

## 10 Tips for Making Facebook Business Friends by Larry Brauner 1-10-2012 by Larry Brauner

You are using your Facebook personal profile for business despite [7 Issues to Consider About Doing Business on Facebook](#) and despite advice dispensed in [ONE Facebook Business Page, No More, No Fewer](#).

Alternatively, you're preparing to [convert your Facebook personal profile](#) using the new [Facebook personal profile to Facebook business page migration tool](#).



In either case, you'd benefit from acquiring additional Facebook friends who share an interest in your business niche. Here are 10 tips that will help you add Facebook business friends:

1. **Choosing Facebook Friends Wisely** - Don't invite random people. It's a waste of time and a waste of your 5,000 Facebook friend quota.
2. **Staying out of Trouble** - Don't send invitations in rapid succession or invite people whose privacy settings are very restrictive. If there's no message button, not much information or wall posts showing, or if Facebook questions whether you *really* know the person, move on.
3. **Introducing Yourself** - Include a short message, such as "Hi. I'm a ballooning enthusiast and author of the book, "Avoiding Deflation."
4. **People You Know in *Real* Life** - Ask your business colleagues if they're on Facebook or search for them.
5. **LinkedIn Connections** - Do the same with [LinkedIn networking](#) connections who share an interest in your business niche.
6. **Twitter Profiles** - Search [Twitter accounts](#) for interesting people. Then check whether they're on Facebook. Start your conversations in 140 characters and then [transfer them to Facebook](#).
7. **Facebook Research** - [Facebook groups](#), pages, your Home page, etc., are all places to find lots of potential friends.
8. **Friend Suggestions** - Here's the best part of all: If you add friends carefully, Facebook will reward you by recommending favorable choices for friends.
9. **Engage Your Facebook Friends** - Engage your Facebook friends in conversations, and you'll get to know those of their friends who join in.
10. **Don't Be Afraid to Unfriend** - If for any reason you're questioning why someone is your Facebook friend, the Unfriend link on his or her profile is

waiting impatiently for you to click on it. (If you do that to me, however, I won't ever forgive you.)