

Intro And Overview

Five Dollar Posts Transcript Bonus By Rachel Rofé

Intro And Overview

Man 1: And this is Ron. He quit his job and 50-hour work weeks to sell his digital cookbook on ClickBank. He is now a millionaire.

Woman 1: Please welcome to the show Ron Douglas.

Man 2: Joining me now is Ronald Douglas. Welcome to Good Day New York.

Man 3: I can't wait for this because Ron Douglas is here. Ron come over here. How are you?

Man 4: He quit his job down at Wall Street, down at JP Morgan, to take care of the kids and build a successful online business from home. Douglas says his website gets more than a million hits each month.

Ron: Recipesecrets.net, we have over 200,000 email subscribers.

Woman 2: What's next for Ron? A second book. It's already in the works.

Man 5: [Inaudible 00:00:39] to me, it's just a blessing all around.

Ron: Hey guys, Ron Douglas here. If you can hear me type, yes, into the questions box. Let me know you can hear me. Awesome, awesome. Got a good presentation for you guys today. I just finished up this presentation. I've been working on this for a while and it's a lot of slides so I'm going to speed through some of it. So you guys already know me so a lot of this stuff I'm going to speed through and I'm not going to

bother you with a lot of stuff about me. Like this interview, I'm going to skip that.

So what do all these products have in common? What do all these products have in common? I'll tell you what they have in common, they're all bestsellers on JVZoo, obviously. They've all sold tens of thousands of copies, and I would say 90% of them got their revenue from email. So today we're going to talk about email marketing and how to build your list from Facebook which is still huge. Even in today's market with social media, email is still dominant in forms of where the money actually comes from.

So today we're going to talk about how to turn a free e-book or a short report into 500 leads a day with little \$5 Facebook ads, \$5 ads on Facebook. As promised, as advertised what we're going to talk about. And I'm going to show you exactly how I do it.

Everybody is an expert on Facebook and have different ways of doing things. I'm just going to show you exactly what's working for me and forget about all the hearsay, this is what I'm actually doing. So by the end of this presentation, you'll witness my entire process. I'm going to show you the latest strategies I've paid a lot of money testing. You'll know how to profitably build an automated lead machine to promote any business, book, product or event online. And you'll have an opportunity for my team to set you up with the same automated system that I use. And I'll talk more about that a little bit later. And I'll talk about asset-based income, which is part of this presentation.

And when you see this image, this is Cat Norris [SP]. That means that I'm about to share a tip with you that I had to really get my butt kicked to learn. I learned the hard way so I want you to not experience the same thing I did. I want you to learn it the easy way from my experience.

So my name is Ron Douglas. I'm a girls soccer coach, school transportation driver, a short order cook, a do-it-yourself repairman, Cub Scout volunteer, fifth grade motivational speaker, second grade basketball coach and a stay-at-home dad. And these are the people I work for. This is my wife Nyla [SP], and my kids Nia [SP] and Ryan. And they are very persuasive and demanding bosses. They pretty much get what they want and I work for them.

My thing is live your dream, not someone else's dream. My dream was to be the best dad I could be because my dad wasn't around. My dad died six weeks before I was born. So my whole business model that I'm going to share what you tonight was designed to be this soccer dad, to have that time, freedom that allows me to spend time with my family and do all the things I want to do.

When I'm not doing a soccer dad thing...I'll skip some of the stuff out. I have eight books published. I've sold 1.4 million copies to date. I'm a super affiliate, I have a big list. And I have...my products are being sold in Wal-Mart, Target, Home Shopping Network, Publishers Clearing House, Barnes & Noble, Scholastic Book Corps, and I'm the founder of Net Advisory Group. I also do coaching and consulting on the side with politicians such as Adam Powell, with big companies like outsourcing.com, newspapers like Gold Coast Gazette, and all that stuff.

This is a picture of my product in Wal-Mart. This is the book, America's Most Wanted Recipes. You probably already know that if you know me. And this is the new book coming out June 2nd, you can see here, a little sticker there, over a million copies sold. These guys are trying to get me audited by the IRS, they put that sticker on there. But this is right on Amazon. You can see it's coming out. And I'd appreciate if you guys go there and pre-order it because I want this one to be a New York Times Bestseller, too.

So I've been using my powers for good. My buddy, Sam, his baby was born premature, very premature and I gave him some advice and I've been consulting him and basically that was his baby. Twenty-four weeks she was born, two pounds and she had a 50% chance of survival, and all they wanted was one more breath. And it really puts things in perspective. So I'm happy to say that baby, Susan today, she is 197 days old and she beat the odds. And I've been helping Sam do a documentary. Which is the idea I gave him to do a documentary, and I've been advising him on it. And he recently got featured on Fox News and I'm very proud to use some of my skills to give back and do some good things. He is raising awareness and starting a non-profit where he is going to be pretty much raising money and awareness for premature babies. So you can see that movement at [Facebook.com/onemorebreath](https://www.facebook.com/onemorebreath).

So success is doing what you want, when you want, where you want, with whom you want, as much as you want. So I have the freedom to spend my time doing what I love, because I learned one critical concept that I'm about to teach you and that's how the build asset-based income. I posted this on Facebook, it says, "Asset-based income equals freedom, peace of mind and certainty. Time-based income equals daily grind, stress and uncertainty." If you wonder why you're experiencing life a certain way as an entrepreneur this may have something to do with it. And as Jeffrey Back [SP] says, "Amen." Sheila came on, "Preach it." But that's just my philosophy.

So how would you like to wake up each morning having the peace of mind, knowing your bills are paid even if you are unable to work? If you'd like that type, yes, into the questions box. Wake up each morning with the peace of mind knowing your bills are paid even if you are unable to work. And we're going to get into all the technical stuff very shortly. I see a lot of yeses coming in, all right, cool. Yeah, everybody would, right? That's the American dream.

So reinvest your profits. So every day I wake up I know that these investment properties, I have 18 units now, are going to bring in six figures in income for me whether I work or not. So how did I do that? I reinvested my profits and have some different sources of asset-based income. Other than that I have annuities, I have book royalties, I have...I'm part of the lending club, I invest money in that, annuities but my number one source of income is my list. And this shows you a screenshot, 595 subscribers today, 544 yesterday and I have about 253,000 total.

I've been doing my list building lately from Facebook. So I actually started out, if you look here, this is January 20 of 2004, I had 896 subscribers and 484 people were opening my email. This is when my daughter was first born. So my life changing breakthrough, if you wonder how I built my list so fast and how I was able to get where I am today, my life changing breakthrough, quiet as kept, was Google AdWords. Google AdWords was really cheap back in 2004. You could get \$0.10 clicks, literally \$0.10 clicks. I built my audience up to over 150,000 subscribers using Google AdWords and using the system I'm going to show you today.

The new opportunity now is no longer Google AdWords, because it's more expensive. I use Google AdWords and the Clickbank Marketplace. I have my product on Clickbank and I use AdWords for my traffic. People want to help you when you have a platform and don't need their help. So basically, because I had a platform, because I was able to build my list I was able to get television appearances. Because I had credibility and I had that platform, I was able to get a book deal because basically they knew I could sell books on my own.

So what's the potentially life changing opportunity today? It's Facebook, without a doubt and I'll show you why. There's over a billion active users, super-targeted, high-quality traffic, you can still get cheap clicks, and they still allow list building landing pages which Google AdWords

doesn't really allow any more. So you can still build your list. They allow squeeze pages and all the stuff, so if you're not extracting as many leads as you can from Facebook while this opportunity is still here, you're missing out big time. But the trend with Facebook is, if you have a page and you're trying to get organic reach, you're trying to let people see your posts on your regular page, they're purposely not letting you do that because they want people to advertise. So if you look, October 2013 it was at 12% if you post something on a Facebook page, and now it's down to 6%, 6.2% of people actually seeing your post on your Facebook page.

So the trend also, which is in Facebook's favor, is that the regular ads are going up. If you look at the average price per ad, those ads are going up and the number of ads they're actually showing are going down. So this helps them because they could charge more and actually show less ads so people don't get as peeved about all the ads that they're seeing less. Seeing less ads but they're charging more. So this is the trend for regular ads. I'm going to show you how to get around that today, some of the strategies I've learned.

What's the secret to getting targeted clicks for under \$0.10 today? Facebook rewards share-worthy content. If you look here, this post here got 22,714 link clicks for \$1000. You can do the math on that. Ridiculous, under \$0.10 per click and all I did was I posted something that people wanted to share and then I sat down to a page on my site where they could also get this free e-book. So I'll show you how that works in a moment. And Facebook also still loves video ads, and a lot less people are doing video ads so there is less competition.

So if you look here you can get 1919 people to view a video for under 28 bucks. And I'm sending these people to my site. At the end of the video, I have a call to action to send people to my site and this is a sales video. It's like buy one, get one free cookbook sale, 1919 people. That's crazy. If you'd spend \$28 for that type, yes, into the questions box, for

1919 people to see your video. It's sick. Who wouldn't? If you can't turn a profit with numbers like this, and numbers, on the \$0.10 clicks, then you need to hand in your marketer card because you could promote an affiliate product and turn a profit with this type of traffic.

So the four critical components that I'm going to go over today are your sales flow, your follow-up, your ad targeting and structure on Facebook, we're going to get into the real Facebook nitty-gritty, how to target, how to structure and my personal strategy that I'm using and high-response landers. I have four specific type of landers that I use that work really well for me and I'm going to show you an example of each one.

So would you like to create something once and profit from it over and over again? If you'd like to do that type, yes, into the question box. Create something once and profit from it over and over again. First, before I dig in what I'm going to show you here is a lot of this stuff, people get intimidated about creating stuff. You could actually license products, you could buy private labeled products, you can buy full product funnels that a private label, sites like this, they sell different niche PLR based on, if you want to give away a free e-book you could find them online everywhere. Or if you have someone that you know that has a product you can cut a deal with them, license their product. The product is not the issue basically what I'm trying to tell you. You have no excuse to not have this funnel set up because anybody can make a product, create a product, license a product, or buy a product.

So here is the evergreen model that's been working for me for over a decade. First, I run ads like this. This is just a sample. And I'll show you different variations of this as we go on, but basically, "Ever wish you cook like the restaurants? Get their secret recipes in this free e-book." So it's a basic format that I'm going to talk about in a second that makes this ad pop, a basic copywriting format. And then I just have here, the free e-book and a free download. You can do this with any niche. Have a picture of your book here, have a free download label. I'll give you this

sticker at the end of the presentation. You could have that, I have a couple different ones like that just to grab attention and then that's it. Look at this, you've got 583 clicks and I've just given away this free e-book. So people like free stuff, right?

So it's the easy four-step copy formula. So take a look at that again and I'll show you the easy four steps to put an ad together like this and put a landing page together. Four steps, ask a yes-question to grab their attention. And you guys could take notes, you could write this down and I'll make this presentation also available for you at the end. Yes-question to grab attention. So you want to grab attention of your target market. You want to ask a question that those people would say yes to. Don't ask a question that they might say no to, you want them to say yes.

Second step, state what they get for free and why it solves the question. State what they get for free and why it solves the question or the problem. So your yes-question might be are you sick and tired of overspending on Facebook ads? And then I'll be like, the second part, "This free e-book is going to show you the five things that I learned to help me get clicks for under \$0.10." You see? So that's step one, step two.

Step three, tell them what to do next, and why it's easy or beneficial for them to do it. And step four, add some credibility and proof to it. That's the four-step formula. So you can see that. So after they see that ad, they click that ad, they land on this page. And you notice that this page is congruent with that ad. It looks just like the ad, the same sticker here, the same wording, everything. Looks just like that ad has...so it says, you ask the same question, it provides the solution, it has credibility, and it tells them what they need to do, right? Register now, and it has the same picture I used in the ad.

So this particular page gets a 48% opt-in rate, 48% to 50% I'm getting because people are clicking to see exactly this. They're clicking, this is

exactly what they're expecting and what they're clicking to get so I'm able to get high opt-in rates. And I put this here, "No credit card required, your information is kept secure, never shared." And you can see I have 3872 people like it. So you can use that Facebook...Facebook gives you this, if you have a page they'll give you a widget you could put on your site just like that.

So this is the basic squeeze page that I'm using and I use different variations of it which I'm going to show you in a minute. And then after they opt-in I send them to a sales page that looks just like this. It has a short via sell, and the via sell is really short, it's only three minutes. And I can get away with this and this page convert like over 3% because the initial commitment that they made on this page I'm confirming that. So they raise their hand and say they're interested in this topic, so it takes...that's half the battle, that initial commitment. So I assure them that the free sample or e-book, will arrive in their inbox shortly and then I say, "Watch this video now because you'll only see this page once."

So I tell them on this page about a special deal for new members that if you just signed up you're going to get the special deal on this page. You're only going to see this once and it's a buy one get one free. So basically, what I'm doing here is I'm giving a sample, sample a cookbook, and on here giving them the whole thing if they want to buy the whole thing. So this is an e-book and I'm giving here the physical book. So if you're an author and you wonder how to sell your book, give away a free chapter of your book and then sell them on the whole thing. So this is part of the process, and it's a very convincing via sell as I said, and it's a simple process.

So if they take this order, if they take this buy one get one free physical version of the books, which a good percentage of them do, then next when they click, add to cart, they land on this page. So this is the easiest upsell. You don't need special software to do this, you just send him to

another page they click, boom, they click add to cart, they go to this page and it has the order options, checkout, shipping. So this is a checkout option, add The Best of Recipe Secrets. So give them another add-on that they can add. Usually it's \$19.99, you can get it today for just \$9.99, so you save \$10. And I just say what it is, and that's it. That's all the copy on this page. And something like 44% of the people who see this page click, yes, add this to order. I mean it's sick. So you add another \$10, squeeze another \$10 just from that. If not they click, no thanks, and whether they click, add to order or no thanks, this is the page they see next. Success.

They check out, they see this, "Success, your order is being shipped, and as a special bonus you can get several additional free cookbooks now if you try our cookbook of the week club." So this is a recurring membership cookbook of the week club. So I run people through this process and if they don't buy they get on my email list and I have these indoctrination emails. So I don't send broadcasts to these people while they're in the follow up, that's important. You don't want to start promoting other products, you want to get them indoctrinated into your email list so that they know you, they get to know you, they get to like your content and get to look forward to your emails. That is key. I should have that Cat Norris image on this page as well, but I didn't have space.

So getting decent open rates on these, 34%. Even email six, I'm getting 31%. The industry average is below 20% now, so these are really good open rates. They go into all my email lists, they get these follow-up emails. So the system looks like this. I send them from either a content page or a direct ad to get that sample of the product for free, to get to that squeeze page. So I have content pages that do this as well, which I'll show you in a second. Send them to that sample page where they can get a sample of the product that I'm offering for free, which is a squeeze page. And for everybody that lands on the content page or lands on this page, they both get retargeted.

Retargeting is those little ads that seem to follow you around all over the internet. I use both Facebook and SiteScout retargeting. Facebook retargets shows us ads to everybody that lands on this page or anybody that lands on your content page, it will show them ads saying, "Come back." And it will send them back to this page where they can get their freebie. "Come back and get your freebie, come back and get your free e-book," or whatever you want to give for free. So they will see those ads. And these retargeting ads are much cheaper than the regular Facebook ads.

So I also use SiteScouts to retarget people outside of Facebook, all over the different sites on the Internet that they may go to. So if you ever see ads following you around those are the retargeting ads. And so they get that sample and then there is the process. Once they get that sample they get to that one-time offer, and then if they take that one-time offer they go to the free trial, like I showed you. Free trial, join the club. This is a recurring offer. And if they don't take any of these offers...either way they go into my email follow up series. And I separate the customers versus the people who didn't buy, so the customers don't get these same follow-up series.

And then from there, I sell these people on high-ticket offers. In this case I have, I'm in a bunch of different niches but for this particular niche my high-ticket mostly comes from ad sales. So I sell ads to my big email list and I have a bunch of list brokers who have sales teams that go out and they find me advertisers who want to advertise in my email newsletter and I pay them a percentage. So that's where a lot of my high-ticket items come from. So that's my sales flow. It shows you some of the high-tickets like big companies like Curves gym. They paid me 14 grand just to send a couple of emails out for them.

So the money is really in the high-ticket or recurring. This is one of the things I had to learn the hard way, Cat Norris style. The money is in the

follow-up and the high-ticket or recurring. Let me show you why. Let me give you a conservative example. Are you guys following me so far? I'm going to get to all your questions. If you guys are following me, what do you think about this so far? Are you getting something from this so far? This is great, all right, all right. Cool. Cool. Cool. I'm glad you guys like it, all right.

So let me give you this conservative example of why having one little high-ticket offer can change the dynamic dramatically and allow you to build your list for free. Now let's say you get 1000 clicks at \$1. So this is \$1. This is very conservative. Anybody can get...you don't have to have any Facebook strategy to get clicks at \$1, trust me. A thousand clicks at \$1, you just got to put the ad in. So let's say that your squeeze page gives you a 30% opt-in, so you're getting 300 leads for \$1000. One dollar each for every 1000 clicks you get 300 leads, 30%. Conservative again. Three percent, let's say 3% of those 300 leads which is nine people, buy a \$50 offer. Your sales would be \$450, so you take a \$550 loss upfront if all you were selling was that one \$50 offer. You can see why people get frustrated with ads because this is not too far off from what a lot of people...what the real numbers that they get.

Now, let's say you add a higher ticket offer and I'm not going to show you a huge high-ticket, just \$500 offer. So a higher ticket offer for the win. So out of the 300 leads, 100 of those people attend a webinar or see your high-ticket offer in some other format. Just 100 of those people actually see your offer, 3% of those 100 buy a \$500 offer. So it's not like 5000, just a \$500 offer. Your sales are now \$1,500 because three people out of those 100...so you had 300 leads, 100 of those saw your high-ticket offer, 3% of those bought your high-ticket offer. And now you have \$1,500 plus that initial \$450, now you've made \$1950 off \$1000 ad spend. So can you see how one high-ticket offer can change the whole dynamic of your ad spend? Can you see that? I had to learn this the hard way. Can you guys see that? I have to say like I can't hear you. I can't see you, so obviously I want to see you in the questions box if you

follow me. Do you feel me? That's what my brother says, "Do you feel me?"

So here's another thing I had to learn the hard way. Put a scarcity based email into your follow-up series. Scarcity based email into your follow-up series. Check this out. If you're into email marketing, you'll appreciate this. So out of the ads that I run, this is the follow-up, I get 41% direct sales from the ad upfront, 41%. And then I get an additional 18% of my sales come from the retargeting ads, when people see the ad again. So retargeting is tremendously powerful. I get an 18% boost just from running those retargeting ads. So the people that come into my email list, I give away that free e-book. In the free e-book itself, it has the offer, "Go here and get the two for one offer." So I get additional 9% bump from that free e-book.

And then I have my emails. I have email one, 5%, email two, 2%, email three, 4%, email four, 2%, email five, 4% and look at this, email six, email six I put scarcity I say, "This is the last call, this offer is going away. If you don't get this now, it is going away. It's the last call". Email six I got 11% bump just by having scarcity in the email. Email seven, it'll be more like, "Well you missed it, but you could still get it. But it's a little bit more expensive." And believe it or not people who missed that, like, "Oh well, I'll just get it," because they see value in it because it was scarce. It went away but they still get it. Still 4% of the people get it in email seven, if they missed it on email six. Isn't that something?

So what you want to do is you want to put a tracking link in each follow-up email and swap out the ones that don't produce sales. So you see I have a tracking link, so I know what percentage of my sales come from each of these emails. So I know that okay, email two I get 2%, okay, that's a whack email. I'm only getting 2% compared to the other ones, I'm getting more than double. So maybe I need to change email two and maybe I need to change email four, put a different email and maybe I'll

get more sales. So you'll know that if you put a tracking link in each follow-up email and swap out the ones that don't produce sales.

So the four critical components of this system that I'm going to go over...I actually went over the first two, sales flow and follow up, we went over those. Did you guys follow those? Did you get something good from those first two? We've got two more we're going to go over now. We've got two more to go over. All right people saying, yes, those are the first two.

The second group, the third and fourth, the ad targeting and structure and your high-response landers. So ad targeting and structure. Step one, you want to identify your customer avatar. You want to know your ideal customer or your targeted customer, what their age range is, because when you're running Facebook ads you want to know what age range they lie in, what pages they like, are they male or female usually. So I know that my customers are over 45, between 45 and 65 is my age range. I know what type of pages they like. I know most of them are female, probably 75% or more are female. They're predominantly in the U.S. They like to use iPads and a lot of them are still on desktop. And I know their problems, their concerns, their goals and I know their purchase behavior, etc.

So you can start with any list that you already have. You upload those customer lists into Facebook. Upload any list you have, a subscriber list, your unsubscribe list. One of my best lists in Facebook is an unsubscribe list. Let me show you how that looks on Facebook. I'll show you that in a second on Facebook. You place your retargeting pixel on your site, you use a prior ad conversion, data. So all of these data points they tell you about your audience, so you want to learn about your ideal customer you can learn that from Facebook. If you upload a customer list, Facebook will give you information on that customer list. If you upload any list, a subscriber list, the unsubscribe list, if you place the retargeting pixel on your site that audience that's created within Facebook they'll tell you what your avatar is, what your ideal customer

is. And any prior ad conversion data, it'll tell you right in the ad reporting, and you can use your own page and competing pages.

So that's the first thing you want to do, is use any existing list you have, test your ad copy and images. You want to test your ad copy and images. So I can't really show you all that in this presentation but that's the main thing you want to do. You want to have ad that works before you start scaling it up. Get some initial conversions pixelated, let Facebook know you're a credible advertiser. You want to season your account a bit so Facebook gives you preferred treatment over a new account. I'll get into all that in a second.

So Facebook's intelligence in their ad reporting, when you run ads you can look at the conversions and you could scroll down, and you could dig down, drill down into those conversions, and see the age of those people that bought, the gender, what their country was, what devices they were using. Facebook pretty much knows everything about you and gives you all this information. So once you have all this information about who your customers are, then you could properly target your Facebook ads better and that's when you start making the good profit from it.

So there is another lesson I learned, it's cheaper to run ads to your list, the list that you own, your list, your fans, your friends are your fans, your retargeting list, and your customer look alike audiences on Facebook. So here is how Facebook audience insight looks. You could do a Google search or go right into Facebook ads manager, and then click the link on the left it will take you to Facebook audience insights. This is what it looks like. So what I did was I took my customer list, uploaded it as a custom audience on Facebook. Facebook has the tutorials on their site. They'll show you how to do that. All you really do is take a list of customers if you have it, put it in Excel, upload it to Facebook or you can put it on Notepad, upload it to Facebook and it gives you information on your audience. So I know that my customers here are like I said

between 45 and 65 here, they're mostly women, 76% women. And Facebook will give you all of this information right in the audience insights.

So you enter your demographic, once you know your demographic. And what you want to do is you want to search for less obvious interests with high affinity scores. So what you want to do is you want to use the audience insights to search for pages. You want to find other pages that have a high affinity and then...say for instance if I found this page, fine seven dish [SP] has a 16.9 affinity, and anything above 10 I like to go with. So you could take that and now you put that into interest there. Take out the other one and then it will give you even more pages. So you want to find a whole lot of pages that have a high affinity and you've got to be using this when you advertise.

So say, for instance, you find 50 pages or 20 pages, you set up a \$5 test ad for each of those interests and you run them as CPC ads using Facebook's bid. Let Facebook tell you what the proper thing to bid is. You run them as Facebook CPC ads, you enter your customer demo along with the interests, you schedule them to run for three to seven days, you keep the ads. So this is important to you, you schedule them to run for three to seven days. So what you're doing there, when you schedule them to run for three to seven days, Facebook will give you the traffic because they know that your ad is going to expire so they tend to give you the traffic and not delay.

After you run them for three to seven days, you keep the ads that convert and if you get cheap enough clicks with those ads and then you turn the others off. And then you duplicate the winning ads, let the old ones expire, increase your budget. So basically, you're running these little test ads based to each of those interests. You're targeting each of those interests that you found by you targeting each of those interests that you found in the audience insights, you're running a little \$5 a day test ads as cost per click ads using Facebook bid.

You're entering in your additional customer demographics into the ads, whether you want women or man, whether you want certain age groups, whether you want certain locations, you put all that in. You schedule them to run for three to seven days. You keep the ads that convert and you turn the others off. And then you let those expire, you duplicate them and increase the budgets. And then you set up retargeting ads for each of the landing pages that you set up.

So here is what it would look like in the Facebook ads manager. The first thing you would do, step one, choose the objective. The objective is send people to your website. And then step two you, would have to run your \$5 a day right there. You would target it to run for three to seven days. You optimize it for clicks and you would let Facebook tell you what the proper amount per bid. If it's 26, maybe you put 27. Or if they tell you 19, you can put one 19. Or you're just running these test ads and you want to try to get the traffic. So that's what that would look like in Facebook.

So here is another tip, you could also test targeting competitor's buyers. So if I know that Simply Recipes, the Facebook page Simply Recipes is one of my competitors, I could target people who are interested in Simply Recipes and I can use this behavior, active credit card users. So I only want to target people who are my competitor's buyers, people who are interested in this page and who are active credit card users. That's another thing you could test targeting your competitor's buyers on Facebook.

So when you advertise on Facebook, once you have the ads that are working then you want to switch them over. Once you are comfortable that these ads are working and you're getting some conversions, then you switch it over to website conversion ads to only the top interests that are doing well for you that Facebook has tracked a bunch of conversion pixels for you already. That's when you can use website conversion and really get a lot of traffic. And Facebook will send you

people who are more likely to buy your offer which is the point of website conversions.

So let me show you my best list building landers. So are you guys with me? Are you following me so far? Is this stuff making sense for you so far? Some of this is pretty advanced. So I know some of this is advanced, but I have to show you it anyway and I'm going to give you an opportunity to learn more from me. And all this stuff will make sense once I really dig down into it.

So here's the best landers that I use. The first one, I call it a tab page. The second one, I call a tease page. And I'm coining all these terms as we go, so if you hear other people using these terms I coined it first. Tease page, the content sandwich page, the curated multiplier page. So the tab page. It's cheaper to keep people on Facebook. If you're advertising on Facebook and sending people to a Facebook page, they give you really cheap clicks. It's cheaper to reach fans and their friends. So that's the reason, if you say, "Okay, like pages, if I have a page on Facebook and nobody is seeing my page was the point of building my page up? What's the point of having a Facebook page?" The point is to reach the fans of those friends. The friends of those fans on Facebook, it's much cheaper to reach them because they're friends of your fans than it is to reach them directly on another page because this is a page that you are in control of.

So the way it works is you can add a tab to your like page, and that once you could run what's called like ads, and those ads redirect to a tab. So let me show you an example of that. Basically it looks like this. So you can show...the ads that are running, I'm getting \$0.02 clicks running like ads, running ads to tell people to like the page. So the ads look like this, "Discover secret recipes from your top restaurants and cook them at home." I already liked the page, but it says, "Like the page." They click that, they liked the page.

So I'm running ads for people to like my page and I'm getting \$0.02 per click, because I'm keeping people on Facebook.

And after they like the page, they're automatically sent to a tab that I created on the page called, Welcome. And this tab on the Facebook page says, "Welcome to the Recipe Secrets page. Next step download the Secret Recipe cookbook." When they click this link, I'm sending them right back to that squeeze page. So I call this a like...what did I call it again? The tab page. So this is the tab page. Basically all it is, is a...let me show you what it looks like on Facebook itself. Go to Facebook and I'll show you my page here, Recipe Secrets page.

So after people like this page on Facebook, I run ads for them to like the page. They click like. They're automatically sent to this welcome page where they click here to continue, and then that takes them back into that squeeze page like I was showing you before and back into the whole process. You guys follow that? Cool.

So the next page that I like to use is called a tease page. A tease page is like a squeeze page, but it's less risky because Facebook...I'm hearing people are getting their accounts banned if they're too aggressively promoting squeeze pages, basically, if you get a lot of complaints. So if you're not offering any value at all, and you're getting a lot of complaints then Facebook will tell you how many complaints, they'll tell you how relevant your ad is. But if you're running ads, getting a lot of complaints. then you have a problem. But tease page is less risky because it has a little bit of content on the page.

So you still have your opt-in offer for above the fold, but you have your teaser content below the fold, and you have links for more information. So let me show you what the tease page looks like. I was just on it. This is a tease page. You have your regular opt-in, but below to fold they scroll down, "Join now and get instant access." So I'm just giving a tease of what I'm offering and if they click any of these links, they go right

back to the top. So this is a tease page. You have a little bit of content teasing. So I'm not giving them the full recipe, "To get the complete recipe you click here." So that's what a tease page looks like. Any of these links, if they click it, it takes them right back to the top for them to opt-in. So that's what a tease page looks like. How are we doing on time? Okay, pretty good.

So with that tease page I'm getting a 48.5% opt-in as you can see here, just from that one page alone. So it's doing really well. So as I mentioned before, the ad congruency and clarity is key. You want them to see the same thing on the page that they see in the ad. That's the key. And then you see that below. So Facebook seems to approve. If you look at some of the clicks that I'm getting to that particular offer with the tease page, I'm getting \$0.20 per click. I'm getting over 1000 people, \$1000 spent, reached 100,000 people, \$0.65 lead, which is really good.

So the next page I want to show you is called, the content sandwich. The content sandwich shares content, and shareworthy content. If you have a post that shares content, it gets the cheapest clicks. So the goal of the content sandwich is not necessarily to squeeze them into giving their name and email, but it's to get them to the page to see the content and then to retarget them with the ads, retarget ads. So it's the second most cost effective way to get them, is through retargeting ads. So you share the content, get them to the page, and then you have your retargeting pixel on the page which triggers the retargeting ads. So the goal of the page is it's still aggressive, but it's to build your retargeting audience.

So let me show you what that type of page looks like. First, let me show you the results I'm getting. With this, you can see here, 4065 website clicks for \$372. If you can't convert that, come on. That's really cheap, under \$0.10, I believe. And here is the post I shared. Panera Tomato Soup Copycat Recipe, one of most requested secret recipes. Get the full

recipe here and I just post a link. Let me show you what that looks like on the actual site.

So this is what a sandwich page looks like. So they come here, and I have the content that they're coming to get sandwiched between two offers. So when they come here they see this offer right here, "If you like the recipe below, download our free cookbook sampler and discover how to make even more secret dishes." So I'm giving away that same e-book, but I'm putting it on a page were content. So they click that, a link pops up where they can enter their name and email.

And below you have the content here. And I've given them the full content that they wanted to get, which is why so many people are sharing that post. Giving them the free content. And then below it, I put the bottom of the sandwich here, like that recipe, download the free cookbook. And the same thing, they click that, "Yes, send me the free cookbook." And then I have comments below.

So I have a special software that works with Wordpress that creates these type of pages. And towards the end of this presentation, all these landers that I'm showing you, I'm going to help some people get set up, and I'm going to actually install this stuff for you. So I'm going to make it easy for you. You can get the same lander and you could set it up on your site. I'll show you how to do that towards the end.

So that's what a sandwich page looks like. Look at this relevant score, 10 out 10 relevant score. It's crazy. They love this. Look at the shares, 1647 shares. So this ad is generating traffic for me. It's generating organic traffic just by people sharing the ad and I'm getting them...the whole thing about it, instead of 48%, 50% of the people opting in, because they're going there to get this recipe, you might only get 10% to 15% opting in. But you're getting it so cheap that it doesn't even matter. You're getting it for a fraction of the cost of what you would pay for

normal ad. And you're retargeting them, you're building your retargeting pixel up. So that's what that looks like.

So basically, the format of that sandwich page, you have your logo, you have your credibility right next to it, then you have your question and freebie offer solution like, "Like this recipe, you get this freebie." Then you have image of what you're trying to get. And then you have the content here sandwiched between the next freebie offer or the same freebie offer, "Hey, don't leave empty-handed, get that freebie." And then you have your comments and social proof. That's the basic setup of what I just showed you. Logo, credibility, your question, "If you like the recipe below get that." The picture of what you're offering, your content, then you have your next sandwich offer here, and then you have some comments below. So that's basically what the sandwich page looks like.

The next page I want to show you is the curated multiplier page. So this page uses trending videos created by others, and you leverage those videos to get viable traffic. So basically I paid like \$2000 to get this script set up on my site. I paid a coder \$2000. Basically, I'll show you the way it works. And it's still in beta right now, but I have a friend that's using the same thing on his site. So basically, you would take a video like this and you would share that video on Facebook. You share a link to it and it's a very inspiring video. This is not his video, this is just a really inspiring video, and the gist of the video is the richest person is not the one who has most but the one who needs the least. Life is like coffee. So that's the whole thing. People really love this, especially broke people. People really love this saying. It's true though, the richest person is not the person who has the most, but the person who needs the least. And that's really deep. And people share this video like crazy.

So the way this works is after the video finishes playing, it triggers an opt-in form. Do you see that opt-in form? "If you like this movie you'll love my newsletter." So what happens is people share that video like

crazy and then you get a whole bunch of people seeing this right after the video finishes playing. This works like crazy, let me tell you. And then right after, either they opt-in or if they X out, boom, another page, "Thank you for watching. Together we can make a difference. Share this." So it gives options to share it on Facebook or on Twitter, and all the different options. Share it via email, social media. So you get a lot of people sharing this.

So let me show you some of the stats that I get from running little campaigns like that. I call that the curated multiplier page, because you don't have to use your content. You can use other people's trending videos. You see a good video on Facebook that you like, you could find it YouTube, you could put that on a page like that, use that script and send people to it and you generate leads. You generate traffic from that initial traffic that you get, and it goes viral. So that's what it looks like, that's what mine looks like. So I would run that after that video finishes playing, "If you like this movie, you'll love our free newsletter. And then thank you for watching. Share this."

So if you look at this, some of the stats I'm getting, I got 10,000 people saw that and they shared it like crazy with their friends, and I was able to get another 1000 opt-ins just from 10,000 initial people seeing that. So you can see how you could build your list with little pages like that. You could do that for free just by sharing videos and people it share like crazy.

So let me ask you a question, you saw those four high converting landing pages, would you like to have those four high converting landing pages? If you had those pages would they help you? Do you think they would help you build your list if you had those four pages? All right someone says, "Hell yes." A bunch of people saying, "Yes." All right, I think it would. It's helping me like crazy, just those four landing pages that I showed you.

So would you like a business that frees up your time to do something positive like I'm doing with Sam? Lets you spend more time with loved ones, enables you to make more money from anywhere, generates thousands of each email that you send? Just imagine that, you send an email you make thousands of dollars. Brings in new leads every day on auto pilot, doesn't rely on fickle JV partners, or product launches, or coming up with the next hot idea? Would you like a business like this? And produces long-term recurring income.

So that's what I'm about. So first thing is you want to visualize your goal. I'm going to tell your story that that really knocked my socks off. Recently, I went to a Tony Robbins' event, Unleash the Power Within and this is a picture of my foot. I did the firewalk at Tony Robbins' event, and during this firewalk you had three types of people. You had people that could visualize their goal. So I got so into my goal, I was such in a state of just achieving my goal, and reaching the finish line, and walking on those coals, and getting to the finish line that I had no choice but to succeed. I didn't feel any pain. My foot didn't get burnt at all, it was just a little bit of ash. I wiped it off and I was good. And I did that firewalk and it was one of the best things I ever did, because it just really, literally unleashed the power and just showed me I could do anything.

But you had other people who second guessed themselves. My wife did it with me, she did the firewalk, she was in state. She was hyped up, she did it but she second guessed herself and she looked down and she said, "Wow, these are hot coals I can't believe I'm doing this." And she got to the finish line, and ended up getting blisters on her feet, and got a slight burn on her feet. Even though she was in state being, that she hesitated and second guessed herself, she got a slight burn on her feet. And I was amazed by that. How could I have no pain, no burn, nothing, and she got a slight burn? And we walked on the same coals.

And then you have the third type of person who didn't believe in themselves at all. They didn't get into state, second guessed themselves

from the very beginning. And you had people there that they had to call, literally had to call an ambulance for. We had one lady that really got burned bad, because she didn't believe in herself. She wasn't in state and she second guessed herself. And I was so amazed by that. How can one person have no pain, not get burnt, one person gets burnt a little bit by second guessing themselves, and then another person gets burnt altogether and need medical attention? It's because your mind is a powerful thing, and if you can visualize your goal, and walk through that fire, and get to your goal then you're going to succeed. And it's just how the universe works. I can't explain it, it's just how it is.

So what I want you to do is visualize yourself having an extra 50,000 followers in the next 100 days. How much money could you make if you had an extra 50,000 followers in the next 100 days? That's only 500 a day like I'm showing you. Like I'm getting now. In the next 100 days you could have 50,000 followers. Just imagine what that would be like. Are you ready to take that next big step?

Here is what I'm going to do for you, if you're interested here is what I'm going to do for you. Now, I can only take a limited number of people, but here's what I'm going to do. I'm going to have my team install those four high converting landing pages on a site for you. If you don't have a site, we'll create a Wordpress site for you and install those four high converting landing pages for you. Even the one that I paid \$2000 for the script to have that software, we'll install that for you. And you can create as many pages as you want using the same software that we use.

We're going to research 20 high affinity interests for you to target. So if you're into Facebook ads, we're going to find those high affinity interests. Remember the key is finding interest that not everybody else is targeting. Those are cheaper to advertise to, because not everybody else is targeting them. And they're high affinity, meaning that they're getting a high engagement on those pages and they respond well to

content and to ads. So we're going to research and find 20 high affinity interests based on whatever niche you're targeting.

We're going to let you look over my shoulder and get coached as I build my next 10,000 leads. I'm going to show you everything I'm doing and it's going to be a six-week coaching program where I'm showing you everything I'm doing to building my leads. I'm showing you what's working, what's not working, the ads that I'm running, everything. The interests I'm targeting, everything I'm doing. You look over my shoulder, be a fly on the wall, and I'm going to show you how to do it. And you could ask me any question along the way, you'll be part of my group.

And I'm going to give you access to my ABI Mastermind Group. ABI is asset-based income, like I was showing you. That's the concept that changed my life. Have an asset-based income and the number one source of it is my email list. So you have access to my mastermind group to learn from my community, and to build that asset-based income so you'll be part of the ABI Mastermind Group.

So really this is a value of \$2996. The software and installation, I paid two grand for that software. But if you just bought it, if I was selling it on retail the software and installation alone is 500 bucks, the research with the Facebook ad interest easily 300 bucks, the six-week coaching program I could easily charge \$999 for. The ABI Mastermind Group, I actually do charge on some of my sites to be part of my mastermind group, \$1200 a year. And that's a total value of \$2990. But if you order, if you're into that, if you order before the end of this presentation or when you order before the end of this presentation, because you'd be silly not to, you're not going to pay that. This is a early bird special that I'm running. So if you're into this, I want to help you personally. You're not going to pay \$1999, you're not going to pay \$999, you're not even going to pay \$799. If you want to get it now at an early bird special, you can get it now for one payment of just \$497. One payment of just \$497.

