decision is very important if you want to build a successful Facebook page.

Niches to Avoid

Some niches have low RPM, hard to monetize, or get your page flagged. You need to avoid them if you're serious about making money:

1. **Celebrity gossip** - Risky, copyright issues, short shelf life.
2. **Memes-only pages** - Fun, but very low RPM and rarely sustainable.
3. **Low-quality humor or cringe content** - Doesn't attract advertisers.
4. **Overly controversial or NSFW** - Can get demonetized fast.
5. **Anything dependent on copyrighted material** - Like movie clips, music videos, etc.

If it's risky, cheap, or hard to scale, skip it. Stick with valuable, advertiser-friendly content that builds long-term income.

Page Setup

Now that you have selected your niche, time to set up your page and start posting content. Here's a step-by-step guide to launching a clean, professional, and profitable page:

Step 1: Create the Page

Go to [Facebook's Create Page](#).

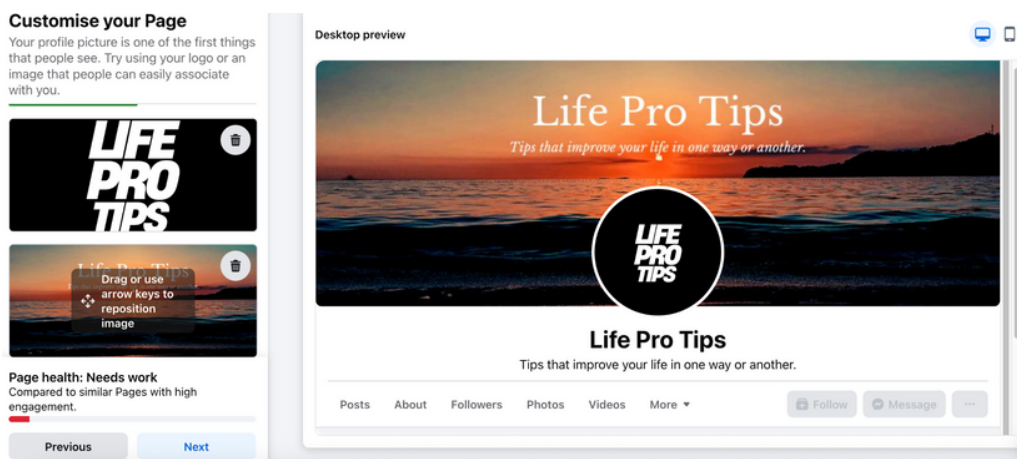
For example, let's create a page called LifeProTips.

Step 2: Choose the Right Page Name

Your name should be clear, keyword-friendly, and brandable.

Step 3: Upload a Logo

Use Canva to design a clean, simple logo. Keep it readable at



small sizes. Use bold fonts, high contrast, and a circular format.

Step 4: Add a Cover Image

Design your cover in Canva as well, make it visually appealing, niche-relevant, and professional. Don't waste too much time

on these things, aim for a simple logo like I did. And you can always change later.

Step 5: Fill Out the Description

Keep it short and benefit-driven. Example: *Tips that improve your life in one way or another.*

Step 6: Select the Right Category

Pick Personal Blog, motivational speaker or News & Media Website depending on your niche.

Step 7: Add a Call-to-Action Button

Use “Follow” or “Visit the group” to let people join your Facebook page group as well.

I prefer building a Facebook group simultaneously. So instead of “Send a message” link your group for people to join it.

Step 8: Add another profile

The next step now is to add another profile as admin to your page in case you lost access to the profile you created the page with. That could be your second profile, your mom’s, or your wife’s, or anyone’s profile that you know and trust.

Just make sure every profile you add as an admin in your page has no violations history with Facebook.

Now your Facebook page is set up and ready to start posting content.

Create content

But before that we need to know what size and what formats perform well on Facebook.

And remember the Facebook algorithm loves engaging, emotional, and valuable content. You're not there to post for fun, you're there to post what prints money. And to find what bounces with your audience, you will need to test different types of content such as memes, text only posts, images plus text and so on. All must be related to your niche.

But don't worry, we are not going to re-invent the wheel here. I literally included the exact strategy I use to find viral content.

So What sizes and format Work best (Based on my experience)

When it comes to image size, always use 1080 x 1350 pixels. This vertical format is ideal for visibility and tends to drive higher engagement, as it takes up more screen space in the feed.

As for content formats, Facebook's algorithm tends to favor certain types over others.

While the best format can depend on your niche, the following consistently perform well across most pages:

Image + Text.

I've found this to be the most effective format for going viral, both for me and many of my competitors.

Here are a few examples:



This first one went viral because it's emotional & people tend to engage with this type of content.



Anything that brings back memories goes viral on Facebook because the core audience on Facebook is old. the majority are Gen Z, millennials and boomers.

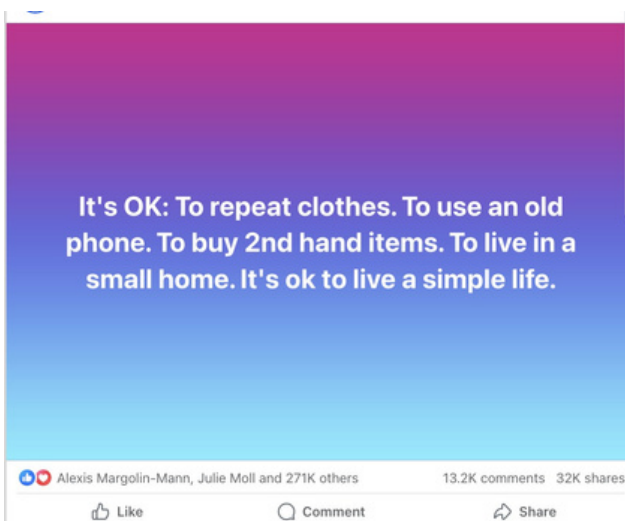


35K

30.8K comments 3.4K shares

This one uses a question, and questions get people talking. More comments mean more reach, which means more money. Facebook loves posts that keep people on the app.

Text posts only



Text only posts tend to perform well on Facebook.

Trendy content/relatable



This one was published in December close to new year and it's relatable.

Overall, here are five types of content I post on my Facebook pages to generate massive engagement and earn thousands of dollars each month per page:

1. Relatable content
2. Funny content
3. Authentic content
4. Nostalgic content
5. Interactive content

All of these should be related to your niche.

You can use **Canva** to create any of the above designs, they're easy to make.

Best Optimal Times to Post

Now that you know what type of content that goes viral on Facebook, let me tell you when to post. For a maximum reach and engagement with content, and based on my experience for USA, the best time to start posting is from 8.30 am to 11:30pm (in EST – USA Time)

I always post at half-past the hour because almost no one else is posting then. Most content creators post on the hour. Trust me, I've tested different times, and half-past consistently performs best—whether you're scheduling or posting manually.

Post your most viral-worthy content at **8:30 am**, **8:30 pm**, or **11:30 am**.

Why?

- At **8:30 am**, your post shows up as one of the first things people see when they wake up.
- At **8:30 pm**, people are winding down and checking apps after work.
- At **11:30 am**, especially on weekends, people are scrolling before bed.

In the beginning aim for 6 to 8 posts a day, one post every two hours. And as your page starts to grow, you can post up to 14 posts a day, and between each post keep 60 minutes of time.

(You don't need to post them manually; you can schedule them using the Facebook built-in tools.) Will get to that later.

Bottom line:

Facebook's algorithm favors recency + engagement.

So post when people are active and ready to interact, don't post at night when people are sleeping.

Timing + content = your reach multiplier.

When to Repost the Content that went viral for you for Maximum ROI

Reposting basically means free money with less efforts. If something went viral for you once, it can do it again.

When to Repost:

- a) 2 to 4 weeks after original postdate (avoid reposting too soon)
- b) During the same time slot/day it originally performed well
- c) During trending seasons (e.g., repost "fall recipes" every September)

How to Repost Smart

- a) Change the hook or caption slightly to refresh it
- b) Swap the thumbnail or image if it's a video
- c) Use insights from your original post: time, format, caption style.

Don't

- a) Don't repost every viral post. Be selective and aim for top 10% performers only.

- b) Don't repost it in under a week, Facebook may throttle repeated content that feels spammy.

Use Facebook Insights to Find Your Winners

Spend some of your time daily on Facebook Insights. It shows you what content gets the most engagement, so you can double down on what works.

1. **Go to your Facebook Page.**
2. In the left-hand menu, click on "Insights" (or use Meta Business Suite).
3. Under the "Content" tab, scroll to find your Top Posts.
4. Click the drop-down to sort by Reach or Engagement (likes, comments, shares).
5. Take note of the posts with:
 - a) The highest Reach
 - b) The most Comments
 - c) The most Shares

Those are your proven winners, and you can repost them.

How to Grow from 0 to 10k+ Followers (Fast)

Let's assume you're starting from zero and the page is brand new, here's your step-by-step on how to hit your first 10,000 followers. But before that post at least 20 posts on your page, you don't wanna invite people to follow an empty page.

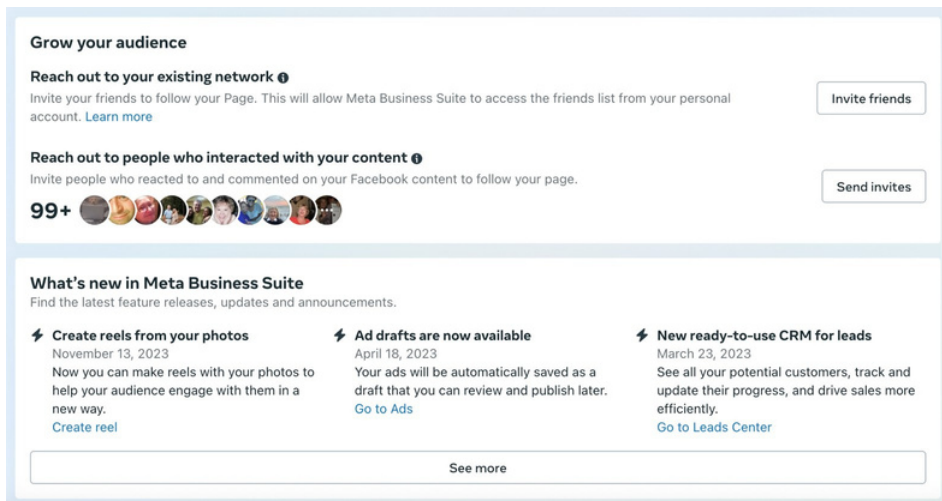
Step 1: Invite Your Friends

Ask your friends and family to follow and share it.

Step 2: Share to Relevant Facebook Groups

Join highly engaging niche-related groups (not spam groups), and start sharing your page's content there.

Step 3: Use Facebook's Built-In Invite Tool



After each post, Facebook lets you invite people who liked, reacted, or commented to follow your page for free. Do this after every viral post to convert post viewers into long-term followers.

Step 4: Run Page Like Ads (The Shortcut)

The fastest and the best way to grow your page is to run a page likes ad campaign. It's going to cost you a few hundred bucks, but it's definitely worth it. The cost per like would cost you anywhere between 0.002 to 0.03. and I strongly recommend it.

\$0.002	0.42%	1,293	5	1.04	292,605
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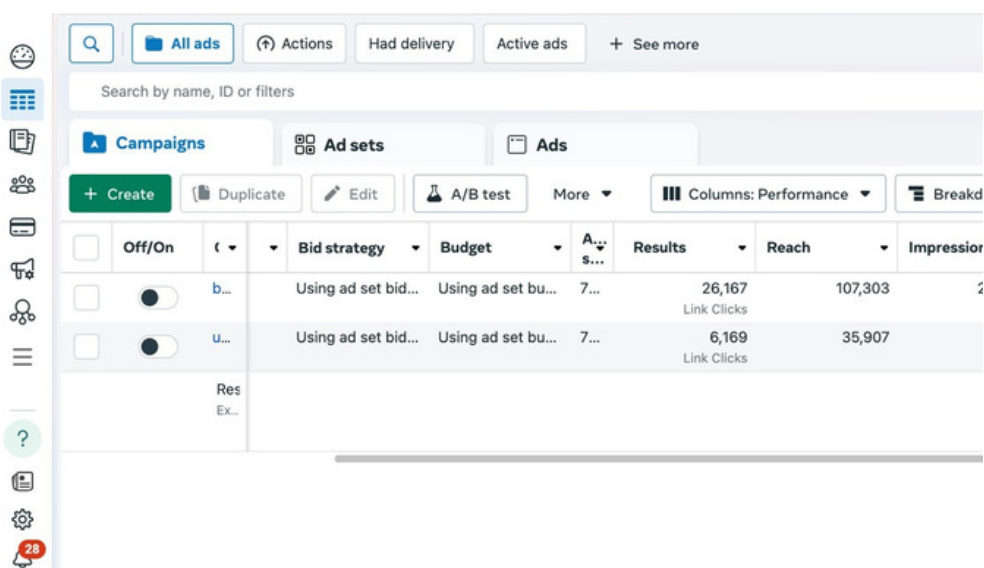
How to Create a Facebook Page Likes Ad Campaign (Step-by-Step)

As I said, running a Page Likes Ad Campaign is one of the fastest ways to grow your page, especially in the early stages. Here's exactly how to set it up inside Meta Ads Manager.

Step 1: Go to Meta Ads Manager

Visit: <https://adsmanager.facebook.com>

Make sure you're logged into the Facebook profile that owns your page.



Step 2: Click “Create” to Start a New Campaign

- Once you're inside the Ads Manager:
- Click the green “Create” button.
- Choose **Campaign Objective: Engagement**
- Then under Engagement, select “Page Likes.”

Step 3: Name Your Campaign

- Give your campaign a simple name so you can track it easily later – for example:
- "memes Page Likes - USA - April"
- Leave **Campaign Budget Optimization** off (unless you're running multiple ad sets).
- Click **Next** to move to the Ad Set level.

Step 4: Set Your Budget & Audience

At the **Ad Set** level, you'll:

- Set your **Daily Budget** (\$5 to start is fine – increase slowly over time).
- Set a **Start Date** (I don't set it, just leave it as it is, I want my ads to run as soon as they're approved).

Under **Audience**, choose:

- **Location:** United States (or Tier 1 countries like UK, CA, AU)
- **Age:** 25-65+ (Facebook's audience skews older)
- **Gender:** All (unless your niche is gender-specific)
- **Detailed Targeting (Optional):** I don't add anything in there.
- **Pro Tip:** Keep targeting broad at first. Facebook's algorithm does a good job if you don't over-narrow it.

Step 5: Choose Placement

Under **Placements**, select:

- **Manual Placements**
- Then choose **only Facebook Feed** (uncheck Instagram, Reels, Messenger, etc.)
- This keeps your ad laser-focused and low-cost for Page Likes.

Step 6: Design the Ad

Now move to the **Ad level** — this is where you actually create what people will see.

1. **Choose your Facebook Page** (the one you're growing).
 - Under “Ad Setup,” choose **Create New Ad**
 - Upload a **simple, scroll-stopping image** (ideally 1080x1080 or 1200x1200)
 - Your **ad image** should match your niche (e.g. a tasty food photo, a motivational quote, a cute pet image, etc.)

2. Primary Text Example:

“If you love easy recipes that actually work, you’re going to love this page. Tap ‘Like’ to get daily cooking tips, meals, and foodie ideas!”

3. Headline: “Follow Us for Daily Inspiration!”



These are the best ad copy example that works, and 99% of page owners use this formula to run page likes ad campaigns:

For Daily memes

**Put your ad pic
here**

PRESS THIS THUMB



If your niche, for example, is food recipes, put a hearty/mouthwatering food image in the middle and tweak the ad copy a little bit, but keep the same format. You can use Canva to design these creatives.

Step 7: Publish Your Ad

- Double-check everything, especially your audience, placements, and budget.
- Then click the “**Publish**” button.
- Your ad will go into **review**, which usually takes less than 12 hours.

Tips for Better Results

- Use **bright, clean images** that stop the scroll.
- Keep your text short, friendly, and niche-focused.
- **Avoid overusing emojis, ALL CAPS, or clickbait.**

*If results are good, increase your budget **by 20% every week** (don't scale too fast).*

How to Track Performance

- Return to Ads Manager after 24 hours.
- Look at **Cost per Page Like (CPL)** — a good CPL is \$0.01-\$0.05.

If CPL is too high, test a new image or copy.

So,

- Use Page Likes Ad Campaigns via Meta Ads Manager.
- Target Tier 1 countries like USA, Canada, UK.
- Optimize for low CPM and long-term ROI.
- Initially give it \$5, then increase the budget by %20 every week to avoid higher cost.

This is how pros go from 0 to 10k+ followers within days.

Growing your audience is step one to making money on Facebook. And trust me, a Facebook page is worth the few hundred bucks upfront. One viral post and you'll make your money back.

You can check Facebook ad library for more inspirations about page like ad campaigns that your competitors are running.

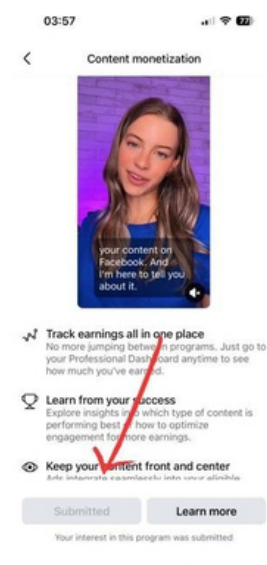
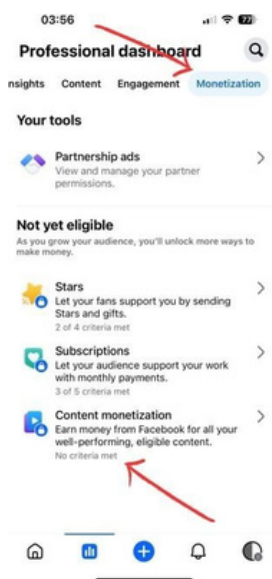
<https://www.facebook.com/ads/library>

How to Apply for Facebook Monetization

Applying for monetization doesn't have to be complicated, and it's really simple. Let me walk you through exactly how to do it.

Step 1: Visit the Monetization Tab

- Go to <https://www.facebook.com/creatorstudio/> and log in with the account that owns your page.
- Then:
 1. Click **Monetization** in the left-hand menu.
 2. Select the page you want to monetize.
 3. You'll see an overview of the **programs you're eligible for** (Stars, subscription, content monetization.)
 4. Alternatively, go to your Facebook mobile app, choose professional dashboard
 5. Then click monetization and apply from there.



Step 2: Check Monetization Eligibility

Click on “**ViewPage Eligibility**” under Monetization Overview.
Here’s what Facebook checks:

- **Partner Monetization Policies**
- **Content Monetization Policies**
- **Engagement and follower count (ideally 5k-10k)**

Step 3: Meet the Requirements

Focus on:

- Posting consistently (at least 8-14 quality posts)
- Audience: Try to reach mostly U.S., Canada, U.K. (Tier 1 countries)
- No copyright violations, spam, or low-quality content

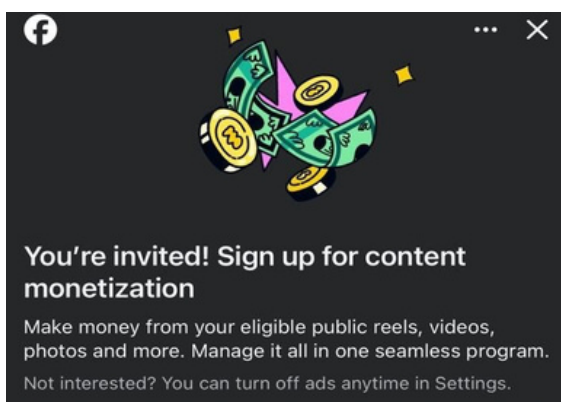
Once your page meets the criteria, you’ll either:

- Be able to **Apply Manually**, or
- Get an **Invite Notification** in your Meta Business Suite or email

Step 4: Apply or Accept Invite

If you’re eligible:

- Click “Apply” and follow the on-screen steps
- Add your payout details and tax info (Meta requires this)
- If you’re not eligible yet — no stress. Work on content + consistency, then check back weekly.



Step 5: Track Application Progress

Visit [MetaBusinessSuite](#) > Monetization regularly to check your status.

Common Reasons You Might Be Ineligible

1. Page has been inactive or inconsistent
2. Page doesn't meet Facebook's monetization policies
3. Too many foreign followers (not Tier 1 countries)
4. Violations or copyright issues
5. Spammy or low-effort content
6. You applied too early and when the review came, your page wasn't eligible/ready.

Myths:

You don't need to be verified, none of my pages is verified. That's a myth. Focus on consistency, quality, and follower location.

To increase your chances of getting into the monetization program, create another page and work on them simultaneously. Choose different niches, and this way you'll increase your chances of getting an invite from Facebook to get monetized.

Don't:

1. Don't stop posting after you apply.
2. Don't panic if it takes a few weeks to even 3 months to be accepted — just stay active.

How Do I Get My Facebook Page Approved Fast For Content Monetization

Forget about what's circulating online that Facebook content monetization invites come in waves, or that it's hard to get the invite, or that the program is closed. None of that is true. And whoever is saying that either doesn't know what they're talking about or is just talking for the sake of talking or their page is not compliant with Facebook guidelines.

Facebook wants content and pays billions a year to legit content creators. And here's my exact method I use to get approved in a short period of time. I literally got 10 pages approved this way, and each one in less than 2 months using this method.

Here's the strategy to get the invite:

After creating the page, completing the setup, and posting enough content, I run a Facebook page likes ad campaign, following the strategy I explained previously in the course.

I start with \$10 or \$5 a day for the first week.

Then in the second week, I raise the ad spend by 20%.

Third week, another 20%.

Same thing in the fourth week.

Remember not 30% and not 40%. The ad cost will go higher if you increase fast.

Here's the breakdown:

Week 1

Daily spend = \$10

Weekly spend = $\$10 \times 7 = \70

Week 2

Daily spend = $\$10 \times 1.2 = \12

Weekly spend = $\$12 \times 7 = \84

Week 3

Daily spend = $\$12 \times 1.2 = \14.40

Weekly spend = $\$14.40 \times 7 = \100.80

Week 4

Daily spend = $\$14.40 \times 1.2 = \17.28

Weekly spend = $\$17.28 \times 7 = \120.96

By the end of Week 4, I gradually reduce the page likes budget by 20% every 48 hours till I'm back to \$10/day or even \$5/day. I don't cut it off suddenly — I reduce it slowly so Facebook still sees steady momentum.

Also in the fourth week, I start running engagement ad campaigns. I spend \$3 a day for 24 hours. Then I go into the campaign, edit it, change the post, or add a new one. I do that every day for the whole week.

Why do I do all this?

Because Facebook needs to see momentum — in both follower growth and engagement.

If you go from 0 to 10k followers in a week, it can look spammy.

But if you show steady growth week by week, with solid content and interaction, it looks organic and real.

And while I'm doing all this, I'm posting viral content consistently — about 6 to 8 posts daily, every single day.

That's how you trigger the invite.

Things to Avoid So You Stay Monetized



Your Page is active and earning

You're currently earning money with our monetization tools. Keep sharing unique and valuable content to earn money.

Protect Your Page to Protect Your Profits.

Once you're monetized, your number one priority is staying compliant with Facebook's guidelines. Losing monetization is like turning off the money faucet. Don't let it happen over careless mistakes.

Avoid These at All Costs:

1. **Repetitive Content:** If you're posting the same type of video/image repeatedly, even across different formats, Facebook will flag you for "low-quality" content.
2. **Plagiarized/Unoriginal Content:** Copying content from TikTok, YouTube, other pages, or Google without transformation or credit is a surefire way to lose monetization. Always make it your own or add value.
3. **Spammy Posts:** Posting clickbait headlines, excessive emojis, links in every caption, or misleading thumbnails can get your reach throttled — or worse, demonetized.

4. **Engagement Bait:** Don't use "Like this if you agree" or "Tag 3 friends to win!" in a forced, unnatural way. Facebook penalizes this tactic.
5. **Policy Violations:** Avoid anything with violence, nudity, misinformation, or political disinformation – even in the comments under your post.
6. **Page Inactivity:** Pages that go dark for long periods can lose monetization status. Post consistently, even if it's just 3-4 times a week.

Stay original. Stay clean. And treat your page like a business – because it is. A few shortcuts may look tempting but can cost you everything you've built.

Hacks to Explode Reach & Engagement

These are the tactics I use to trigger Facebook's algorithm and go viral repeatedly.

Write Long, Emotional Captions (150-200 characters)

Forget short, generic lines. Write like you're telling a story or giving real value.

This makes people stop scrolling, increasing dwell time, which signals the algorithm to boost your post. But it doesn't sound like pure ai. Put some human touch to your captions.

Structure:

1. **Hook:** Grab attention in the first sentence
2. **Value:** Tell a story, share insight, or make it relatable
3. **CTA:** Ask a simple question or prompt Interaction or excitement.

Here's an example:

OMG, this made my family stop talking for 15 minutes, you got to try it. (recipe image). Or do people still eat this in 2025...

You need captions that trigger engagements. And the best way to learn these things is watch what captions other pages in your niche use.

Share to Groups (But Be Smart)

Join 5 to 20 relevant Facebook groups. And post once per day in each one of them. BUT groups should be active.

Use Your Network

Ask friends to like, comment, and share within the first hour of posting. This early engagement can help trigger the algorithm.

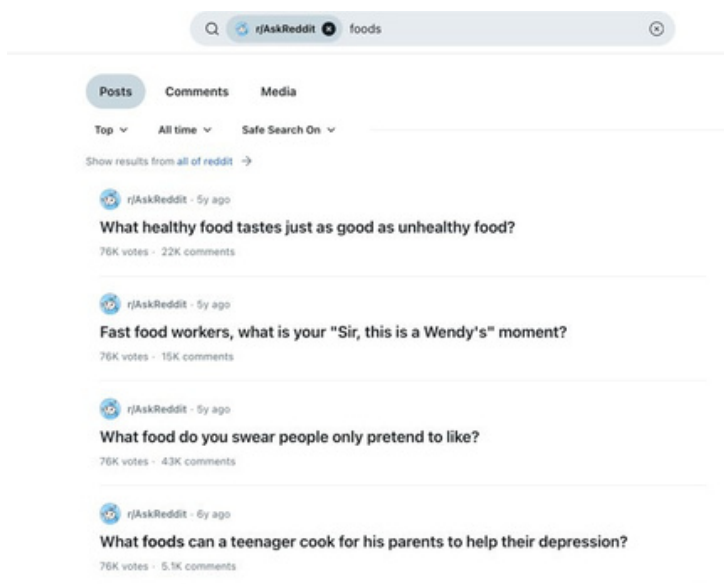
Once your page grows to 20k to 40k followers, you don't need to do that anymore. Facebook automatically pushes your content to non-followers.

More Little-Known Growth Hacks:

1. Comment on viral posts in your niche using your page (not your profile)
2. Run a post engagement campaign with a \$3 budget for 24 hours to gain initial traction. After 24 hours, edit the campaign and switch the post to a new one. Repeat this daily for a week until your page starts showing consistent engagement.
3. Mix Facebook features: try Polls, Carousels, Stories

4. Test thought-provoking (but non-toxic) topics to spark engagement.

A great way to find these is by browsing the **AskReddit** subreddit. Sort posts by **Top** → **All Time**, then look for questions that relate to your niche. Take the best ones and post them on your Facebook page to fuel comments, shares, and discussion



5. Use tags like @topfans, @commentors, and @followers in the first comment occasionally.

How to Grow a Facebook Group Alongside Your Page

Facebook lately is pushing content that is being published in groups like crazy.

Oftentimes you see trending posts on Facebook are actually group posts.

Therefore, if you grow your group and post your page content there, it will help your page to grow, gain more followers and boost your earnings.

Groups drive consistent reach, even when the algorithm slows your page down.

How to create one:

Go to your Facebook profile → Pages → Create a Page → Name it.

1. Choose a clear, descriptive name that reflects the group's purpose and aligns with your page's niche.
2. Write a concise group description with rules, goals, and what members can expect.
3. Set the group to "Public" for visibility not "Private" for private groups that can't go viral. Only members can see what's inside. So, choose the public to reach an audience beyond members.
4. Add a compelling cover photo that matches your page's niche

How to grow a Facebook Group

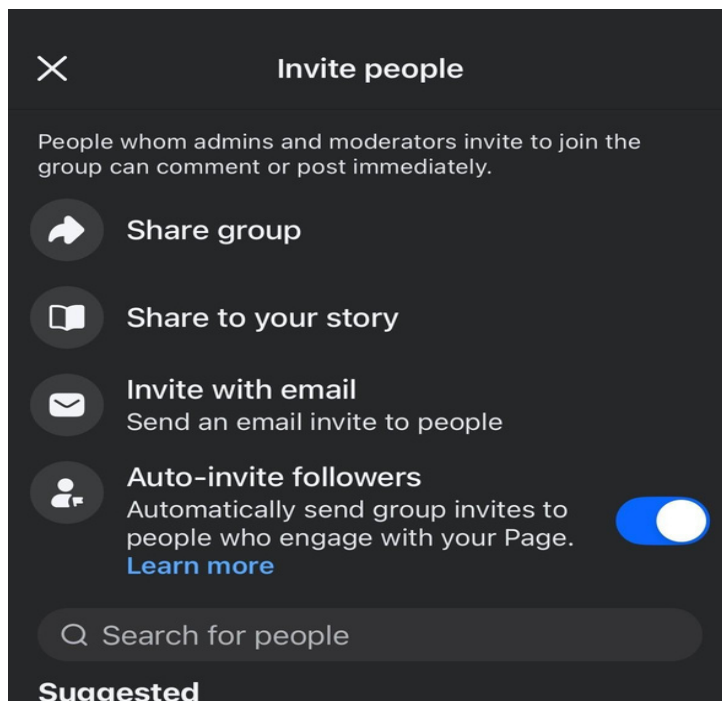
Pretty much the same strategy for growing a Facebook page.

here's how you can grow it strategically:

- Share the group link on your Facebook page, and encourage followers to join.

- Invite friend manually
- Use the “Invite Followers to Group” Feature

Facebook gives you the possibility to automatically invite your page followers to join your page group. Use the feature, it will save you time and effort



Post Engaging Content Regularly

- Share valuable content like tips, questions, polls, or niche-related updates 7 times per week or more.
- Use visuals (images, videos) to boost engagement; posts with media perform better.
- Pin a welcome post with group rules and an intro to keep new members oriented.

Encourage Member Participation

- Ask open-ended questions to spark discussions (e.g., "What's your biggest challenge with [niche topic]?").
- Respond to comments and posts promptly to show you value members' input.
- Create weekly themes or challenges to keep the group active and inclusive.

Promote the Group Strategically

- Cross-promote the group on your Facebook page.
- Share the group in relevant groups (if allowed), don't be spammy about it.

Moderate it yourself or add trusted moderators among members.

- Set clear rules to maintain a respectful, inclusive environment (e.g., no hate speech, no self-promotion).
- Approve or decline posts/members quickly to keep the group active and safe.
- Highlight active members with shoutouts.

Track Growth and Adjust

- Monitor group insights (available for groups with 50+ members) to track engagement and growth.
- Experiment with post types or times based on what gets the most interaction.
- Share one or two of your most viral page content into the group daily.

Tips for Success

- Be consistent but avoid overwhelming members with too many posts.
 - Focus on quality over quantity; a smaller, engaged group is better than a large, silent one.
 - Stay authentic and align content with your page's mission to attract the right audience.
-
- Use the tag @everyone occasionally in the first comment to trigger engagement in the group.
-
- Pin a high-value post with a CTA (comment, share, tag).
 - Encourage UGC (user-generated content) to build interaction.
 - Use polls and questions to spark daily engagement.

Growing a group doesn't just add value — it multiplies revenue. Start it early, it will help you massively to grow other pages as well.

Drive Traffic to a Website (AdSense, Affiliate Offers & More)

Facebook doesn't like sending users off the platform, but website owners still generate millions of clicks to blogs, online stores, and affiliate sites every single day. You just have to do it strategically.

I make 5 figures a month driving traffic from social media to my blogs. And Facebook is the best platform to do that.

Why?

Facebook does not have bots, just real people, safe and the audience likes to read. I'm telling you this because over the past 10 years, I tried Native ad platforms like Taboola, Outbrain and others and they're full of bots. You pay per link clicks to drive traffic to your site, and all what you get is mostly bots. That's why Facebook is the best, cleanest traffic source out there.

Step 1: Build the Foundation

Start with either:

- A blog/website monetized with Google AdSense, Ezoic, or Mediavine
- A niche store (drop shipping, print-on-demand, or affiliate products)
- A review site with affiliate offers from Amazon, ClickBank, or ShareASale

Make sure the website looks clean, loads fast, and is mobile-friendly — over 90% of Facebook traffic is mobile.

How to Drive Traffic to Your Blog the Right Way

Avoid putting links the captions, Facebook throttles reach when it detects external links in the captions.

Instead:

Write a short description/ Post a teaser caption with ~150 characters.

Followed by “Full article in the first comment” then add the link to your article in the first comment.

What type of Content That drives massive traffic to blogs?

Here are the exact posts that you should be writing if you want to make a lot of money with your website... These work for ANY niche.

I use mainly text with a colored background or an image with text overlay, and I always drop the link in the first comment. These title formulas hook the audience and they're Facebook friendly and work really well.

1/ Financial Angles

How Much Money X Makes

Why X Is So Expensive

X Is Overpriced! My Fave Alternatives Money talks.

Saving it or making it, people love these things.

2/ Insider Secrets

Experts Share Their Tips for X

The Little-Known X That Could Ruin Your X

Secret Hacks to X

3/ Things to Avoid

The Worst X for X

What NOT to Do When You X

Biggest Mistakes People Make When X

These tap into people's fear of screwing up.

4. Myths and Truths

Myths About X You Still Believe

The Truth About X No One Told You

X Isn't What You Think

People can't resist correcting what they thought was true.

5. Relatable Experiences

I Tried X for a Week—Here's What Happened

I Wasted \$X on X So You Don't Have To

You Wish you Knew This Before Doing X

6/ Comparative Insights

X vs. X

The Best and Worst X

X Is So Much Better Than X

Comparisons help people choose. They LOVE clarity.

6. Community Triggers

Agree or Disagree: X Is Better Than X

Only Real [Niche] Fans Know This Engage people's opinions.

Posts like these get shared and commented on like crazy.

8/ Practical Advice

How to Avoid X

Things to Know Before You X

Secrets to X Give actionable tips.

Readers want value they can use NOW.

Bonus Tips:

- Repost your best content. It boosts reach and pulls in traffic like crazy.
- People LOVE lists and rankings.
- You can turn any of these into a "Top 20" or "10 Best" for extra engagement.

Avoid These Mistakes

- Don't post too many external links, Facebook will penalize your page by reducing your reach.
- Don't use clickbait that doesn't deliver, you'll lose trust and reach
- Don't force links into every post, mix native content with traffic posts

Where to Find Viral Content for Your Facebook Page

You don't need to crank out original content every day. The smartest Facebook pages, like BuzzFeed, Tasty, The Dodo, LADBible, Bored Panda... and others pull in big audiences and make millions of dollars a year by curating and tweaking what's already out there.

They grab ideas from the internet or platforms like Reddit, google, Instagram and TikTok, then make them their own. Here's how they do it:

- They spot what's blowing up online.
- Put their own spin on it with a fresh angle or voice.
- Share it in a way that hooks their followers.

This isn't about ripping off content. It's about finding what works, adapting it ethically, and making it fit your vibe.

You're not throwing darts in the dark, you're following data and trends, then adding your flavor. And if you do that the Facebook's algorithm will start seeing your page as a go-to for engaging posts, which means more reach for your page and more money.

Here's where and how to find viral content:

Use Facebook Itself (Your #1 Goldmine)

Once you've chosen your niche, follow 20 successful pages on Facebook that are killing it in your niche.

Over time, Facebook's algorithm will automatically feed you viral content in your feed from similar pages.

Study their content daily, I mean literally study them, what they post, when and how. Then start creating similar content to theirs. You can also visit their websites and see what they're publishing.

To make it even easier for you, use this site to spy more on other pages, it's free for that reason.

[Strevio.com](https://strevio.com): Add your competitors' Facebook pages in there and get insights into their top-performing posts, perfect for reverse-engineering what's going viral for them. Create similar ones and post them in your page, et voila.

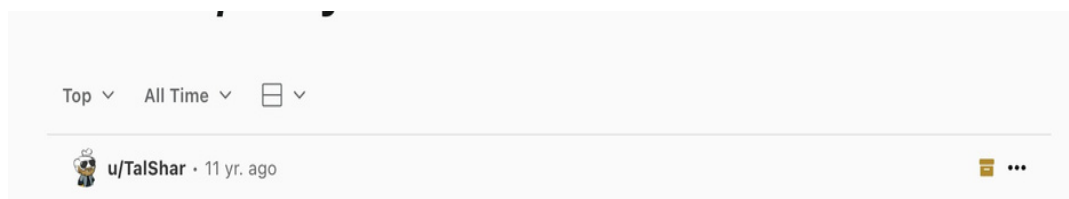
This tool is also good if you want to schedule content and gives the possibility to post a link in the first comment for a scheduled post.

Reddit (Crowd-Approved Gold)

Reddit is where content goes before it goes viral on Facebook. Find subreddits related to your niche (ex: r/FrugalLiving, r/GetMotivated, r/Cats)

Use the sort by → Top → All Time feature

→ You'll instantly see what content earned the most upvotes (a.k.a. social proof).



Bonus: These threads often have great titles and comment ideas to turn into captions.

Other ways to Find Trends in Your Niche Before Others Do

Catching trends early gives you a serious advantage. You can be first to post, get all the engagement, and ride the wave before it's saturated. Here's how to stay ahead:

Google Trends

This free tool shows you what's gaining popularity right now.

<https://trends.google.com/>

How to use it:

- Using Google Trends to find viral content for your Facebook page is straightforward.
- Head to the "Trending Now" section, set it to the U.S. for the past 48 hours, and browse "All trends" or a category like Business and Finance.
- Look for topics with big search spikes like 20K+ searches, and check if they're still active. See what's driving the buzz, then twist those ideas into posts that match your page's vibe.
- Refresh it daily, like this morning at 07:34 AM EDT, to catch the latest waves and keep your audience hooked.

TikTok Trends

Even if you're not posting on TikTok, it's one of the best trend-spotting tools. How to use it:

- Go to TikTok's Discover or Search page
- Search for hashtags in your niche (like #homehacks, #budgetmeals, #fitnessjourney)

Pro Tip:

If a topic is popping off on TikTok or starting to trend on Google, jump on it immediately for Facebook. Most page owners won't see it coming.

Tools to Generate Unlimited Viral Content with AI

You don't need to be a graphic designer, a skilled writer, or a creative genius to craft viral content. With the AI tools, you can gather, repackage, and repost content more smartly and quickly than ever. Here's your go-to faceless content creator toolkit:

1. AI Writing Tools (ChatGPT, Grok, Claude, DeepSeek, or any AI text generator of your choosing)

Use them to rephrase, paraphrase or rewrite viral posts (text or captions) to make them original.

Just paste the content and ask it: "Rewrite this in a fresh, catchy way that avoids plagiarism."

2. Image Creation Tools, use:

- [MidJourney](#) - Generate stunning, realistic art or niche visuals. (paid but it's worth it)

- [Ideogram](#) - Best for creating stylish AI images with typography. (free)
- [Leonardo AI](#) - Ideal for fantasy, ultra-realistic, or thematic content. (free)

3. For video creation:

you can use tools like **Sora**, **Veo v3**, **Runway**, or any AI video generator you prefer.

[Or try finding images on Google.](#)

Use Google Images → Filter by “Creative Commons license” to avoid copyright issues. Save yourself future headaches and don’t post stolen media. You never know when someone claims ownership.

4. Use Canva to edit, resize, and add captions. (free)

[Take advantage of Facebook free built-in Tools:](#)

1. For Scheduling Posts

You can schedule posts directly using Meta Business Suite, Facebook's free built-in tool. It allows you to:

- Schedule posts for both your page and Instagram.
- Plan content weeks in advance.
- Monitor performance and engagement.

2. Business Manager

Business Manager gives you:

- Full control over your Facebook Page and assets.
- Ability to run ads, add team members, and manage permissions.
- Better security and structure for long-term growth.
- Just head to <https://business.facebook.com>, log in, and claim your page.

3. Meta Business Suite mobile app

You can also download the Meta Business Suite mobile app to track your page performance and even post from there. It's perfect for managing your page on the go!

How to Scale Your Facebook Page to Make \$10K/m.

Scaling is not just about content and consistency, it's also about strategy and reinvesting some of your page earnings into the page to gain new followers and make more money. This strategy is long term and keeps your earnings growing or at least stable.

Vertical Scaling

Once a Facebook page is approved for the content monetization program and starts generating revenue, it's a clear signal to scale up. This is the time to set measurable goals for follower growth, engagement rates, and monthly earnings.

1. Reinvest 15% of Revenue into Growth

- Allocate 10% to Targeted Page Like Campaigns

Launch Facebook Page Like ad campaigns to gain new followers in the same country.

- Allocate 5% to Engagement Ad Campaigns

Keep the page active with low-cost post engagement ads.

Run a \$3 engagement ad for 24 hours, then swapping in a new post by editing the campaign—repeat 2-3 times per week.

2. Repost Proven Viral Content

Recycle content that performed well 1-3 months ago. This approach saves time and resurfaces high-performing posts for new followers.

3. Share in Relevant Facebook Groups

Share posts daily in relevant Facebook groups, including any owned by the page admin. Group engagement boosts reach and builds a loyal audience.

4. Crosspost to Other Niche Pages

If managing multiple pages in the same or related niches, crosspost top-performing content. Tailor posts to each audience and monitor performance to optimize future crossposts.

Horizontal Scaling

1. Create Multilingual Twin Pages

Reach new audiences by launching “twin” pages in other languages (e.g., Spanish for Spain and Latin America). Translate top-performing content and adapt it to cultural nuances. Apply the same proven growth strategies to build and scale.

2. Test New Niches or Sub-Niches

Explore related niches or sub-niches using insights from the primary page.

Example: A fitness page can expand into nutrition or home workouts.

Here are 34 pages that are absolutely crushing it right now, just for inspiration, across different niches:

<https://www.facebook.com/RRyanLewis>

<https://www.facebook.com/Self.Worth.Post>

<https://www.facebook.com/Selflovedairy>

<https://www.facebook.com/12Tomatoes>

<https://www.facebook.com/SmallTownWoman>

<https://www.facebook.com/OMGFacts>

<https://www.facebook.com/didyouknowblog>

<https://www.facebook.com/powerofpositivity>

<https://www.facebook.com/profile.php?id=61556127269276>

<https://www.facebook.com/LADbible>

<https://www.facebook.com/NBAMemes>

facebook.com/100064850344103

facebook.com/100059510560668

facebook.com/100064671342850

facebook.com/100064682077436

facebook.com/100059306690876

facebook.com/100064842962045

facebook.com/100064556895235

facebook.com/100083652004540

facebook.com/100067759316841

facebook.com/100059396147148

facebook.com/100064897201645

facebook.com/100059699371660

facebook.com/100044149673331

facebook.com/100047126350934

facebook.com/100044353933075

facebook.com/100064713161238

facebook.com/100059174186752

facebook.com/100070385679133

facebook.com/100043999335617

facebook.com/100059456233501

<https://www.facebook.com/9gag>

<https://www.facebook.com/funnyordie>

<https://www.facebook.com/explosm>

<https://www.facebook.com/memes>