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Get Monetized on Facebook

The Step-by-Step Path From Posting for Fun to Getting Paid for It

Level: Beginner-Friendly | **Time:** ~15 Minutes to Set Up | **For:** Pages & Profiles of Any Size

WHAT YOU'LL NEED

TO GET SET UP

- A Facebook **Page**, *or* a personal profile you can switch to Professional Mode
- The Facebook app on your phone — the interest form lives there
- About 15 quiet minutes

WHEN THE INVITE COMES

- Your bank details, for payouts
- Your tax info — Facebook asks during payout setup
- Your ID handy, in case Facebook verifies it's really you

> **BUDGET-FRIENDLY NOTE**
> This costs exactly $0. If anyone DMs you offering to "get you monetized" for a fee, it's a scam. Every time. The only real door is inside your own dashboard.

OVERVIEW & QUICK FACTS

Facebook Content Monetization is the one program that pays you for how your public content performs — Reels, longer videos, photos, stories, and text posts all earn under the same roof. It's invite-only, but the path is real and doable: set up right, raise your hand, and post like you're already in. For reference, it paid me about **$575 in the last 28 days** — money that built up over about a year of consistent posting, not overnight.

> **TECHNIQUE SPOTLIGHT: ORIGINAL IS THE WHOLE GAME**
> Facebook's own definition: content **filmed or produced by the creator or owner** of the Page or Profile counts as original — and Facebook is actively prioritizing original creators for reach and payouts, while reposts get pushed down. Your own work is the whole strategy.

Quick Facts
Program: Facebook Content Monetization — the single program (it replaced the old separate in-stream ads, Reels ads, and bonus programs)
Access: Invite-only — no published follower threshold
Pays On: Reels, videos, photos, stories & text posts
The Form: An interest form — not an application
Cost: Free. Always.

Phase 1: Get Your Professional Dashboard

1 Pick Your Road: Page or Profile

You need EITHER a Facebook Page OR your personal profile switched to Professional Mode. That's what unlocks the Professional Dashboard — and the dashboard is where all monetization lives. Want to keep your personal profile personal? Start a Page instead (Menu → Pages → Create). Same dashboard, cleaner separation. Either road gets you to Step 2.

2 Turn On Professional Mode

On your own profile: tap your profile picture, tap the three dots (…) near Edit Profile, tap **"Turn on professional mode,"** then tap "Turn on" and follow the couple of prompts. Done.

> 💡 **Kim's Pro Tip:** What changes: people can follow you without being your friend (your friends automatically become followers), and you still choose the audience on every post. Hate it? You can turn it back off the same way.

3 Find Your Dashboard

Your Professional Dashboard lives under **Menu → Professional Dashboard**, and the **Monetization** tab is in there — that's home base from here on. (On newer app versions the dashboard may say "Creator Dashboard." Same place.)

4 Check Where You Stand

In Monetization, look for **"Content Monetization"** — that's the main program now. While you're there, peek at **Account Quality** too. A clean account is part of looking invite-ready.

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Phase 2: Raise Your Hand

5 Submit the Interest Form

In the dashboard: **Monetization tab → Content Monetization → fill out the interest form.** You have to tell Facebook you're interested — nobody gets picked from a Page that never raised its hand.

6 Know What the Form Is (and Isn't)

The program is **invite-only**. That form is not an application — it's you raising your hand so Facebook knows you're interested. It does not guarantee an invite, and sending it ten times changes nothing.

> 💡 **Kim's Pro Tip:** If anyone DMs you offering to "get you monetized" for a fee, that's a scam. Every time. Real invites only ever show up inside the app or Meta Business Suite — never as a link in a Messenger DM.

Phase 3: Post Like You're Already In

7 Post Original Content, Consistently

While you wait, your job is to look like a creator Facebook wants to pay: your own videos, your own work, posted consistently. There's **no published magic follower number** — small Pages get invited, huge Pages get skipped. The lever you actually control is consistent, original content.

8 Your Everyday Work Is Content

It doesn't need to be a huge production. Think about what you already do every day. Making something? Film 10 seconds. Learned a trick? Teach it. Something didn't work? Talk about it. Testing something new? Show it. A customer asked a great question? Answer it in a Reel. That's content.

> 💡 **Kim's Pro Tip:** There's never a "good" time to start — you just have to do it. Stop caring what anyone thinks and go for it.

9 Know What Doesn't Count

Reposting other people's content is the fastest way to get flagged. Minor edits don't save it: someone else's clip with a border, fresh captions, or a speed change is still unoriginal in Facebook's book, and it gets deprioritized — keep posting mostly that and your account can lose recommendations and monetization altogether.

10 Stay Policy-Clean

Follow the **Partner Monetization Policies** and the **Content Monetization Policies** — both live in your dashboard. Plain version: original stuff, no funny business, account in good standing. Check Account Quality every so often so a small issue never becomes a big one.

Phase 4: When the Invite Comes

11 Recognize the Real Thing

A real invite will be sitting in your **Monetization** section when you go look — inside the app or Meta Business Suite. If it didn't come from inside your own dashboard, it isn't real.

12 Accept + Set Up Your Payouts

Accept the terms, then set up your payouts — bank info and tax info. That payout setup is what lets Facebook actually pay you, so don't leave it half-done.

> 💡 **Kim's Pro Tip:** Do the payout setup the same day you accept. Money can't land in an account Facebook doesn't have yet.

✦ A NOTE FROM KIM ✦

I get asked how Facebook pays me more than almost anything else, so here it is, all in one place. That $575 in the last 28 days is real money — but it built up over about a year of consistent posting, and the numbers creep up a little more each month. They started at zero, same as yours will. Set up right, raise your hand, post your own stuff like you mean it, and be ready when they call your name.

And if you get stuck, ask. If you need help but don't ask, you'll stay stuck and wonder where the time went — that's what this group is for. 💙 Next on my list to share with you: the affiliate marketing side that runs alongside this.

Happy Making! — Kim

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