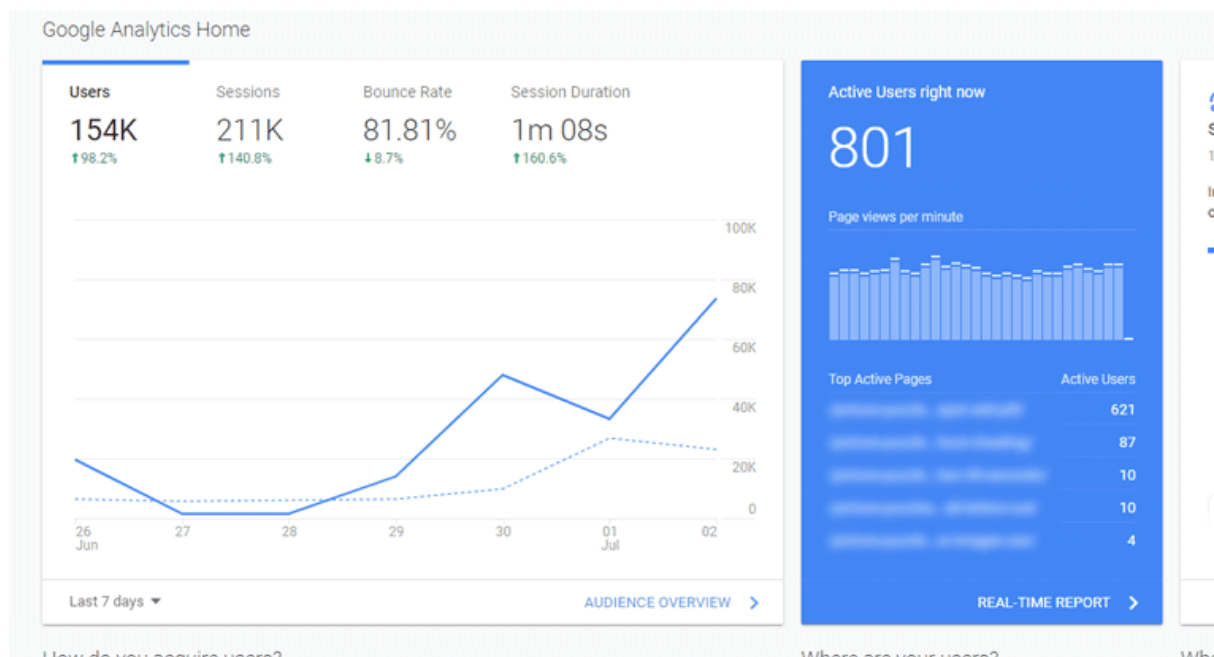


Welcome!

I've earned over half a million dollars from organic Facebook traffic (\$750,000 if you include monetization and merch sales), via some Facebook pages, a few basic AdSense-monetized websites, all with 95% profit margins and almost **completely automated**. 🙌

And ANYONE can do the same - using simple tools like Chat GPT and Sora for bulk content creation and **Post Planner** for automated scheduling.



Some of you might be thinking... "Why not just use Google for traffic?"

Well, because it takes WAY. TOO. LONG. 😞

I'm super impatient. I never wanted to wait YEARS for traffic! 😞

SEO is complex, and you need a TON of lengthy articles and **expensive subscription** tools to succeed these days.

And now, in 2025 there also is the *slight* issue of... Google search traffic LITERALLY DYING. 💀



Facebook is refreshingly simple

Facebook is a **far simpler** business model; it's easy to bulk create content for and it drives traffic to your site in HOURS, not years!

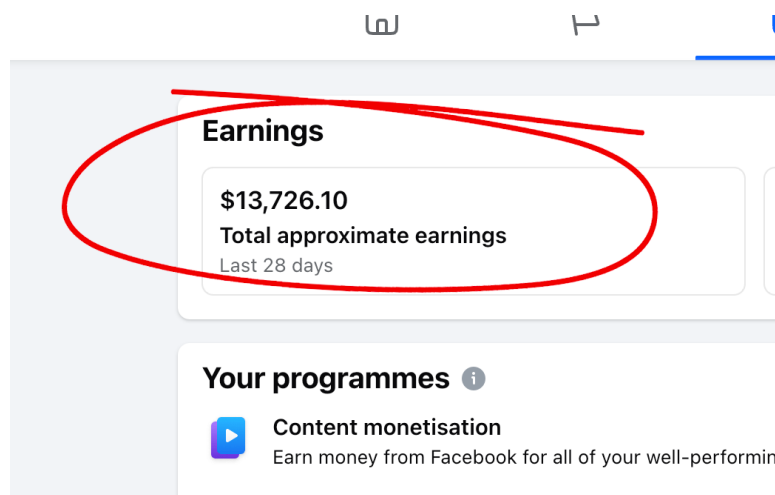
Even with the younger crowd jumping to TikTok and Instagram, Facebook is still BY FAR the biggest social platform out there, and with a **wealthier**, opinionated, older demographic.

Why did I say "opinionated" there? 🤔

Well, that's one of the **powerful viral levers** you can pull to create MASSIVE viral reach and entice thousands of users to click over to your website.

Not only that, but Facebook now pays YOU cash for engagement on your posts via the Content Monetization program, which means you **earn twice over** – once from traffic to your monetized website, and AGAIN from Facebook itself!

Nice. 💰😄



A roadmap for you

So, here's what I did – broken down into steps so you can do it too:

1. Choose a **passionate niche** that works well on Facebook and that you *enjoy* making content for. Politics is *hot* right now – also health and fitness, pets, auto, travel, breaking news, relationship quotes, celebrities, music.
2. Create a **Facebook page** calling out your passionate demographic, such as “I Love German Shepherds”, “Fishing Mad Dads”, or “Harley Davidson Owners Rule”.

3. Run \$10 a day Facebook ad to **grow your followers** to the first 10–20k. This is your *seed audience*. Make sure they are niche-targeted and in tier 1 countries like the US/UK to bank hard later.
4. Create content **in bulk** using Chat GPT and an AI image/video generator like Sora. For \$20, you can make ENDLESS viral content – just study what works for other pages in your niche. You'll get the hang of this bit in no time!
5. Once your audience is engaged and you notice what content they respond to, **double down** on that content.
6. At 10k+ followers, start posting links to your website content or pasting a link in the first comment of your viral image posts to **drive traffic** to your site.

And most of all, have fun! Facebook is a *blast*. 😊

In the next section, I'll let you in on **exactly** how many followers you need to start making some good income with Facebook! 👍

How to grow your page FAST

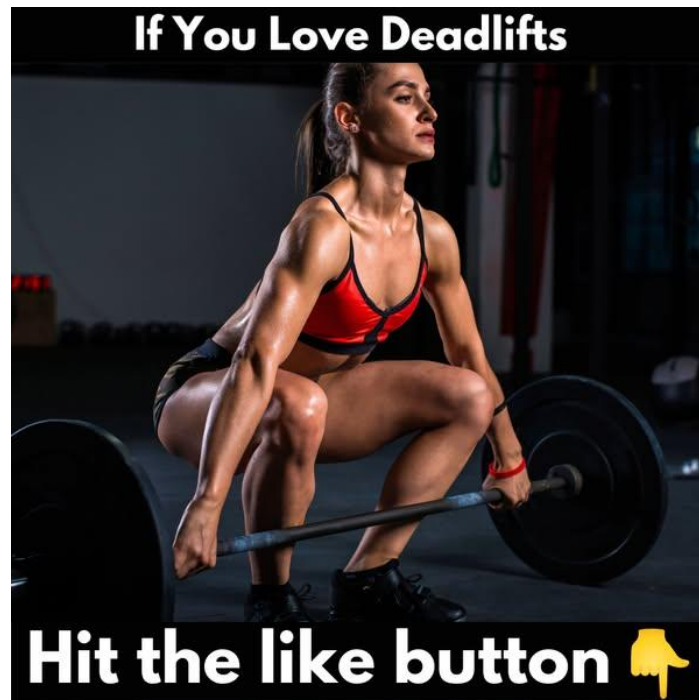
People new to Facebook monetization often ask me this one, simple question:

How many page followers do I need, Andy? 🤔

Unlike the empty void of SEO, Facebook traffic begins with a high-quality, **receptive audience** of page followers, eager to consume and engage with your content!

But you can't start posting content to a page audience of ZERO, it would take a lot of luck and *years* to grow. 🌱

So instead – to speed up the whole process – we need to buy our first bunch of page followers, using simple **Facebook ads**.



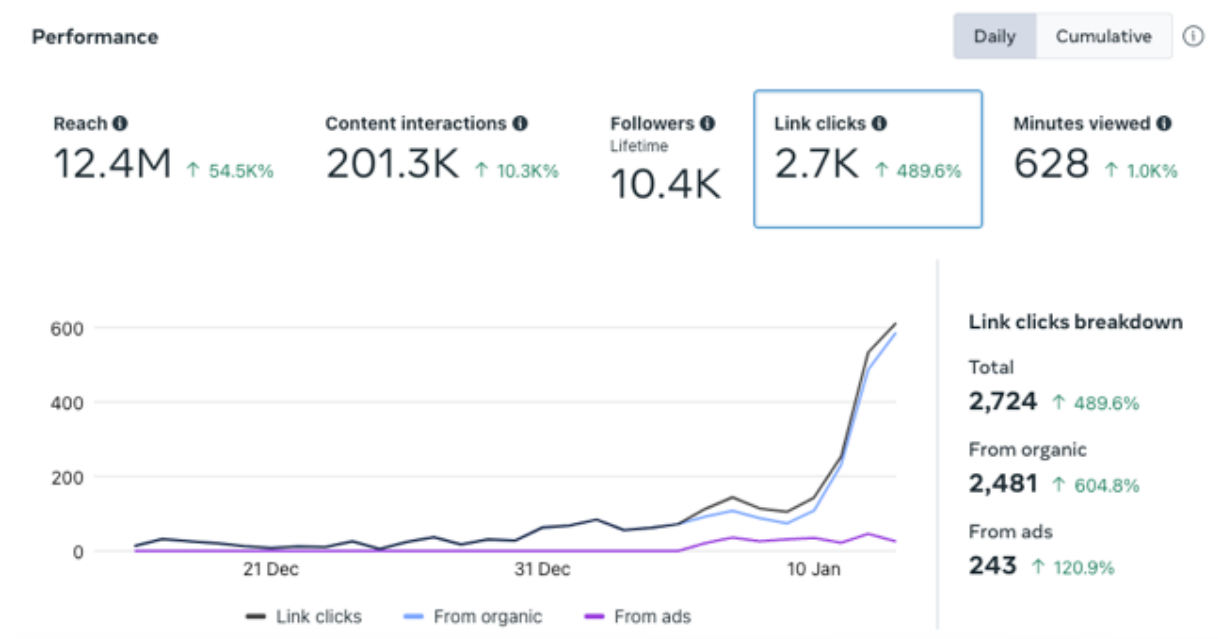
Once you have **10k followers** for your page (I like to call this the *seed audience*), you can start getting engagement and traffic to your site IMMEDIATELY!

The cost to acquire these followers can be **as low as \$0.01** each for US-based followers who are aligned to your niche (albeit with the *right* techniques – which I teach in **my course**).

You can run these ads for just **\$10 a day** – in fact, I recommend going no higher than this budget to ensure high-quality followers for your page. 🙌



In a few weeks, you'll have nurtured a busy page, ready to start growing organically and for FREE using **viral content** – more on that next chapter



And when you grow past the starter audience, up to 25k, 50k or more followers, then you'll begin to see **consistent traffic** to your site and – if you meet the criteria – get invited to the lucrative **Creator Bonus** program. 💰💰

The ONE THING you need to succeed!

Choosing a **great niche** for your Facebook page is THE biggest factor for success when starting out.

If you pick the wrong niche, you might feel like Facebook is an *uphill* climb!

But pick the **right niche** and you'll have a WAY easier time. 😊

The best niches for Facebook are ones that are *provocative*, *emotionally-charged*, or *visually arresting*.

Provocative niches are topics like politics, values, or bias-based – think Harley Davidson bikes versus sports bike owners, cardio fitness versus weights, or traditional values vs modern.

Highly emotional subjects such as love, parenting, nostalgia or heart-tugging stories do very well.

Visual niches tend to be hobbies like cooking, travel, gardening, classic cars, dream houses, nature, DIY or pets.

It helps if you are actually familiar with and interested in the niche, as you will need to create *a lot* of content for your page and site, and if you enjoy the niche this will be a fun time!



As a bonus, by **knowing your niche**, you can make neat *insider jokes* and statements that someone outside the topic would not know about, which helps build rapport with your followers.

Boring niches *do not* do so well on Facebook. 😞

No one is going to argue in your post comments and make you go viral over some handy spreadsheet tips – those dry topics work better with *search-based* or YouTube traffic.

In the next section, we'll talk about the **type of content** that can drive THOUSANDS of visitors a day to your site and earn passive income from the new Creator Bonus!

The 3 content types you need to WIN at Facebook

After choosing a great niche, the **second** most important factor in driving traffic or making bonuses from Facebook is the *type* of content you post.

There are dozens of post types, but we only focus on a few super-effective and **engaging** core post types! 🎯

To make it even easier to understand and systemize, I like to divide that content into two categories: posts that **create engagement** and grow my page, and content that **drives traffic** to my website.

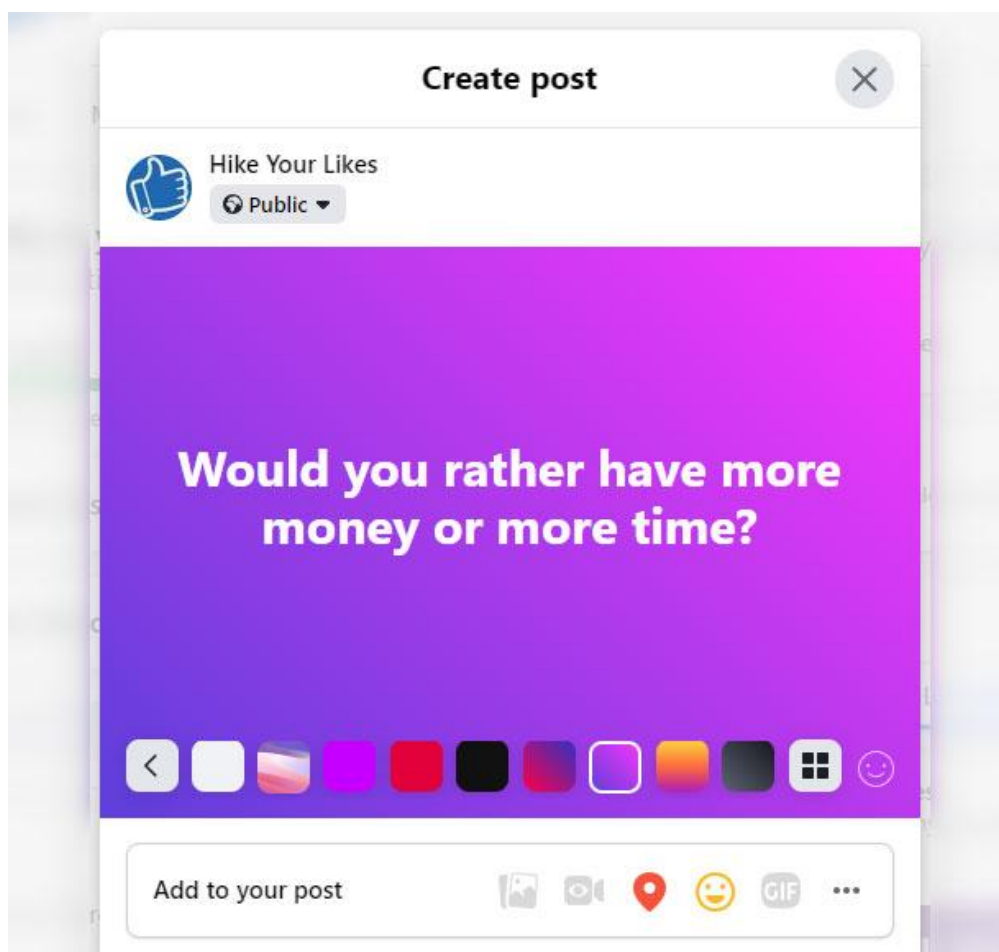
And many posts can do both! 😊

Post type 1: The TOBI post

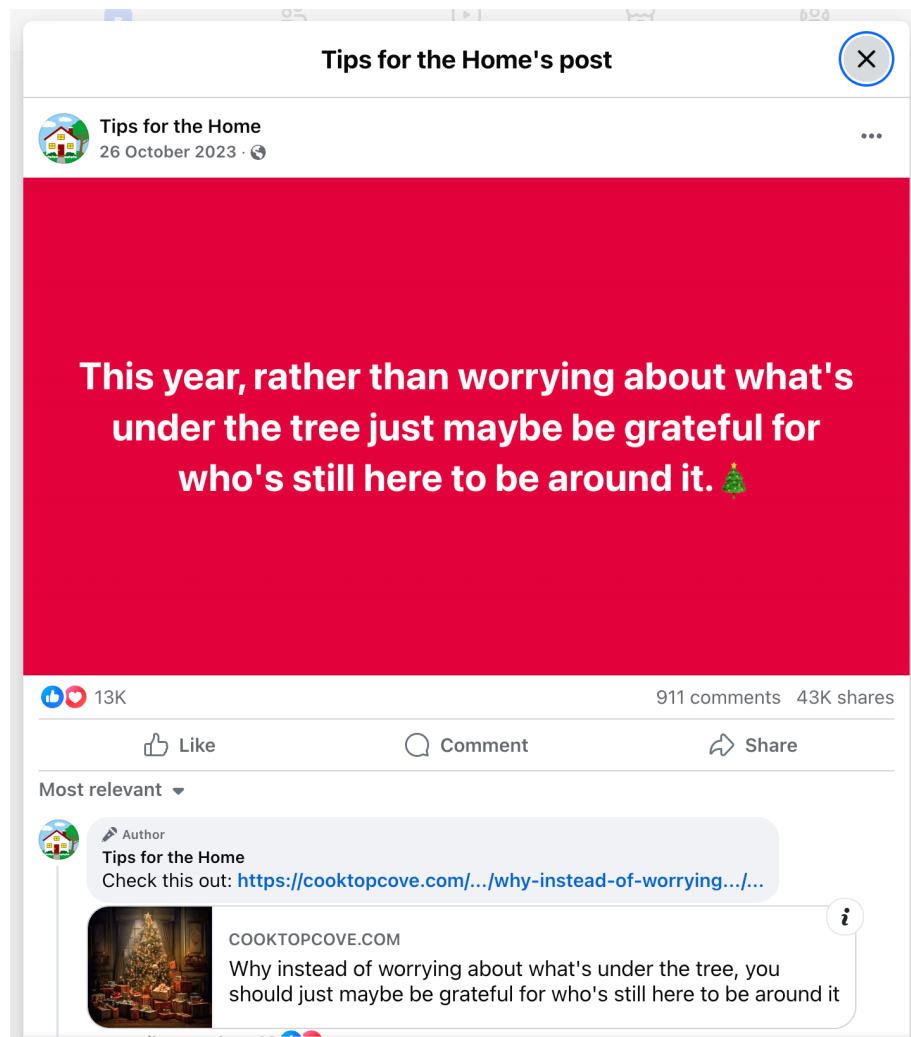
These simple posts are the bedrock of many successful Facebook pages. TOBI stands for **Text-On-Background-Image**.

They work in ANY niche, and are super quick and easy to generate via ChatGPT. I make hundreds of them in *minutes* via AI, based on what has already gone viral!

A TOBI is primarily an **engagement post** – so if you are starting a new page, these are perfect for getting new followers! 👍



But you can also **add a link** in the first comment to drive traffic to a related article on your website:



Post type 2: The AI image post

AI-generated image posts have become a **staple** of Facebook page content in 2025.

Just take a look at flourishing pages like **Camperville** and **5050 Fishing**, which leverage AI images very successfully.

Tools like **Sora** and **Midjourney** make AI posts easy and cheap to create!

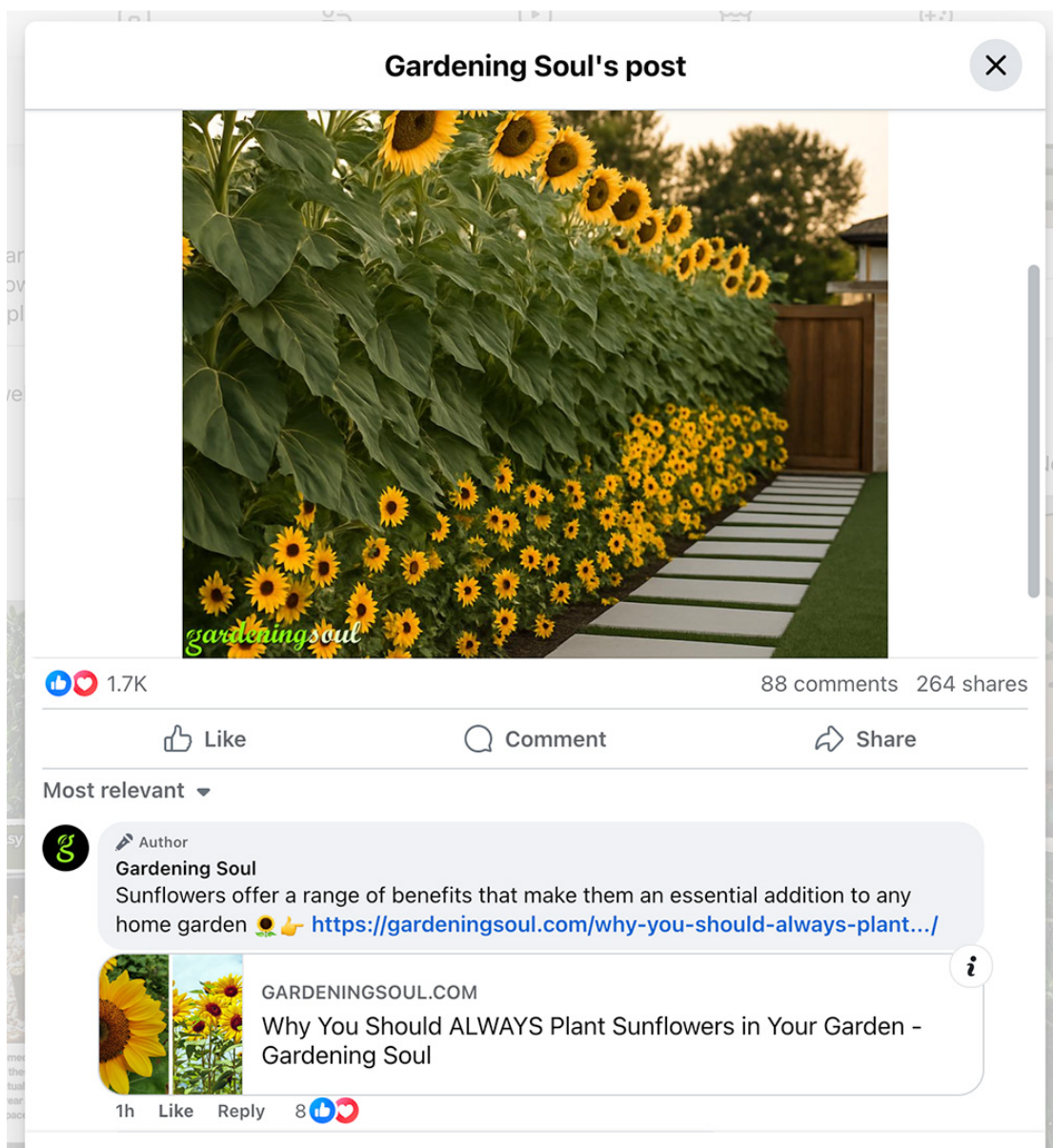


Gone are the days when we had to hunt around the web for crappy *creative commons* images we could use for Facebook. Now we just create **exactly the content** we need using AI! 

For just \$20 a month, I can create 1,000s of **original images** using Sora. And they are copyright-free, so no worries! 🙌

👉 **My in-depth training course** takes you through the complete process of creating and optimising AI posts.

You can **add links in the first comment** to drive traffic to your site from these, or just use them to grow your page.



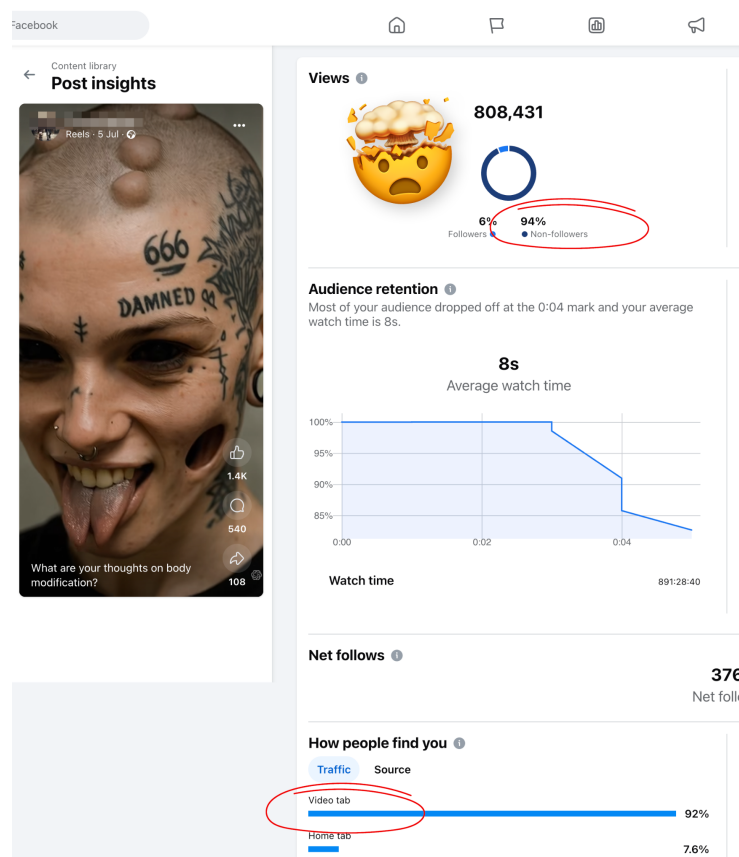
Post type 3: Reels

Facebook is pushing **reels** heavily this year, in response to the popularity of *TikTok* and *YouTube Shorts*.

That means reach in reels is **sky high** right now! 

The good news is AI tools like Sora can generate reels as well, in the correct 9:16 format, and up to 10 seconds.

My secret tactic is to take old viral memes, upload them to Sora, and create reels from them! It's so simple and insanely effective because the meme **already** went viral before.



Next, I'll show you how to **bulk schedule** this content so you can earn PASSIVE income from Facebook! Nice. 😎

If you don't want to go crazy, do this ONE THING!

Now you've created some **amazing content** for your Facebook page, the next step is to post it!

Easy right? 😊

Well, it *is* easy if you are only posting a few things, but to make money with Facebook, we need to post A LOT!

Not *once* a day, not *a few* times a day, but at least **8 times a day**, every day. Ideally 24 times a day!

The biggest mistake I see

Not posting frequently enough will really slow your efforts to grow your page or get traffic from Facebook to a crawl. 🐢

Look, I post 24 times a day to ALL my Facebook pages, and so do pretty much all the other big players in the game.

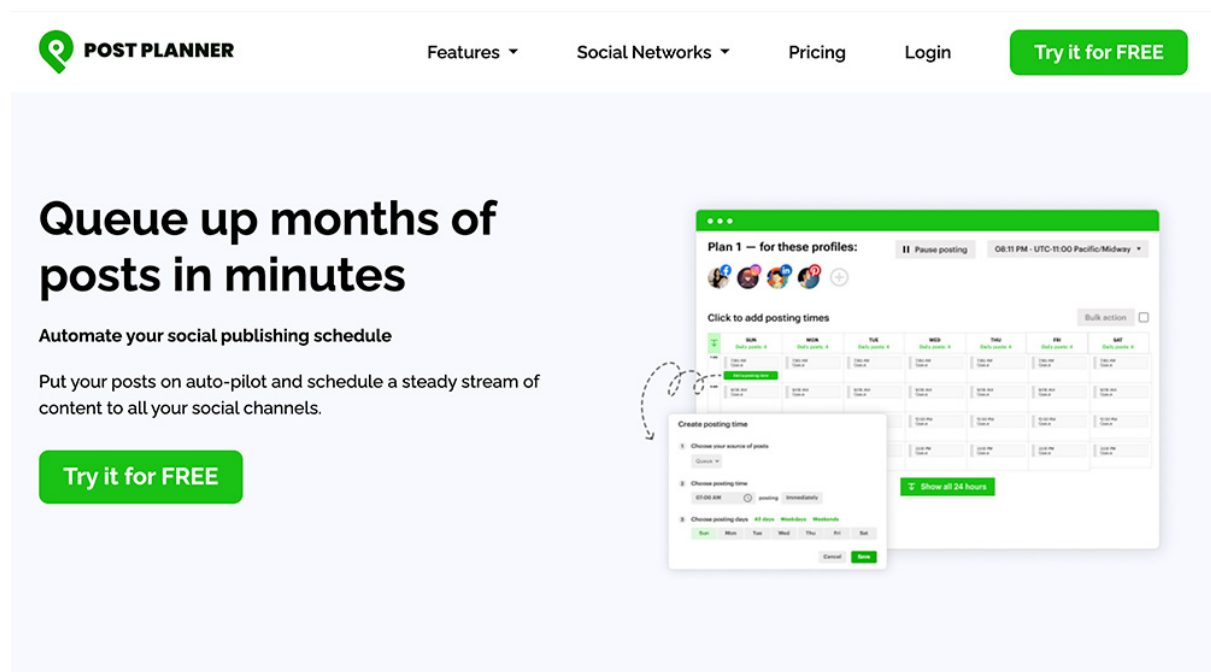
Because the **more often** you post engaging content, the more **traffic and money** you will generate from Facebook! Simple.

Luckily, with ChatGPT and AI image tools, creating loads of amazing content is a piece of cake! 🍰

The **2nd biggest mistake** I see is trying to post all this content *manually* or via Facebook's built-in scheduling tools!

Honestly, you will likely *lose your mind* if you try to schedule your content this way. 🤪

Instead, you need to use a **social media scheduler**, like **Post Planner** – the tool I use and highly recommend.

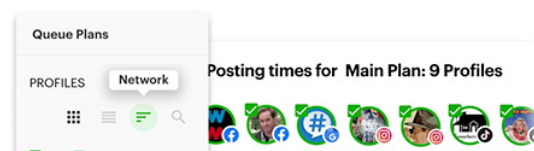


The screenshot shows the Post Planner website. At the top is a navigation bar with the Post Planner logo, links for Features, Social Networks, Pricing, and Login, and a green button that says "Try it for FREE". The main content area has a large heading "Queue up months of posts in minutes" and a subheading "Automate your social publishing schedule". Below this is a paragraph: "Put your posts on auto-pilot and schedule a steady stream of content to all your social channels." There is another green "Try it for FREE" button. To the right is a screenshot of the Post Planner interface, showing a calendar view for scheduling posts across different days of the week. A dashed line points from the text "Queue up months of posts in minutes" to the calendar interface.

— OMNI-PLATFORM

Schedule to All Networks

Schedule posts to Instagram, Facebook, Google, TikTok, LinkedIn



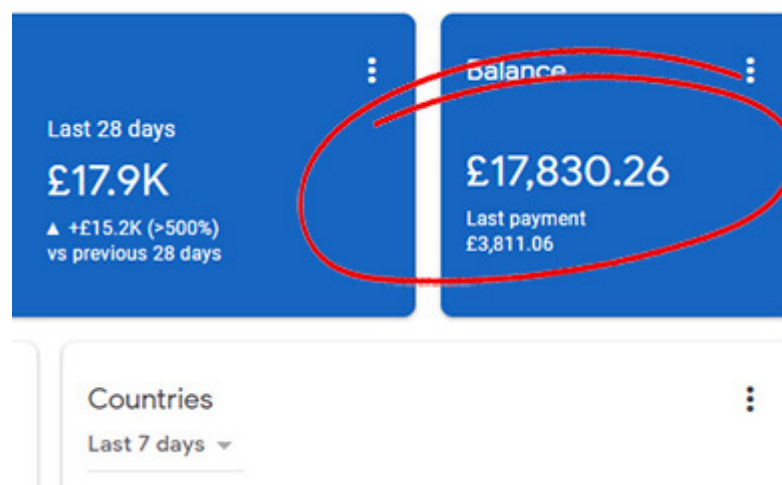
The screenshot shows the Post Planner interface. On the left is a sidebar with "Queue Plans" and "PROFILES" (with a "Network" dropdown). The main area is titled "Posting times for Main Plan: 9 Profiles" and shows a row of social media icons: Instagram, Facebook, Google+, TikTok, and LinkedIn.

Post Planner allows you to schedule **weeks' worth** of posts in *minutes*, saving huge amounts of your time!

Imagine scheduling all your content before you go on holiday, and making money on autopilot while sunning yourself on the beach somewhere. ☀️

That is what I love *most* about Facebook – how straightforward it is to **automate** and create *real* passive income!

Now, I'll let you in on *exactly* how you earn the **most money** from your Facebook posts. 💰



The biggest mistake I see

Not posting frequently enough will really slow your efforts to grow your page or get traffic from Facebook to a crawl. 🐢

I've been making money from Facebook for **over 12 years** now, and something *hit me* the other day.

I realised that 2025 is **THE best year** to make money via Facebook! 😎

Why?

Because with the new Content Monetization program, Facebook actually pays YOU a real monthly income *just* to post content.

Read that bit again. 😲

Guess what - Google **doesn't** pay you to create content. Neither does Pinterest! ❌

First 30 days for the older, smaller page that first got on the p
the 'maximum bonus'. Hope I can hit that one month 🤔😂

\$6,504.62

Total approximate bonus earnings

25 Apr-26 May

	Performance bonus	\$6,504.62
	\$250,000 maximum bonus	
	Extra bonus	\$0

Extra bonus [Learn more](#)



Get paid an extra \$2,900

Make at least \$7,600 this earning period with the Performance bonus and you'll get an additional one-time \$2,900 payment

\$0 earned this earning period

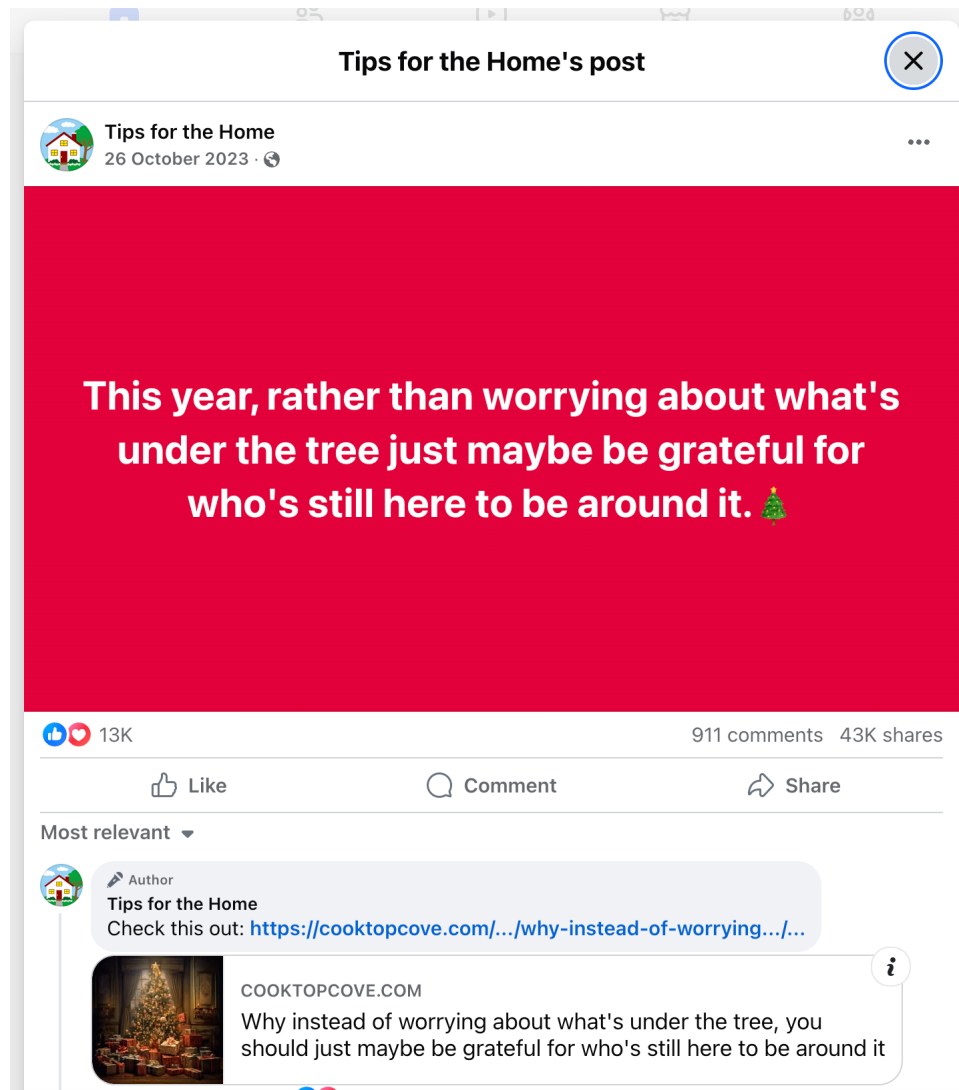
 4  1  1  1 

So there are now **even more** ways to make money from Facebook, than just a couple of years ago! 📈

3 ways to earn money from Facebook

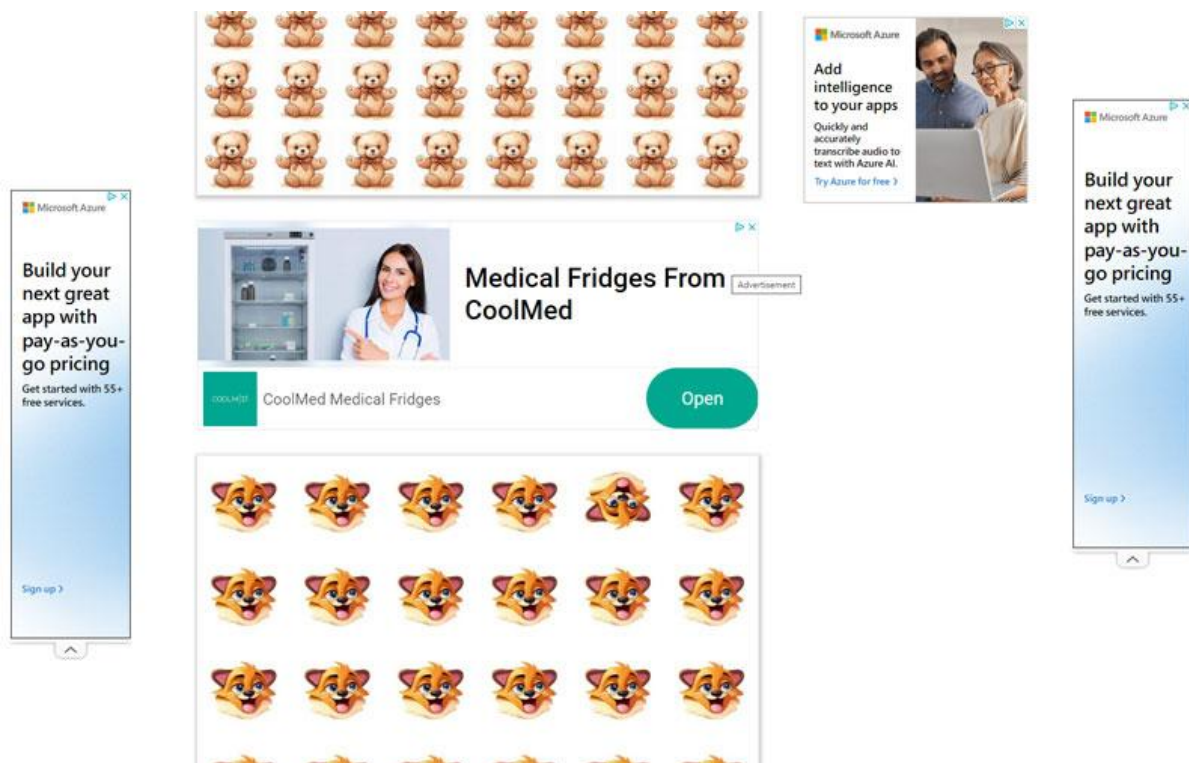
The *first*, and **most reliable way** to earn from Facebook is via *website traffic*.

From Facebook, I send thousands of visitors to my niche websites, using a **link in the first comment** of my image or TOBI posts.



These **simple sites** have AdSense or Mediavine ads installed on each page, so I generate *thousands* a month from those!

This is my favourite **go-to method** and how I made the bulk of my income from Facebook over the past decade.



If you want to learn the **complete method** to replicate this, it's all laid out, step-by-step, **in my Facebook traffic course**. 🙌

The *second* way to earn income from Facebook is via the aforementioned **Content Monetization** program!

Yes, Facebook is *actually* paying page owners to post **engaging content** across almost every post type. 😲

This even includes those simple-to-create TOBI posts and AI images!

The only downside is that getting approved for the bonus program can take a while, and it's country-dependent.

But if you can get approved, it's pretty freakin' sweet! 💰

If you want to learn how to make money from Facebook Content Monetization, I just released an **in-depth course** on that as well, called [Content Into Cash: The Facebook Monetization Masterclass](#).



My *third* way to make money from Facebook is via **apparel** or product sales.

I've made *a lot* of money in the past selling t-shirts with funny, viral slogans that sit very well with Facebook audiences!

Just **add a link** to any product in the first comment:



There are **many other ways** to make money from Facebook, but these are the most popular and easiest to set up.

If you've made it this far, we might as well go all in and take a look at some case studies! 😊

Here is a case study of a successful Facebook **traffic site**, generating millions of visitors a year without needing SEO traffic! 🚀

It probably makes a *bunch* of money via the Creator Bonus on top of website traffic as well.

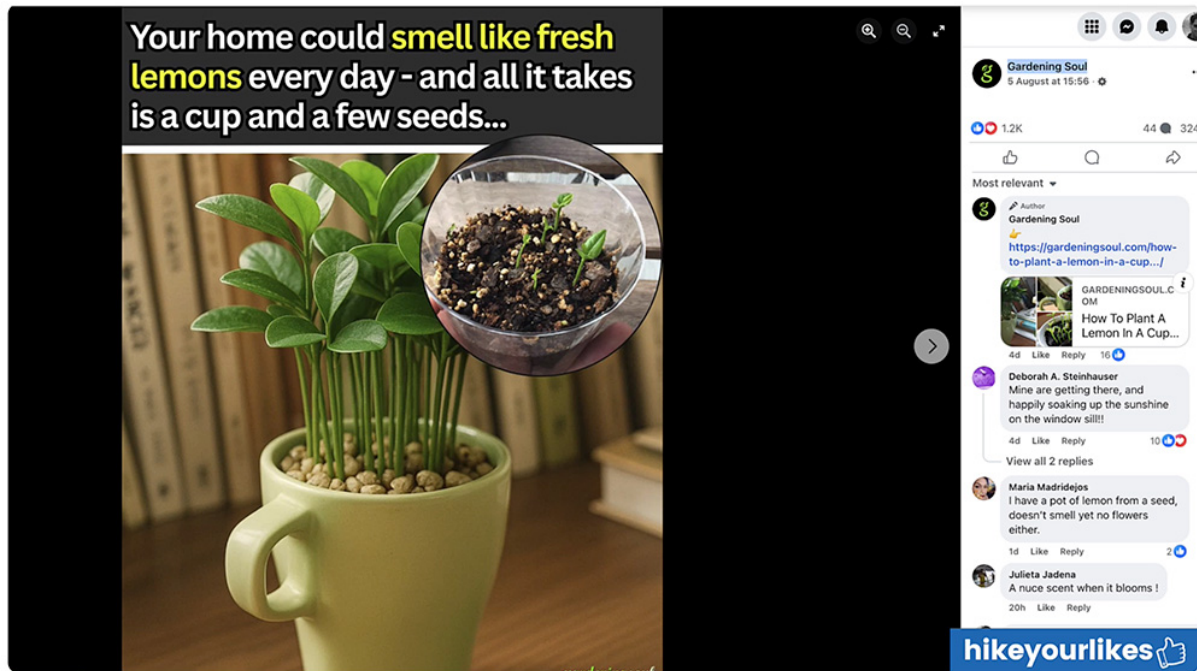
The best part is it's in the popular **gardening niche** – proving that even though there might be 10,000 *other* Facebook pages about gardening, ANY page can succeed with the *right* content!

Check out **Gardening Soul!** 

Their **website** gets around **281k visitors a month** according to Similarweb, 98% from Facebook. 

Their top-performing page has 781k total Facebook engagements! 

The **simple tactic** they use to drive traffic and create engagement is to use what I call an "informational image".



This can just be an **AI image** related to the article, with an engaging caption overlayed on the image (use Canva for this).

There is a related **article link** in the first comment to direct the Facebook user over to their monetized website. 💰

And that is pretty much *all* they post, hour after hour!

That **consistency** is a big part of *why* they are successful. 

I made a quick **case study video** about the tactic you can watch over at YouTube!

Here we are *at the end* of the e-book – and we’ve **only just scratched the surface** of what is possible with this method! 🤖

I hope you enjoyed it and learned *a ton*.

~ Andy

Next Step: Don't miss out on this golden opportunity!

It's a fact that making big money on Facebook will NOT always be this *easy*, or as **profitable**. 💰

Those who hesitate – especially in the fast-moving online world – *stay broke*.

And without the **right strategy** and tools, you won't do well on Facebook. ❌

It took me over a decade of hard work and an *insane* amount of testing and figuring stuff out the hard way, to acquire the skills and knowledge that allow me to prosper on Facebook today.

But you *don't* have to go through all this trial and error.

EVERYTHING you need to succeed with Facebook is laid out in my **comprehensive courses** – [The Facebook Traffic Blueprint](#) which focuses on making money via traffic to websites, and [Content Into Cash: The Facebook Monetization Masterclass](#), which focuses on Content Monetization and AI content creation.

My courses cover the **exact tactics** I use to get millions of visitors a month to my sites, and generate six-figure revenue via Facebook organic traffic and Content Monetization! 💰💰💰

Check out what **my students** say about the courses:

Absolutely **loved** the course.

Andy does a **great job** at explaining all you need to know to **become profitable** with Facebook.

★★★★★ Highly recommended!

Jo

Andy's course is **exactly what I needed** to get started with Facebook traffic.

I've taken a few other Facebook traffic courses, but they felt very lightweight and rushed compared to this one.

You can tell Andy has **put a lot of time** into this.

Struan – @struansells



I recently dove into "The Facebook Traffic Blueprint" and it was a **revelation**.

Learning how to back up my Facebook page against potential bans was enlightening. However, what truly **revolutionized my approach** was the "sandwich posting" strategy that is designed to align perfectly with Facebook's algorithms, **significantly enhancing** reach and engagement.

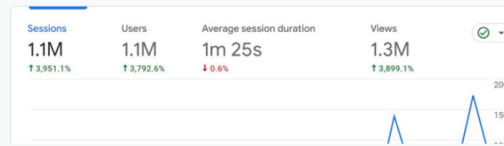
This strategy, along with understanding the importance of adhering to Facebook's TOS, has **completely shifted** how I play social media game.

It's **more than just a course**; it's a new way to think about engaging on Facebook.

Tran Huu Van – @HuuVanTran



Home



I made **\$1300 USD yesterday** from fb traffic.I just started one month back on fb and I already **drove 500k sessions in 20 days** from fb!Now **1.1M sessions in 30 days**.Thanks for the inspiration.

Hayley @ X

Andy's is the **best course out there** for those starting out.

We have **all of our employees** start with it as part of their onboarding.

Publisher In A Box @publisherinabox

When my sites got **pretty much destroyed by HCU**, I started to seek out serious alternatives to Google as a traffic source.

Of all the options I explored it was Andy's course that convinced me the **way to go was Facebook**. The Traffic Blueprint lays out how to build an audience, scale, automate and drive visitors to your website.

Andy's approach is **smart, pragmatic, no-BS** and **easy to implement**. You can literally start seeing engagement from **day one**.

★★★★★ Highly recommended.

Jeff Mann – 15 years of SEO and niche site-building