

## **Live Training**

**Five Dollar Posts Transcript Bonus By Rachel Rofé**

# Live Training

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All right. Today, we're going to review what we've covered in module one, which is the initial setup and research, \$5 posts, coaching program with Ron Douglas. Yes, sir. So the agenda, as you guys already know, we're still on week one, which is the initial setup and research, then we're going to get into week two. It's going to be your lead funnel, your follow up. Week three, it's going to be setting up your ads. Week four, it's going to be the testing, tracking, and the analytics. Week five, the scaling up. And week six is putting it all together.

So, by the time you get to week six, you know all this stuff, be able to launch a successful ad campaign, be able to create a funnel, be able to pretty much run Facebook ads and get your own traffic without breaking the bank, and doing it profitably is how you'll be doing it. So that's what we're going to cover. So, today, we're just going to focus on the initial setup and research, which is important.

So, I have these week one to-do items on the list here, and this is the training area. You guys do know that there are multiple videos, right? You click these links, it takes you to the next video. And the to-do items, so after this week, you should be able to add the Facebook pixel to your site. One of the videos shows you how to do that. You should be able to create a Facebook page, if you don't have one. I had a link for you guys in the introduction, the very first video. There was a link there showing you a resource to create your own. Yeah, here we go. On the very first page, there was that link there. You click that link and it shows you a tutorial about how to create your Facebook. It's really easy. It's just a matter of doing it, right?

So you want to pick your niche that you want to target. I gave you some guidance on that. And then the group, I even gave you guys a tutorial on how to find a hot-selling product. So if you go in the coaching group, and everything that I share with you guys and every new training or every new concept that I share is going to be listed in the group. So if you think you missed anything, you could always go to this group, like I have this training here, the last one I posted, showing you how to find hot-selling product ideas. So you want to go through that as one of the to-do items.

If you're concerned, if you don't have your niche yet, don't know what you want to focus on, you can go through that training and kind of get a better idea. So once you have your niche, we can do the initial research. That was part of the deal that we had with our coaching members, is we'll do the research to find the high affinity interest for you guys to target. Just let us know your niche and your Facebook or a similar page, and we can do the research for you. You'll be able to upload any relevant customer subscriber list. That was one of the things you want to do to create your custom audience. I showed how to do that. I showed how to create lookalike audiences from those lists that you upload.

And, as you'll see, these are some of the easier ways to get cheap traffic. Use what you have or use your existing list. I showed you how to identify your top five competing fan pages. Someone asked me a few minutes ago, when you create those custom lists, when you create your audience, you can just copy and paste an email list. So you go to the audience manager. In your ads manager, you go to audience manager and you click custom audience. You click customer list, if you wanted to add a customer list. So, you can either upload a file, you can import it from MailChimp, if you use MailChimp, or you can just copy and paste it.

So you could tell it the data type, whether it be phone numbers and whatnot, and just copy and paste it, and it shows you formatting examples. So it really is just one email on each line, right. So just put one email on each line. You know, email one, email two, you know, dot com. Email one at email dot com. Email two at email dot com. So, you know, it's basically just one on each line just like that. That's how you can create a custom audience. And the thing is Facebook, what they do is they match the emails that you put in with people who have Facebook accounts, and it's not going to be everybody. It's usually not going to be everybody.

Like this list I created, I showed in the example in the video. I had a customer list of something like, I think, it was 8,400, but out of those 8,400 people, they found 5,300 that had Facebook accounts matching those email addresses. So they were able to create a custom list for me of 5,500. So now I could check that and create an ad right off of that list, right? So I would go into that as part of this. So those are the week one to-do items. Did I get to everything? Let's see. So you want to identify your top five competing fan pages, use the audience insights to analyze the data for your fan page, your customer list.

So I go through all this stuff in all the videos on exactly how to do it. Identify your customer avatar, which is important. Use the pages to watch feature. I'll show you that in a second also. Identify one problem your niche market has and one solution. So you should be able to do all these things just from the training videos that I've listed here, and this is a critical part of your research that you have to do. So those are the week one to-do items.

So why do that research? Why do it all, right? Well, it's part of the three-step system that I teach you guys. You want to focus on a specific problem or desire, so doing that research helps you know what that specific problem or desire is. You want to give away a free sample of your solution, and then you want to sell them the full version. And this

is the basic premise for everything that I'm teaching here on how to build your list through Facebook ads. And if you get these three steps down, you have an advantage. And the more you know about your niche, the more you're able to get those three steps down.

Someone asked me, also, what do you do if you have a physical product? Well, you can use the same system, right? If you have a physical product, what specific problem or desire does that physical product solve or fulfill? If it's a physical product about jewelry or something, maybe it's jewelry you say. That fulfills a problem, not really a problem but the desire of people to have jewelry, to look good, to be vain, to impress their friends, right? So how do you give a free sample of that physical product? Maybe you have some costume jewelry or something you can give away for free.

So what you could do is have a contest. You could feature that jewelry, feature it in an ad, show a picture of it and have a contest and say, "I'm giving away a free necklace," or a free bracelet, or a free charm bracelet, or free earrings or earring studs, or something like that. Anything free. I'm just throwing out random examples off the top of my head, and then you have a contest in the ad and say, "For the 1,000th person that enters this contest," or we're going to pick somebody randomly, and then you send people to a page, you collect their email address, and then you tell them you're going to pick somebody randomly out of this contest. They give you their email address, and then later on, you follow up with them to sell them the full version.

So there can only be one winner, right? So then you follow up with them and say, "Okay, well, here's the person that won. Congratulations, but what I also want to do for you guys is I'll give you this \$5-off coupon," or \$10-off coupon--whatever it is--these coupons if you're still interested in getting this item. Check out our store here. Go buy the item. Here's a coupon you can use. So that's an example of how you can use this same system with a physical product as well.

So, as I said, the better you know them, the better you know their age, location, whether their male or female, their income levels, this is all the stuff you want to write down. And I sent out a guide to this as well in the members area here, in the Google group. I sent you guys this niche research questionnaire that you can use to fill out and just to have the information for yourself so you can answer all of those questions about your niche. And this is stuff you definitely need to know about your market because you're going to be using this in your Facebook ads.

So here's how you apply it. So you do that research. You want to use your fan page. So this is my page, so if I go on my page. Everyone needs to have their own fan page, right? So you go to your page. You go to insights, and then, below, it'll tell you your pages to watch, based on the topic of your page. And you could actually add a page to watch, so if I wanted to add Simply Recipes. So let's watch that page as well. I want to add that page, and then it adds it somewhere. Here we go. Simply Recipes. They have 786,000.

So what this is good for is it tells you, like, if you're trying to find your lead magnet, trying to find something that gets people interested in coming to your page, this will show you the top post. And you can come up with product ideas. It's just a way of spying on them. You can come up with all types of new ideas for different things you can do. So, say, if I wanted to look at Simply Recipes, it'll show me their top posts for the week. And this is also good when you want to run a content add, right? And I'll show you that in a second. You run a content ad to get a lot of cheap clicks, and it shows you what type of content goes viral, based on these posts.

Look at this. 2,670 shares for this one, beef brisket. So I know that recipe gets a lot of people into it. A lot of people were into it, right? It shows me the top posts. You can do this with anything. It doesn't have to be recipes, but it's the way you spy on your competition.



Occasionally, you'll see your competition running a contest or your competition giving away something for free. Let's see, what is this? Okay. Yeah, so it's just a way of gathering intelligence based on their page. So you use that. That's one tool you can use, the pages to watch tool.

The next tool you can use, as I showed in the videos, is just the audience insights. So you go to your ads manager and then you go to audience insights. So it's just at forward slash ads, forward slash, audience, underscore insights. And then you enter in your page or you enter in a competing page and it gives you all this information based on your page. So it lets you know what pages they like, and you can click into any of these pages and investigate. Like, "Okay. What are these pages about? What do they focus on?" It gives you new niche ideas as well.

The reason you want to have this information is when you put these ads in, and I'll go through these different ad types. So send people to your website, it tells you, "Use the clicks to website objective to send people to your website." So this is the primary one I use, but you could also use increased conversions to your website. So what you do is: once you have your Facebook pixel seasoned, once it's gotten some conversions, like your conversion pixel that you enter in on your webpage, once it's gotten some conversions, Facebook has a better idea of the type of people that are going to buy your stuff and then it's able to send you people based on your conversion objective.

So if you say I need to get conversions in at less than \$20 per conversion per sale, they'll try to send you people who are likely to buy based on that, but you can test that out. But, first, you obviously got to get some customers and then you test out the conversion. So the conversions are more like they send you traffic based on impressions. So whenever someone sees the ad, you pay a certain amount. Maybe you pay one

cent for every impressions or something like that, whereas here, you can tell them exactly what you want to pay per click.

Boost posts is another one. You make a post on your site, on your fan page, and then you boost that post, so I use that from time to time. It helps the engagement overall, so the more you boost posts the better your engagement on your individual like page or fan page. Promote your page. This is where you run the like ads. If you want people to like your page, you run ads here and promote your page. And the rest of them I don't really use. If you have an app, you want to get installs of your app, you could do that here. This is another one: increase engagement to get more people to see your app. Reach people near your business, so you could run local ads based on a zip code so you could target anybody within 10 miles of a particular zip code. You could do that with this reach people near your business.

You could also do that with send people to your website. It's just a different targeting, a different format. You could promote an event. You can add event on Facebook, create an event page, and you could promote your event right on Facebook. So you could have a special offer. So if you have a physical product, again, you can get people to claim your offer by putting a special offer in this section and running ads to that special offer. And then video views. This is another one I'm starting to use a lot more. Video views. One important thing that I started doing recently is you can get video views for one or two cents per video view, like really cheap, and then you could retarget everyone who views that video.

I'm going to show this specifically in the trainings on how you do this, but this is done in the power editor. And that's going to be part of the training when I show you how to set up your Facebook ads, how to use the power editor. But this is huge because you could get video views for dirt-cheap and then retarget all those people that saw your video. All



they have to do is watch three seconds of your video and you could retarget them using the power editor.

So let me show you an example of why you do the research. I'm just going to pick any one of these pages. So when you're putting your ads in, they ask you, "What age?" So the more you know about your ideal customer, your customer avatar, the better you can target your ad. So, I know that the age of my folks are 45 to 65. I know they're mostly women. I know the demographics. You could target people by relationship, by education, by where they work, employers, job titles. There's so many things. You should really play with this and see the different things you could target. You could even target people by net worth, like if you only want to target high net worth individuals. You could target people who are moms or you could target people who are dads, just by going all parents and then choosing men. All parents, men, if you want to target dads.

You could target people that are grandfathers and grandmothers. I mean, there's so many things you can target. You can target people by their financial behavior. One of the things I like to target is people by their spending methods, whether they're active credit card users. You could target them there. That's how you do that. So the more you know about your audience, the better you can do it. And if you want to do just clicks, if you want to pay just cost per click, you choose optimize per click and then you set the max you want to pay per click. So these are clicks, but what they do is they charge for every click. So if someone clicks "like" on your ad, that's a charge. Any click that happens to your ad, if someone clicks to see more details about your ad.

But usually you want to pay, obviously, just for people clicking through to your website, but I'm just letting you know that you're going to be charged for all the different clicks, so you could bid low on this. So they'll give you a suggestion. I haven't put it in any type of information, but this is just a broad suggestion. So the more you narrow it down, if

you want to target one interest, say I wanted to target one interest at a time, so I want to target people who like Simply Recipes. I want to target people who like Simply Recipes who are women over 45 who live in the United States. So it tells me now if I want to set the max. Okay. Twenty-three cents. So I could bid 23 cents, I could bid 25 cents. It tells you how much you can bid. So that's how you want to start out your ads, just to get your pixel seasoned.

A lot of times, if your ad is good, you won't even end up paying this amount. You will end up paying less, or you could just tell them to get the most clicks. But what happens when you say get more clicks at the best price, it just sends you a whole lot of traffic and just blows out your budget, so you could set a budget for each day. So I like to do \$5 per each interest, just to test out and see which interests are working. All right. So you want one ad for each interest and then you see: did I get any conversions? Am I getting cheap traffic at least on that interest? You let it run like three days and, if not, if it's not working out, you cancel and you keep the ones that are working good.

So I like to run one interest, \$5 each running per day, and then set a time. So I want to say, "Okay. I'm going to run this for seven days." The reason you run it for a period of time is because Facebook tends to give you the traffic you're looking for. It tends to not stall, because sometimes they'll stall and not give you traffic right away, but if you have a specific time like seven days, if I want to set this to end on the 11th, then Facebook is going to say, "Okay. Well, this ad is going to expire. Let me use this guy's budget and give him the traffic he's looking for before this ad expires." So that's how you do that. So, basically, those are some of the things you use and how you apply all of that information.

So let me see if you guys are asking any questions. I'll get to all the questions towards the end. Let me get through the presentation. Deedra says, "20 valid emails." Yeah, maybe some of the emails aren't

valid. I don't know. I'd have to look at it for you. Let me finish going through the slides. That's how you apply it. So, yeah, what you want to do is you want to start out with a big claim. When you're running these ads, you want to start out with a big claim and you want to identify your big claim. So that's part of doing the research too, is identify what people want, what are they into, in order to know what the big claim is going to be.

My big claim is...you know, if you think about what got you interested in this coaching program, the big claim was how to run Facebook ads, how to get cheap traffic, under 10 cents or so, using little \$5 Facebook ads. That was my big claim. Let me show you the exact big claim. This is my big claim: How to turn a free e-book or short report into 500 leads a day with little \$5 Facebook ads. That was my big claim. So you have to decide what your market wants and what is the big claim that's going to get them interested. And you see this is specific. How to turn a free e-book, which I show you guys, or a short report into 500 leads a day, so that's specific. And that's actually what I'm doing, even more than 500, with little \$5 Facebook ads.

So it's specific. It targets a specific group of people. It's clear on it. It's one sentence. It's just my big claim, and that's what you have to identify. What is your big claim that you're going to be using? And to identify that, you obviously use your research, as I just showed you. You use what you already have. You'd be surprised that people don't use what they already have. I was talking to this guy at an event last at the JVZoo event, and he's telling me, "Oh, I loved your presentation. It was awesome," and all that. He was like, "I really want to get into this stuff. Right now, I'm doing e-commerce for a company. I'm the e-commerce expert for my company and I'm good with running Amazon ads to promote Amazon products. I'm good with sourcing products and I'm good with running high-profitability e-commerce campaigns. That's what I do for a living."

And he's telling me all this stuff and I'm listening to him, and I was like, "Okay. So what do you want to do online?" He's like, "Okay. Well, I want to teach people how to improve their fitness. You know, people over 40, how to get fit." I'm like, "Seriously? You just told me you have all this experience and you're the e-commerce expert, but you want to do something completely different?" I guess the grass is always greener on the other side. I'm just laughing. Like, man, you have this low hanging fruit that you could just reach up and grab, but you want to get a ladder. You want to build a ladder and climb up to the top of the tree somewhere and grab the fruit that's way off somewhere and compete with a thousand other people that are trying to grab the same fruit, when you already have a huge advantage with what you already know.

So I'm like, "Dude, just use what you already have. That's probably the best thing." I mean, that's my best advice for a newbie is: don't try to reinvent the wheel. Use what you already have credentials and credibility in. I was talking to another guy on Skype the other day, and he's telling me that he did 48,000 new leads in 30 days and he has a system, a way he did that. And I'm like, "Okay. That's great," and then I look at his squeeze page and it says nothing about it. He doesn't have any proof of it, and he's telling me he wants to focus on giving out something, like giving free resale rights to his product.

I'm like, "Well, you have this amazing big claim that people want to know. You have to lead with that. That's your big claim. That's your thing to lead with because people want to know that. That's amazing." You lead with something that's a big claim, something amazing, and if it's something you already have, better yet. If it's something you don't already have, if you don't already have your big claim, you can leverage other people's credentials, right? You can interview somebody. Find somebody that's really good at what they do, not necessarily me because I don't have much time with this coaching, but find somebody that's really good at what they do and interview them. Find out what they do. Find out what their big claim is, interview them.

You could use [freeconferencecall.com](http://freeconferencecall.com) to create an audio. You can use Skype, and there's a free Skype recorder. Record a video of them. Just send the questions in advance and tell them you want to use it for that purpose, and you can use that to create your lead magnet. You can use that to give away for free as your big claim, so there's really no excuse for not having a big claim. Use your research, come up with one, use what you already have, and leverage other people's credentials, or, if you have a physical product, give away a sample of it for free. And that's a big claim as well, because people like free stuff, right? Big claim: I'll give you this for free. Enter this contest.

So I show these examples also in the training. These are some of the people that I follow, and these are their big claims. Like HubSpot, it's showing, "In 10 days, everything you need to know to use Facebook for marketing." Right, that's their big claim. In 10 days, everything you need to know. You learn about Facebook's EdgeRank algorithm and the art of engagement here. "How to master Facebook marketing in 10 days. Download the free e-book." See the big claim there? It's specific. It tells you exactly what you're going to get. Look at this, like, wow. 45,657 likes. You start getting engagement like that, your ad will be dirt cheap to run because Facebook says, "Okay. People love this ad. I'm going to give him as much traffic as I can and as cheap as possible because 1,329 engagement, 2,687 shares. People love this ad."

So the more they love your ad, the cheaper you're going to get clicks. Here's another one. Brian Tracy. This is his lead magnet. Free report. The very same 14 goal-setting step process he uses that thousands of people have used to achieve their goal. That's his big claim. Thousands of people have used it: 14-step goal-setting process. Free report.

Alex Jeffreys, his big claim: build a highly responsive list of 10,000 people in less than 21 days for free. So he's giving away a free copy of his brand new e-book. So you have to decide what your big claim is.



One of my niches is a cooking niche. My big claim in that particular market is, if you want to cook like the restaurants, I ask that question, which usually prompts a "yes" response in my desired audience, my desired customer, and then I say, "Well, okay. If you want that, get these secret recipes in this free e-book." Show a picture of the free e-book.

And remind me to give you guys this sticker too that you can use in your ad, this "free download." I have a yellow one too. You can send me an email to remind me. It attracts attention. It grabs the eye and attracts attention to your ad. The yellow one works even better, actually, but they both work. And it just says "free." "Free download." People can't resist free, and it's a free download. I'm giving away a free sample. This is a free e-book sampler. I'm going to get to the page that tells them "free e-book sampler." Look at this, 583 shares, and this is actually a new ad I just started running.

So basically it comes down to this: your earnings per click has to be greater than your cost per click, and it doesn't have to be immediate. It just has to be over time. Maybe you have a break-even period of a week, or two weeks, or a month. As long as you know what your break-even period is, maybe it's right away, if you have a good funnel. So as long as your earnings per click is greater than what you're earning per click, what you're making off of those ads is greater than what you're spending, greater than or equal to what you're spending. So what you're earning per each click that you get, and you estimate that over time, you see how many sales you got, how many clicks it took you to get those sales, and then average that out per click, how much money you make per click.

And as long as that's greater or equal to then how much you're paying per click on your ads, then you know that you're in business and you could build your list for free or build your list profitably using that formula. And that's basic Internet marketing 101 math, but it's all about knowing your numbers and you don't know your numbers until you



start running ads, right? So you test out small with these little \$5 ad and then you scale those up later on.

So the two things you can control is either you get cheaper traffic, which is difficult but it's possible and I'll show you some of the ways to do it but it's not ideal. You want to start with cheap traffic, but eventually what you want to do is number two here, is get more per customer. So if you look at earnings per click has to be greater than or equal to cost per click, you want to focus on getting this earnings per click as high as possible because what happens is, if you can get this earnings per click as high as possible, you can spend more on the cost per click and you could spend more than your competitors. And they say whoever can spend the most to get a customer wins, because your ads going to be everywhere if you focus on getting more per customer.

So I'll show you how to start out getting this cheap traffic, but eventually you want to scale, scale, scale. And to do that, you want to focus on getting more per customer. So these are the two things you could really control. I'm going to cover in next week's module the whole sales flow and how you get people into your funnel, give them a sample of what it is. Then you give them a one-time offer. There's several different ways you can set this up. You don't necessarily have to set it up this way, but this is my sales funnel and this helps me to make more for each customer that comes through this.

They either come in through a content page or a direct ad through the free sample, and then I retarget them using SiteScout and using Facebook's retargeting and send them back, for the people that don't want to get that free sample the first time, I send them a retargeting ad to send them back into this funnel. Then I have the follow up here, I have the one-time offer, I have the join the club to get the continuity income coming in, and then I have the high ticket sales, either through a webinar. I do it also through ad sales. I have a list broker. So I'm not telling you you have to do that, but that's one of the ways. You want to

have this high-ticket component in there to raise your earnings per click.

So let's talk about what people want to know about first, is getting the cheap but high quality traffic. So there's seven ways I've identified to get the cheap, high quality off of Facebook. Number one: share-worthy content ads. Right, share something that's share-worthy. Post an ad to a page that's share-worthy. I'll show you an example. Let's see. So this is an example here. This is an ad that I'm running, and this ad is just for content. Panera bread tomato recipe. I know people in my market love that recipe, and I run an ad like this or I'll boost a post like this. I'll send them to this particular page, so I get a lot of engagement, 577 shares, 59,000 people reached, and I'll send them to a page that gives them exactly that. So I get a lot of good comments as well.

So I send them to a page like this, and this is what I call the sandwich page. This is one of the things I'm going to help you guys set up as well. So you have a free sample of what you're getting. So you have your ad above the fold. So you're giving them the content. This is exactly what they clicked to get. You have your ad above the fold, like if you like this recipe below, download our free cookbook sampler. And you can do this with whatever your lead magnet is. Have a picture of it. If they click that, a box comes up. I'm doing this using a software called InstaBuilder 2.0, which is part of this coaching, the higher end coaching group. You guys are all going to get this.

I have the developers' rights to it, so you guys are part of my program and I'm helping to manage your site and set this up for you, so you can get a copy of that InstaBuilder 2.0 to create pages. And there's so many different designs you can use. You make pages that look like this and it's easy to follow. So this is the sandwich page. You have your ad above the fold here. You have your credibility here. You can grab that code for this right off of Facebook. I'll show you how to do that. You have your logo here. You have your content in the middle, and then below the content

you have another ad. So your content is sandwiched between the two ads, and if someone clicks that, the same type of light box to continue, and then you have your social proof below and people can add a comment.

So that's how I do that, and then what I do is I retarget them. So then, as I showed you before, I retarget them. So the ads, when I run the retargeting ads, from your custom ads, let's see. Where is it? So you put the pixel on your page. So I put a retargeting pixel on this page between the head tags, as I showed you in the video. Anybody that lands on this page, our custom audience is created for all of those people. Let's go back to that. Where's our custom audience. So this tells you. So right here, I put this. In one of the videos I put that. I have 200 people there, so that's from that pixel. So it's telling me 200 people have visited that page from that pixel that I added to my site.

So then you could run a separate ad just to the people that visited that page. That's called a retargeting ad. You could retarget them. You could create the ad just going to these people that landed on your page. So what happens is people land on this page from that cheap little ad that you put there, people end up landing on this page and then you could retarget them and retargeting ads are generally cheaper than regular ads. So you retarget them. What happens is, when you retarget them with an ad, if they click that ad, so you only pay when someone clicks the ad. If they click that retargeting ad, they're twice as likely to buy because they saw it already, right?

So why are they coming back to the site? Why are they clicking that ad again unless they're interested? So they see you again on Facebook. They're like, "Okay. Wow. This guy's everywhere." So maybe the first time they came to your site, they didn't get their free cookbook, or they didn't get their freebie that you were offering. They just got the content. So the retargeting ad, you send them back to a page like this. Now you're giving them straight up a squeeze page. Get that freebie.

My retargeting ads come right back to this page, so if they missed it the first time, now they're coming specifically to this page and now I'm paying a little bit less than I would had I ran ads directly to this page.

Can you guys see how that works? People land on this page, they get retargeted, they end up in your custom audience, you run ads specifically to the people that landed to that page, and you send them to a squeeze page to get them into your funnel. After they enter their name and email, then they're sent to an offer. So they get into my funnel and I tell them, "Your free e-book's on the way," or whatever freebie is on the way. "Watch this video now," and then you make them a special offer on the next page. And then after they buy that or don't buy it, you can give them another offer to get it, a free offer. I like to give a free offer saying, you know, "Get these things for free if you join my club."

This is the cookbook of the week club that I'm offering, but it could be any club. It could be any type of club you could think of. The video of the week club, the soccer of the month club. They have "of the month" clubs. Like, check this out. If you ever go to Google and you want to get some ideas, search for "of the month club," right. And it'll tell you they have wine of the month club, they have gift of the month club, they have food of the club, bacon of the month club. You can get ideas for continuity just like that, gift of the month. Yeah, anything you can think of, they have a "month" club for it. Coffee of the month club, send people different coffee. Beer of the month club, wine of the month club. They even have sock of the month club. Check this out. Sock of the month club. Sockclub.com. Monthly subscription and you get a new pair of socks every month.

Right, so that's the same thing I'm applying with my e-book cookbook of the week club. Each week, I send them a new cookbook and I charge between \$10 to \$20 a month, and I get a bunch of people, after they get the cookbook offer, they see that, and they end up joining and they

like it and they end up sticking. So I give them a free trial. The best way to sell continuity, in my experience, is to attach it to an offer. So, after people buy the initial offer, you offer them something for free, just to try out your "whatever of the week club," "whatever of the month club," and then that's how you build continuity. So those are some of the things I do with this.

So that's the share-worthy content. The next thing is the retargeting ads, which I showed you how that works. And I'm going to show specifically how it works in the training videos as well. The custom and lookalike audience, as I showed in the videos, it's cheaper to run ads to a list of people that are your people, your audiences, than it is to run ads to a list of strangers. The video ads, as I mentioned before, you could retarget. Set up those video ads, retarget anyone who watches the video, and then retarget them. Send them to your squeeze page to collect their email address or send them to your content page to get a sample and collect their email address.

Like campaign ads. As I showed you before, I think it was here, one of those. Like campaign ads. And as I told you before, this is my throwaway account. I'm not going to show my main ads account because it's against the terms of service to show your data for your ads, so I don't show my main account. So, yeah, boost your page. You can boost any page you want and run like ads to that page. Like ads are generally cheaper, especially if you target non-U.S. countries. I could target the UK. I could target Canada. There's less competition when you get out of the U.S. for those type of ads, but it's still high quality traffic.

So what I like to do with the like campaign ads is I'll send people to my page. So this is my page. So, on my page, I have a separate tab. When people click the ad, if they click the like ad, let me show you this as a visitor. Then right after they click the ad, they land on this page. So the ad will be like this. It'll be something like that. Like the page. So they click that, and then right after they click that, you can control where you



want to send the people. So in the ads, you say, "Where do you want to send people after they click?" So where does it go? Advanced options. Landing view. So you say after people click my ad and like my ad, I want to send them to this tab, that welcome tab, on my page.

So right after they click like, they end up on that welcome tab, and then the welcome tab is, "Okay. Welcome to the page. Next step: download our secret recipe cookbook. Discover how to make your favorite restaurant recipes." So they click that and boom, they get right back into my funnel. So that's how I run those like ads, and those are generally cheaper, a lot cheaper actually because Facebook wants you to run an ad to send people to a page on Facebook, because you're keeping the traffic on Facebook. So it's to their advantage to let you do that.

So those are the like ads. The sixth one is ads to the under-the-radar, high affinity interests. As I showed you in the training videos, in the audience manager, you want to find pages with affinity over 10 and you want to drill down several levels deep into that to find as many pages as you can. And the more you drill down, the higher the affinity scores go up. So, right now look at these affinity scores. If I want to drill down even further I enter that into the interests. Simply Recipe. So I pick any one of those and I drill down. Enter that, and then I'll take away this connection here. Okay. So I look at the affinity scores there, so let's try another one.

Let's try "cool home." Sometimes, it doesn't want to give you, but basically you just enter in more interests into this thing. Recipes you'll love. Let's see, pasta fits. So let's try "pasta fits." Take that one away. Okay. So, that one has fewer than a thousand. Let's see. Just recipes. Just Pinch Recipe Club, fewer than a thousand. All right. So, basically, you want to enter in ones that have more than a thousand, so let me see, "top secret." So this is where, you know, you know your pages. You do your research. Let's do Todd Wilbur. Okay. So you see the affinity



scores start to go up a little bit. Basically, you want to find the high affinity interests.

"Secret recipes." Let's see secret recipes. Myrecipes.com. So, let's exit out of that. Exit to Todd Wilbur. "Secret recipes." Myrecipes.com. All right. It doesn't want to cooperate today, but you see what I'm saying though. Let's go back to Simply Recipes. When you do your research you want to find, and you're just looking for different pages you could target to have an affinity over 10. And I showed an example of how that works in the video. It was actually a much better example than I just did. You find those interests, you find those high affinity interests, and they're generally cheaper. And then you run the little \$5 ads to each one of those interests, and that's how you can get cheaper traffic, as I mentioned earlier.

And the seventh way is the giveaways and the contests and the follow up, which I described earlier. So those are the seven ways to get cheap, high quality traffic from Facebook. I'm going to go into each one in detail in future trainings. So that's it, guys. Let me look at some of your questions that you guys might have. Let's leave that on that page while we look at it. Let me know what questions you got. I'm actually going to stop the recording here because it's getting kind of long, and you could always submit questions also in the group as well and I'll get to the questions for you. I hope you guys got something good from this particular training and we're going to open up to Q&A now. Give me one second.