

Introduction

Five Dollar Posts Transcript Bonus By Rachel Rofé

Introduction

Hey, guys. This is Ron Douglas and I just want to raise my glass to you and congratulate you on joining my coaching program, congratulate you on making a commitment to change your life, to learn how to do paid traffic, to learn how to build a huge following on Facebook while this opportunity is still out there, still available for you to capitalize on. A good friend of mine once said that we're in the "infotainment business." Like selling coaching, and selling information, we're just "infotainers," meaning that people aren't going to actually do anything with the information, we're just here to entertain people. Well, I disagree. I think that this level of information that I'm teaching attracts a different type of entrepreneur who's serious and I think you're that type of entrepreneur. I think that you're not just here to learn how the magic trick works and to never use it, I think you're here to become magicians and to actually use this and put it to work. So that's what I'm here to help you do and I look forward to you becoming my next success story.

So what I'm going to be covering over the next six weeks and afterwards is how to turn a free ebook or short report into 500 leads a day with little five dollar ads on Facebook. Now, you might have seen the presentation before, but I'm going to go deeper into this, into each level of it, so that you see exactly what I'm doing to get results like this. You can look here, I have over 250,000 subscribers and I'm getting over 500 leads a day from Facebook. So there's three simple steps to this whole process. If I had to simplify it all into three simple steps, it's focus on a specific problem or desire that people have. What is your market, your customer? What problem, specifically, do they have? And we're going to be drilling down into your customer avatar so you can get a better

sense. I'm going to show you the tools that are available to pretty much know them as well as they know themselves and know what to sell and know what makes them tick. And once you know that, half the battle is fought right there.

The second thing is to give a free sample of your solution. So, we're using free ebooks but you can give away a free video, you can give away any type of freebie that leads them...it gives them a sample, leads them into your loop, leads them into your funnel, and leads them to see that your solution is a valid one and they should buy...ultimately buy your product or whatever you're offering. And then you sell them the full version. After you get the free sample...just like in the mall, where you go to the food court and they give you the free chicken on a stick or the free ice cream or the free sugary pretzel and then you end up buying the full version, buying the whole product. The same concept applies online. You give them a free sample and then you sell them the full version of whatever it is you're trying to sell them that relates to their specific problem or desires. Really, these three simple steps are the basis for internet marketing and psychology. It doesn't change, no matter what platform you're advertising on.

So, here's an example of people giving out free ebooks like I like to do. Here's HubSpot doing it, they're giving out a free ebook. You can spot the specific problem that they're focused on, providing a solution for. "How to Master Facebook Marketing in 10 Days." How about this one by Brian Tracy? He has a free report that he's giving out on goals. So he's targeting people that want to achieve their goals, like goal-oriented people. He's giving them a free report with his "14 Step goal-setting process used by thousands of people who have achieved their goals." Or how about Alex Jefferies? He's focusing specifically on people who want to build an email list. See, he starts out with a question. "Do you want to build a highly-responsive list of 10,000 people in less than 21 days for free?" So anybody interested, anybody that says yes to that is likely to get this free ebook and get on his email list. The same way I'm

doing it in one of my niches, which is the cooking niche, I'm asking a question. "Ever wish you could cook like the restaurants?" People that want to cook like the restaurants and want to get the secret recipes would be interested in this free ebook. So that's how you get people in your funnel, by giving value up front and that's the basis for this whole system that I'm going to be teaching you.

So the holy grail is really to know your numbers, know your profit-per-customer, know the amount you can spend to get a customer, and know your breakeven period. When you're running a real business in the brick and mortar world, say for instance you want to start up a Subway hero sandwich franchise, you know that you're going to have to put in maybe \$125,000 or so. I don't know the exact amount. You know much it's going to take to get customers, you advertise, you get customers in. You know over a period of time, you have it formulated where you know your breakeven period. Maybe it's 18 months, maybe it's two years before you have paid back the loan that you took out to start making a profit. Maybe it's five years, but that's a breakeven period that you deal with with offline businesses. Well, if you approach an online business the same way, you could really make a killing. I'm not telling you to go borrow a loan, and the good news also is, your breakeven period could be the same week. It could be the same month. It doesn't have to be 18 months like in the real brick and mortar business world. So, you want to know how much profit you're getting per customer so you know if you're going to end up getting \$50 per customer or \$100 per customer over the course of the next month or the next two months. You know that you can spend at least that to bring in a customer. You've got to know what your breakeven period is.

So it really all comes down to earnings per click being greater than or equal to cost per click. If you can do that, you can scale up as far as you can scale up. As long as you're making more per click than you're spending per click, or at least breaking even and building your list, then you can make a killing. And it doesn't have to be immediate. You don't

have to make more. If you could put the expense on a credit card...a lot of people's businesses...if you speak to some of the real high-rollers in paid traffic, what they do is they put it on a credit card or have a line of credit where they don't have to pay it back for 30 days or so and then they know that they're going to make their money back with their follow-up within that 30 day period to be able to pay off the loan when it comes due. So that's how big businesses do it, they know they want to get as many leads in as possible, as many clicks as possible, and they know there's going to be a breakeven period and they know that as long as eventually their earnings per click is greater than their cost per click, or at least equal to their cost per click, then they're in business.

So there's two things you can control. These are the most important concepts, right here. Two things you can control. You can either get cheaper traffic, cheaper cost per click, which is difficult. It's still possible, I'm going to show you some of the tactics I'm using, but it's probably the most difficult way to do it. Or you can get more money from each customer, which is actually a better focus. So how do you get more money from each customer? First, I'm going to show some of the tactics I'm using to get six cent clicks and to get...look how many, 23,000 link clicks from just one little ad. I'll show you some of the tricks I'm using and it basically is Facebook rewarding share-worthy content. I'll show you how to find share-worthy content over the course of this next six weeks. And you could use it by doing your competitor research and that's actually part of Module One, which I'm going to give you, to show you how to find this buzz-worthy, share-worthy content.

How to run video ads, we're going to go into that. Right now, there's a huge opportunity with video ads because there's less competition. You can get a video, a commercial video made, like my guy at iMotion video. He does videos, Jason Anderson, you can reach out to someone like him or you can get videos made on Fiverr or whatnot. You can get these people to click your video. Would you spend \$27.61 to get 1,919 video views? And for each person that you get a video view from, you can

retarget those people with ads as well and I'll show you how to do that. All they have to do is click your video and view it for three seconds, less than one cent per view, and you can retarget everyone who views your videos with ads, with inexpensive retargeting ads and I'm going to show you how to do that. It's next-level stuff. I'm going to show you my sales flow. This is how you get more per customer. You put them in a sales funnel and you have a follow-up series, you have a one-time offer right after they sign up, you have continuity and especially, you have your high ticket sales. This is my particular sales flow which we're going to be going in in detail. I'm going to show you exactly how I set everything up.

So this is going to be an exciting next six weeks. You're going to learn real business, not just business that depends on other marketers to promote for you, because anybody can do that. Anybody can get another marketer to promote for them, but a real marketer knows how to bring in leads on their own and that's what you're going to be, that's what you're going to know how to do at the end of this training. So the four critical components that I'm going to go into are the sales flow, your follow-up, your ad targeting and structure, and your high response landers. So that's what I'm going to be covering in this training and I look forward to working with you and I hope you're as excited as I am about talking about this and about learning this stuff and about really putting it to work.