

2014

# The 'Krabby Patty' Formula: Become the SUPERHERO of Facebook Marketing

This guide will save you TONS of time and ENERGY! You will NO longer have to spend time and MONEY and doing things that you don't want to do. Inside we will dissect the Krabby Patty of Facebook and teach you how to be a ROCKSTAR marketer like Mr. Krabs.



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# 1. What Is The Krabby Patty Formula?

Have you ever watched Spongebob? If you have, you'll see a continuous effort from Mr. Krabs arch nemesis Plankton attempting to discover the Krabby Patty formula? Well, have you ever asked yourself why Plankton puts himself through so much hell to get his hands on this formula? He's blown up his restaurant, devised numerous plans, and clearly devoted his life to finding out the secret.

Let's break it down; Mr. Krabs owns the hottest restaurant in Bikini Bottom. His restaurants are always full and he never seems to have a problem with getting new business. Not only are his customers repeat customers but they spread the word and his company Krusty Krab has become a (positive) virus. Krabs is well known and has become omnipresent in Bikini Bottom. Even the superhero's Mermaid man and Barnicle Boy eat there.

Have you ever noticed that Mr. Krabs guards his secret formula with his life? If anything ever happened to it, he'd go out of business. So what does all of this have to do with Facebook? Think of Facebook of Bikini Bottom. Think of yourself as Mr. Krabs. What does Mr. Krabs constantly do? He is the master of marketing his business. Let's go on a journey and I'll explain to you how you can use this same formula to SUPERCHARGE your business and become the SUPERHERO of Facebook.

## The Secret Weapon of Applying The Formula

- What's your secret sauce? How can you be the PINK elephant in a zoo full of lions? What's your unique gift, talent, or writing style that'll set you apart from the masses?

-Develop your **UNIQUENESS**; take some time to write out what makes you different from your competitors.

- **VALUE, VALUE, VALUE**; how much value can you give to your community? Position yourself as an authority in your field. Make videos, host webinars and conferences, create your very own group on Facebook, stay consistent. Prove to yourself and your audience that you are a **VALUABLE** resource.

-People buy from **PEOPLE** not businesses, don't promote your business so much, let what you do shine through you and people will ask you what you do. When they ask, simply tell them. [Notice that I said simply.] You want 3<sup>rd</sup> party validation, **DO NOT** explain it yourself. You want your information to do the selling for you, (videos, blogs, etc.).

# 1. Why The Krabby Patty Formula Is Vital In Your Online Success

Not using this formula and applying what you're learning here today you could be either wasting time or LOSING. Think of Facebook like a video game. What's your favorite video game? Mine is Call of Duty: Ghosts, when I lose, it's not like I'm in the best of mood but it gets me really angry. Why would anyone want to lose? But hey, it happens to the best of us, thus, I created this guide so you WIN every time.

This formula is vital because in it, I will teach you tons of tips and tricks on how to make Facebook your personal ATM. Pretty cool right? Wouldn't you like to go to Facebook and make a withdrawal? You can use this for industry, entertainment, network marketing, food, technology, science, etc. Why am I giving it away for FREE? Remember what I said about value earlier? This is my contribution to my community and I must continue to provide for those who support what I do.

Can you see yourself becoming successful using Facebook alone? Imagine never having to spend another dollar on Facebook Ads, or Solo Ads, or even paying for leads all because you used and applied these super cool concepts that I'm about to teach you. Join me on the next page, and bring your backpack because It's about to be a wild ride.

## Applying the LETHAL BLOW

- Facebook has an algorithm that they use to rank your post called (EdgeRank). Here's where it gets tricky, let's say you have 3,000 friends and you post one time a day. 8/10 people won't read your post, and 2/10 might engage. Facebook rates what's important and what's not so let's say you post one time a day, and that post gets [15 likes + 4 comments]. The EdgeRank rewards consistency. It will deem your post unimportant, what that means is post more, engage more and you'll show up on more timelines.
- Treat Facebook like a video game and the only way to get to the next level is to increase your level of activity. What do your fans like? Do they like posts about enlightenment? Do they like pictures? What's your niche? Figure it out and OWN it.
- Now's not the time to hold back, once you get started on this journey you must put every ounce of effort you have into this thing unless you WILL NOT, I repeat WILL NOT become successful because this formula requires you to go ALL-IN.
- There are 2 rules: The first rule is to NEVER QUIT. The second rule is to reread the first rule.

### 3. Make Facebook Your Krusty Krab

You're your own business owner now. The Krusty Krab is open for business and you don't know what to do? So what do you do first? You search the unknown portal called the 'internet' looking for answers. What's the first thing you search? "How to Get More Leads for My Business" and a BUS-LOAD of rubbish pops up. Tons of business offering to provide you with leads, \$1,000,000.00 if you click their offer, overnight you'll be a billionaire. SAVE IT! You WIN! You have Facebook BOOM!

Understand that if you pitch to people, they are instantly closed minded, especially if you're pitching on Facebook. I cannot stress this enough, BUILD RAPPORT, and GIVE VALUE. Give freely without the intent to receive. The universe works this way, the more you give, the more you get.

If Facebook were a country, it'd be the 3<sup>rd</sup> largest country in the world and with that being said, if you're not using Facebook's full benefits you're losing EVERY DAY. Remember in the chapter above we spoke about losing? Don't do it! Mr. Krabs does one thing right, he continuously generates MASSIVE TRAFFIC, MASSIVE ATTENTION, and MASSIVE LEADS, by doing one thing and that's called giving VALUE. Have you ever seen the Krusty Krab advertise on television? No. Now the secret sauce is on the next page, get your frying gear because we're about to make us some Krabby Patty's.

## Fryin' Your First Krabby Patty

- Let's start small, first you need your patty buns (your target market – niche), next you'll need your spatula (your unique selling position), then you'll need your meat, (what you intend to give), after you'll need your ketchup, mustard, lettuce, and onions, (the details of your offer), and finally you'll need your secret sauce (it's not what you say, it's how you say it).
- Next, it's about how you present your offer. If you pursue your potential client like a shark who smells blood in the water then you will FAIL! People can smell a salesman from a mile away. If you focus on genuinely building a relationship and seeing how you can serve that person, you will have MUCH more success.
- Fryin' your Krabby Patty is simple. The more people you connect with, the more chances you have to grow your business. Notice I said "CONNECT". You need to completely focus on connecting with that person and build a QUALITY relationship. The more value you can give another person, the better chance you have of growing your business. Also, while you're talking to the other person, try to keep your business out of the whole conversation, only bring it up if they ask, and (KISS) Keep It Simple Stupid. Short & Sweet wins EVERY TIME. Find out what they need, and provide it to them. Even it's free.



## **4. Are You Ready Kids?**

Are you ready to start your new journey now that you know what it takes? In the worksheet at the end of this E-Book, you'll have to complete it out fully, and post your results on Facebook. The key component is VALUE. It's the Krabby Patty formula for heaven's sake. I see a lot of people with their hands out wanting money, connections, and all sorts of things but they want things they haven't worked for. Imagine if you gave so much value that you had people beating your door down for your products? That's what your aim should be, and I'm giving you the secret weapon to achieve that effect.

People won't start off contacting you or beating your door down, so you have to make the first move. Before you drive, you have to learn how to ride so, just ride and ask questions. Who do you aspire to be like? Who do you see that is very successful, that you either want to be like, or have that person as a mentor? Get that picture in your mind. Is it Warren Buffet, Li-Ka-Shing, Kobe Bryant, Dale Carnegie, Walt Disney? Find out all you can about them, find out how they contributed to society, and find out why they do what they do.

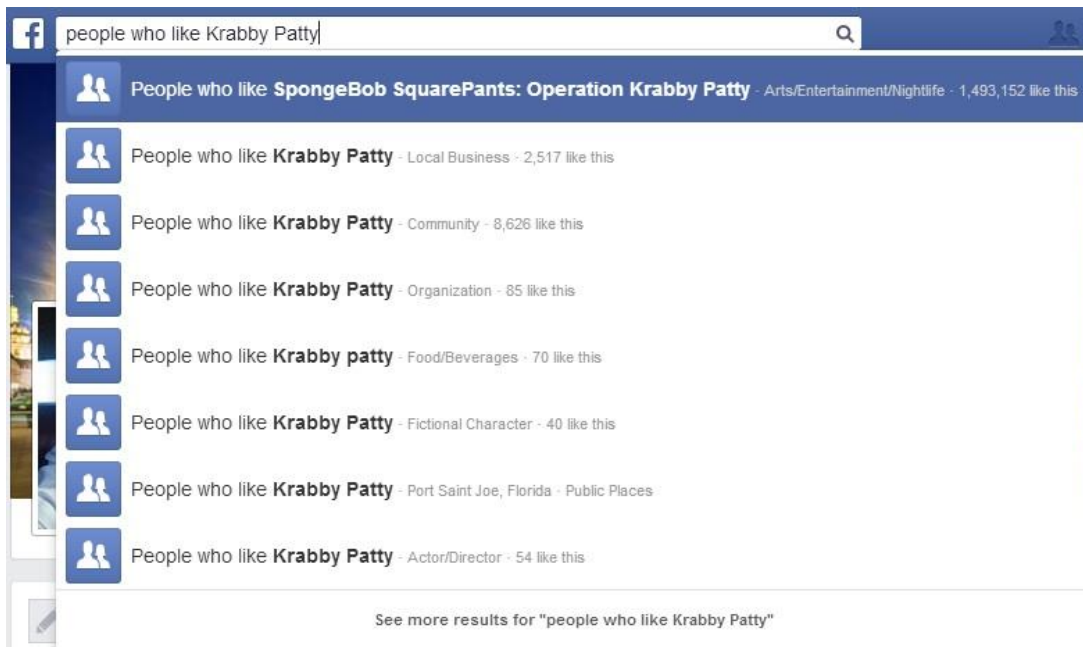
“Good artist copy and great artist steal.” ~ Pablo Picasso. Learn their techniques, and apply them yourself. Study their work ethic, use what you can, there are videos all over YouTube for you to watch.

# AY-YI CAPTAIN! I CAN'T HEAR YOU!

- There's a way, a certain way to achieve success on Facebook. The best thing is that you can do ALL of this for free. There's a this tool that I'm going to give you in the next chapter that's going to **SUPERCHARGE** your success and bring you **MASSIVE** results turning you into a Facebook **SUPERHERO!** But remember, when using this tool there's a right and a wrong way to use this super cool tool that I'm going to give you.
- The right way to use this tool is for good, or for evil. I hope you use this thing for good. The right way to use this tool is to open conversations and provide **VALUE**, and if the person is qualified to even do business with you because everyone you meet isn't going to be a client. Some people may just be connectors, or you'll be their connector because everyone has a certain value to give. It may or may not be money related.
- **NEVER HOLD BACK!** Give it **ALL YOU GOT**. You can't slack when you're doing this because you need to put your all into it. You get what you give. If you're not giving your all, please do not expect this to work. It won't. This formula only rewards 'smart work', work smarter not harder.

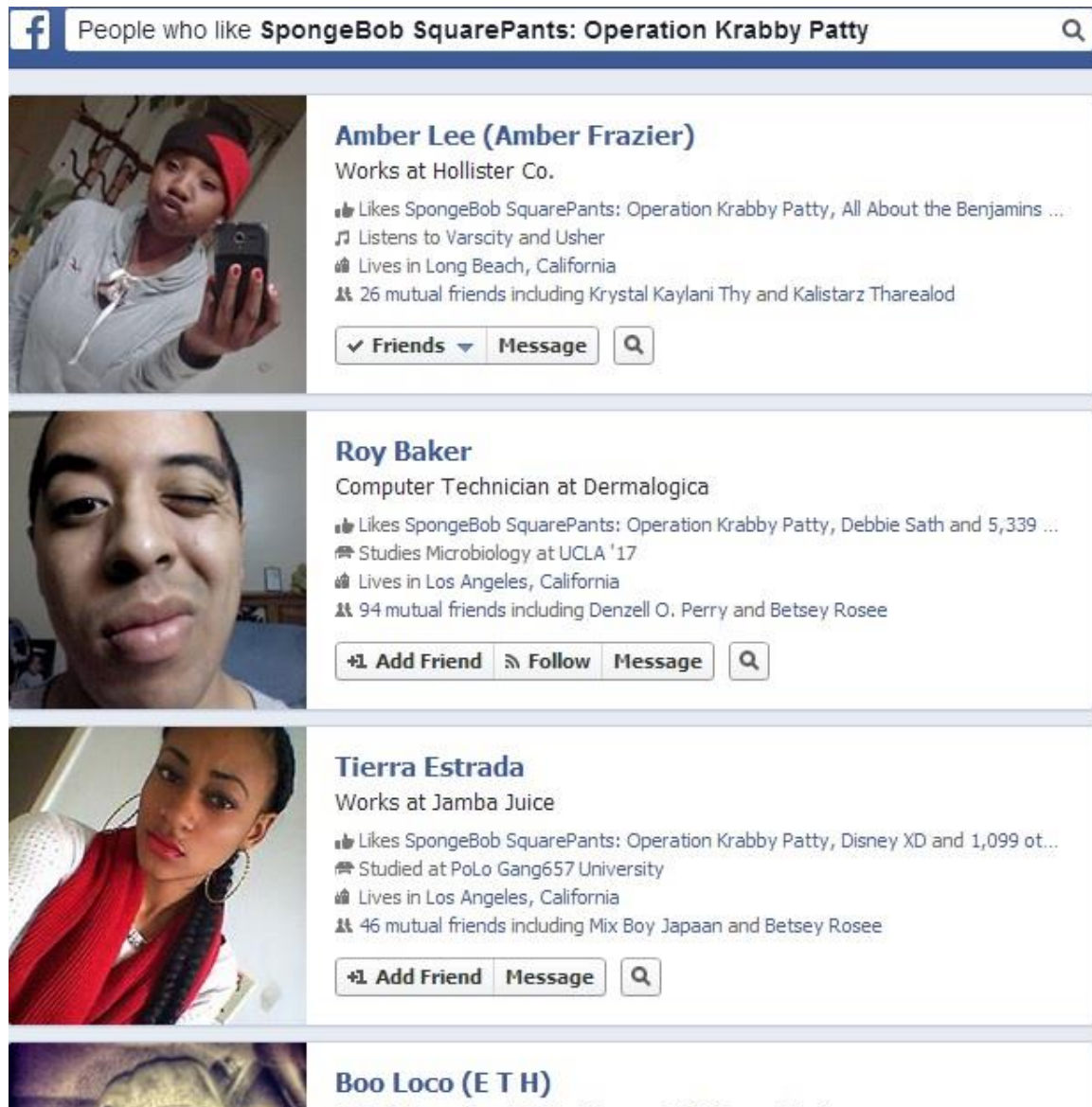
## 5. Building Your Very Own Bikini Bottom

Here's the fun part! How do you build your very own community (Bikini Bottom)? Let's start with where we find potential customers. There's a feature on Facebook called Graph Search, you can NEVER run out of people to talk to, so if you have the excuse "There's no more people to talk to." I'm sorry but the lie detector test determined. THAT WAS A LIE. So how do you use graph search? Great question:



All you do is type in that search bar (Graph Search Database) for this example we searched "People Who like Krabby Patty" as for results, check this out:

## The 'Krabby Patty' Formula:



The screenshot shows a Facebook search interface with the following results:

- Amber Lee (Amber Frazier)**  
Works at Hollister Co.  
Likes: SpongeBob SquarePants: Operation Krabby Patty, All About the Benjamins ...  
Listens to: Varsity and Usher  
Lives in: Long Beach, California  
26 mutual friends including Krystal Kaylani Thy and Kalistarz Tharealod  
Buttons: Friends, Message, Search
- Roy Baker**  
Computer Technician at Dermalogica  
Likes: SpongeBob SquarePants: Operation Krabby Patty, Debbie Sath and 5,339 ...  
Studies: Microbiology at UCLA '17  
Lives in: Los Angeles, California  
94 mutual friends including Denzell O. Perry and Betsey Rosee  
Buttons: Add Friend, Follow, Message, Search
- Tierra Estrada**  
Works at Jamba Juice  
Likes: SpongeBob SquarePants: Operation Krabby Patty, Disney XD and 1,099 ot...  
Studied at: PoLo Gang657 University  
Lives in: Los Angeles, California  
46 mutual friends including Mix Boy Japaan and Betsey Rosee  
Buttons: Add Friend, Message, Search
- Boo Loco (E T H)**

That's just a start, you can search ANYTHING, "People who like shoes", and go even deeper. "People who like shoes who stay in Alabama", and even more refined, "People who like red shoes who are between the ages 21-25 who live in Alabama." BOOM! This tool is your GOLDEN nugget. Send them a message and make that connection. DON'T TRY TO SELL THEM. Just be genuinely interested.

# THE SUPERCool WORKSHEET

1. Make a list of 10 subjects you want to target. (This could be hobbies, cities, things, people, whatever you choose and write them in the lines below.

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2. Use Graph Search and from the list above, create strings like this: "People who like red shoes, People who like green shoes who live in Los Angeles, etc. Use the lines below and create 5 strings.

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3. Contact 20-50 people an hour or until a box pops up asking you to stop. When that happens, give it about an hour to an hour and 30 minutes and then start again. **Ex:** Hi Darlene, I'm Ty, just wanted to connect with you, I checked out your page and you look like your super successful. What do you do? Let's chat.